



Ocean Beach MainStreet Association AUGUST 2010 NEWSLETTER

BOARD OF DIRECTORS

- Michael Akey, President**
Pacific View Real Estate
- Julie Klein, 1st Vice President**
Julie Designs
- Heather Clarke, 2nd Vice President**
Union Bank
- Cordelia Mendoza, Secretary**
Cottage Antiques
- Mike Stifano, Treasurer**
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- David Smedley**
Smedley, Gallagher & Gee, LLP
- Yvonne Cruz**
Surf'n Sea Wetsuits
- Gary Gilmore**
Gary Gilmore GOLDSMITH
- Dave Martin**
Shades Oceanfront Bistro and
Crave's Cafe
- Barbara Iacometti**
Details SalonSpa
- Mark Schlesinger**
Beach Area Tax Service
- Craig Gerwig**
Newport Avenue Antique Center
- Kelly Patri**
Bone Appetit Ocean Beach Pet Supply
- Mary Orem**
Morland Apts. LLC



STAFF:

- Denny Knox, Executive Director**
- Claudia Jack, Associate Director**
- Rebecca Saffran, Program Manager**
- David Klamam & Community Crops,**
Market Managers

Discounts at OB Restaurants with Festival Wristband

August Meeting Calendar

Tues. Aug 3	8:30am	Design Committee
Tues. Aug 3	2pm	Restaurant/Entert. Comm
Wed. Aug 4	11am	Music & Art Fest Comm.
Fri. Aug 6	8:30am	Promotion Committee
Wed. Aug 11	8:30am	Finance Committee
Wed. Aug 11	Noon	ER Committee
Thur. Aug 12	Noon	Board of Directors Meeting
Tues. Aug 17	8:30am	Crime Prevention Comm.

Clean OB Committee is dark this month
Meetings held at OBMA office unless otherwise noted.



OBREG is participating this year in the Jazz 88 OB Music & Art Festival on Sept. 11th, 2010. Many participating OB restaurants are

Continued on pg.2

OB restaurant & entertainment group

Welcome to Ocean Beach for the OB Music & Art Festival! Please enjoy these savings at local restaurants, bars, delis & coffee houses!

- Nicks Seafood Restaurant**: FREE dessert with any entree purchase. (619) 222-7427
- Olive Tree**: 10% off any purchase with the receipt of Ocean Beach Music & Art Festival. (619) 224-0443
- Gallagher's Irish Pub**: \$3 signature drink for the month of September. (619) 222-5300
- Pepe's Italian**: 10% off coffee, tea, and bottled drinks. (619) 222-8868
- The Blue Parrot Bar & Grill**: 20% off breakfast on Sept 11th, 2010. (619) 224-8868



Ocean Beach Farmers Market

Every Wednesday 4pm to 8pm
Fresh vegetables, fruit, flowers, jams, fresh baked goods, crafts & local musicians!

OBREG continued from pg. 1



offering specials and/or discounts if you show your Festival Wristband. Some of these specials will also be good for the month of Sept. To participate call 619-224-4906. Don't be left out of this unique coupon promotion! There are 4,000 tickets available for the OB Music & Art Festival with venues in parking lots and in local businesses. Participating businesses will be promoted on air with Jazz 88 and on our website and the Festival website www.obmusicfest.org. Our deadline is approaching . . . *So promote your food related business to a new crowd of people!*

What can you do today to improve your business?

1. Wash your front windows.
2. Check your signage - make sure it is clearly readable
3. Re-arrange your front counter and feature something new every few days.
4. Plant flowers or a bush outside your front door so your business looks more appealing.
5. Make sure the music playing in your business is a good match for your products and/or services.
6. Make eye contact with every person entering your store.

New Graffiti Contact! Please contact **Bill Miles** when reporting graffiti & include the address.

Bill Miles, Graffiti Strike Force, Investigations II - SDPD
Desk - 619-515-2756, Cell - 619-980-9473 wmiles@pd.sandiego.gov

OceanBeachSanDiego.com . . .

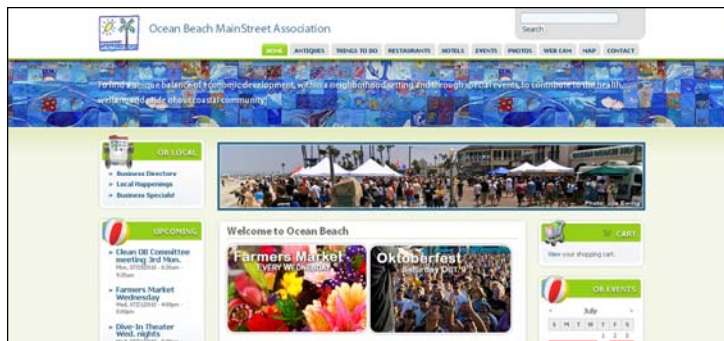
is more than just a website!

The **OBMA Promotion Committee** works every month to add content, photos, interesting stories and relevant information for merchants, visitors and residents alike.



Josh Utley, Intrepid Network, has created our website and worked with our committees to make sure our web presence serves the needs of members and properly promotes Ocean Beach. He has donated an enormous number of hours over the last year to provide us with a great website. *A special thanks to Josh!* Becca Saffran, OBMA staff, has worked with Josh and become proficient in adding content and graphics which helps set us apart from other websites.

We're always looking for **stories** about your business, you or your employees to



help market our local shops and services. As members, you should make sure you have signed up on the website to receive emails from us regarding advertising/promotions. The OBMA website gets over **9,000 absolutely unique users** per month who spend an average of 3-1/2 minutes on the site! That's pretty amazing! We will be rolling out a new advertising and marketing plan for OBMA members. The OBMA Promotion Committee will be spearheading this effort. For more information call Denny or Rebecca at 619-224-4906.

MEMBER BUSINESS ANNOUNCEMENTS

If you want to publish a business announcement, please print the form from our website or drop by the office. Business announcements are free to our members. It's an easy way to let others know about your particular business.

What kind of information will we publish?

Have you or your employees received a special award?

Are you are having a big sale or anniversary?

Are you changing your hours or adding a new product line?

BIG NEWS . . . BIG NEWS . . . BIG NEWS . . .

PEPE'S 11TH ANNUAL TOMATO CONTEST!!!

SUNDAY AUGUST 15TH 2010 STARTS AT 4PM SHARPII

Tomatoes are to be San Diego grown only! Entrée and salad or pizza and salad . . . \$15 per person. Judging by Ed & Darla. We will judge for flavor for 1st Prize, and a 2nd prize will also be awarded. Sign up now! Call 224-4199.

PRIZES INCLUDE: Pepe's gift Certificate, Set of Hand-painted Glasses, Maybe a shirt, wall plaque announcing winner and year, Walter Anderson Gift Certificate.

There's a limit of 25 people so SIGN UP NOW!!!

Surfrider's Paddle for Clean Water is on Sunday, September 12th, 2010. The Paddle starts at 10am but the event goes from 9am to Noon. Check their schedule at SurfriderSD.org

General Committee Info: (check pg1 for more info)

◆ **ORGANIZATION:** (Executive Officers ONLY)
Meets as needed.

◆ **FINANCE COMMITTEE:**
Meets the Tuesday before the Board Meeting at 8:30 am.

OBMA Office. Mike Stifano, Chairperson

◆ **DESIGN COMMITTEE:**
Meets the first Tuesday of the month at 8:30 am
OBMA Office. Barbara Iacometti, Chairperson

◆ **PROMOTION COMMITTEE:**
Meets the first Friday of the month at 8:30 am
OBMA Office. Cordelia Mendoza, Chairperson

◆ **ECONOMIC RESTRUCTURING:**
Meets the 2nd Wednesday of the month at 12 Noon
OBMA Office. Heather Clarke, Chairperson

◆ **CRIME PREVENTION COMMITTEE:**
is an Economic Restructuring subcommittee.
Meets the 3rd Tuesday of the month at 8:30am.
Julie Klein, Chairperson

Remember, report all crimes to 531-2000. Your Call Counts!
The Graffiti Hotline is 525-8522 or local 226-8613

If you would like to join one of our committees, please contact us at 224-4906. It is always more fun to be involved in your community!



Welcome New OBMA Members

410 Degrees

Phone 520-405-1358

410degrees.com

Bakery

SEPTEMBER 8TH, 2010

Watch the Premiere of
"TERRIERS" on the big
screen at **THE HARP!**

Featuring **OCEAN BEACH**
Show begins at 10pm so
come early to get a seat!

"Terriers" is on FX at 10pm
Sponsored by the *Old Townhouse*
Restaurant & The Harp

HISTORY SURPRISES THE OBMA STAFF!

We were visited by Helen (Froide) Gibb who grew up in Ocean Beach. Her father built and owned Froide Foto Finishing Co. This photo was taken in 1930. Froide Foto was located where our building currently is at 1868 Bacon St.



Helen told us that her father sold the business in the late 40's and Fleetwood Pet Store opened and stayed for years. Later the name of the business was changed to Stella's Pet Store.

Originally this was a one story building with the family home in the back where the garages are today. Many thanks to Helen for dropping by and giving us this early photo of this corner.



Ocean Beach MainStreet Association

PO Box 7990, San Diego, CA 92167

Office: 1868 Bacon Street, Suite A
San Diego, CA 92107

619-224-4906, Fax 619-224-4976

www.OceanBeachSanDiego.com

Email: info@OceanBeachSanDiego.com



Ocean Beach MainStreet Association is partially funded by the City of San Diego Small Business Enhancement Program

Happy August!

OceanBeachSanDiego.com . . . For all your information!

[What's Inside this Edition?](#)

Calendar of Meetings	1
OB Music & Art Festival	1
OBREG	1 & 2
Farmers Market	2
New Graffiti Contact info	2
OBMA's website	2
Improve your business	2
Premiere of "TERRIERS"	3
Old photo of our office	3
Membership/Committee Info	3
Member Announcements	3
New OBMA Members	3
OB Oktoberfest	4
Inserts: Mom to Madre	
Police Authorization Form	

We need your help! Please fill out the insert from SDPD. This allows SDPD to enter your property and make an arrest or detain trespassers. You can also access this form online at <http://www.sandiego.gov/police/pdf/letterofagency2.pdf>

OB Oktoberfest

Sat., October 9, 2010

Fun Run at 10am

Microbrew Tastings

Great Music, Contests!

10am to 8:30pm



Watch our website for more information.

OceanBeachSanDiego.com

Follow us on Twitter:
<http://twitter.com/OceanBeachCA>

Fan us on Facebook too!
<http://www.facebook.com/OBMA92107>



MOM TO MADRE

We speak the language of familia

Book Drive August 2nd thru 13th

Please bring a *“Like New”* book for us to
give to our local moms in O.B. to read
with their kids.

info@momtomadre.org

619.309.5151

www.momtomadre.org

DROP OFF AT:

Saffran Packaging

4876 Santa Monica Ave.

San Diego, CA 92107

619.222.4876

info@saffranpackaging.com

Mom to Madre is a California nonprofit
501 (c) (3) corporation in San Diego.

**LETTER OF AGENCY
(Trespass Arrest Authorization)
San Diego Police Department**



Police Division
Start Date
Expiration Date

Sign and remit to:
Western Division
5215 Gaines Street, San Diego, CA 92110
(619)692-4800
FAX: (619) 692-4867
SDPDWestern@pd.sandiego.gov

Business Name
Office Use Only
File ID Number

Last Name First Name M.I.

I am the (Select one) Owner Owner's Agent Person in lawful possession of the property

Business/Property Located at:

Address (Street)
City/State Zip Code
Home Phone Business Phone
FAX Number Parcel No.
San Diego River Bed Properties Only

Recently I have experienced problems at my property (Select all that apply)

Urinating Defecation Littering Drinking Illegal lodging Other

This activity affects me in the following way:

The property is (Select one): Apartment Business Private Home Vacant Lot

On-Site Contact Address Phone

I authorize the San Diego Police Department (SDPD) to act as my agent for the purposes of enforcing all laws against any person found on the property without my consent or without lawful purpose.

I certify that the property listed above is (Select applicable sections):

Closed to the public
 Closed to the public, and posted as NO TRESPASSING (602 P.C.)
 Open to the public, between the hours of and

I authorize the SDPD to ask unauthorized persons to leave the property. If they refuse to do so, or return thereafter, I authorize the SDPD to act as my agent for the purposes of enforcing any law violations on the property. My agent or I will cooperate in the prosecution of persons for these offenses. I understand this letter is valid for a maximum period of SIX MONTHS and it is my responsibility to renew the letter at that time if the need exists.

Emergency Contact, Not Owner or Owner's Agent Home Phone Cell Phone
Pager Other Phone

Signature/Print Date

If you would like to access this form online, please go to:

<http://www.sandiego.gov/police/pdf/letterofagency2.pdf>

Trespass Authorization/Letter of Agency Form (PDF)

This form allows the San Diego Police Department to act as the agent for the owner of private property for purposes of enforcing laws against any person(s) found on the property without the owner's consent or without lawful purpose. This is an extremely useful tool and is strongly recommended for vacant properties, vacant lots, businesses or any properties upon which public nuisance activity and/or crime problems, including transient activity, drug activity, prostitution, graffiti, or general trespass are occurring. This form must be renewed every SIX months in order to be effective per Penal Code section 602. Please submit the completed form to your neighborhood police station.

In conjunction with this form, it is strongly suggested, although not required, that the property be posted with a sign indicating:

- A Letter of Agency has been filed with the San Diego Police Department*;
- The address of the property*;
- The words "No Trespassing"; and
- Who the property is managed by and/or who to call to report problems or concerns.

The sign should be no less than 18" X 24", ideally have a font legible from the nearest public street and not be readily accessible to vandals. Signs should be evenly spaced throughout the surrounding property boundaries covered by the Letter of Agency. View a Sample Sign (PDF) on the web.

*Important Note: A sign indicating a Letter of Agency is on file with SDPD including the address of the property is necessary in order for SDPD to confirm the validity of the Letter of Agency and respond accordingly.

In addition, please let OBMA know that you have filled out the Letter of Agency and returned it to SDPD. 619-224-4906.