



Ocean Beach MainStreet Association

AUGUST 2011 NEWSLETTER

BOARD OF DIRECTORS

Michael Akey, President

Pacific View Real Estate

Julie Klein, 1st Vice President

Julie Designs

Barbara Iacometti, 2nd Vice President

Details SalonSpa

Mike Stifano, Treasurer

Winston's

Yvonne Cruz, Secretary

Surf'n Sea Wetsuits

David Smedley

Smedley, Gallagher & Gee, LLP

Gary Gilmore

Gary Gilmore GOLDSMITH

Dave Martin

Shades Oceanfront Bistro

Mark Schlesinger

Beach Area Tax Service

Craig Gerwig

Newport Avenue Antique Center

Mary Orem

Morland Apts. LLC

NEW BOARD MEMBERS

Matt Kalla

Matt Kalla Insurance Agency

Tevia Schriebman

Wizard of Paws

Chris Wilmot

Christopher W. Wilmot, CPA

STAFF:

Denny Knox, Executive Director

Claudia Jack, Associate Director

Liz Greene, Creative Director

Farmers Market Staff:

David Klamon & Community Crops,

Market Managers

Angel and Chris



**JULY 4TH,
2011**

**Thanks to all
who helped
pay for the
Fireworks. . .**



August Meeting Calendar

Tue. Aug 2	8:30am	Design Committee
Tue. Aug 2	2:00pm	OBREL Meeting
Fri. Aug 5	8:30am	Promo Committee
Wed. Aug 10	8:30am	Finance Committee
Wed. Aug 10	Noon	ER Committee
Thur. Aug 11	Noon	OBMA Board Meeting
Tues. Aug 16	8:30am	Crime Prevention

**All other meetings at the OBMA office
unless otherwise noted.**



**Tickets
available
For Sat.
Sept. 10
2011**

General Committee Info: See Calendar pg 1.

◆ **ORGANIZATION:** (Executive Officers ONLY)

Meets as needed.

◆ **FINANCE COMMITTEE:**

Meets the Wednesday 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. Josh Utley, Chairperson



◆ **OBREL:**

Meets the first Tuesday of the month at 2pm, OBMA office Dave Martin & Kevin Alsobrook, Chairpersons

◆ **ECONOMIC RESTRUCTURING:**

Meets the 2nd Wednesday of the month at 12 Noon OBMA Office. Gary Gilmore, Chairperson

◆ **CRIME PREVENTION COMMITTEE:**

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

Join one of our committees - 619-224-4906



**Ocean Beach
Farmers Market**

Every Wednesday 4pm to 8pm

Fresh vegetables, fruit, flowers, jams and jelly,
plus fresh baked goods . . .
*not to mention all the other fun things
at the OB Farmers Market!*

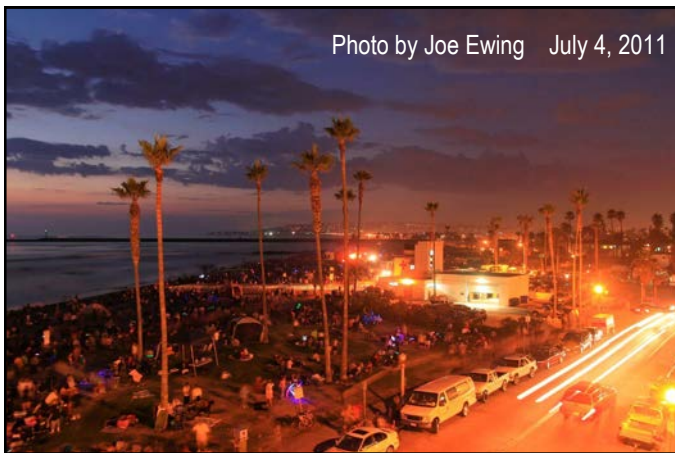


Photo by Joe Ewing July 4, 2011

The Focus Group

Research gives a business the competitive edge. A focus group is one excellent way to collect data and fresh new ideas from customers and staff.

1. Gather 10 to 12 people to "brainstorm on specific areas of your business." To attain that number, you'll need to invite 20 to 24.
2. Keep the objective of the group specific, not general.
3. Appoint an outsider -- not a company employee -- to be your moderator: he or she will be more objective and therefore effective.
4. Provide a discussion outline and/or worksheet as a guide during the session.
5. Hire someone to take notes.
6. Keep the session to two hours or less.
7. Hold the focus group session in a private room at a local restaurant.
8. Offer compensation of a gift or a store gift certificate worth \$75 to \$100.
9. Write thank you notes to all participants.
10. Promise the attendees anonymity. You'll get more honest responses and results.
11. Do not video tape or have an observation "window" overlooking the group.

Remember, people -- not profits -- run your company. Show your customers and staff they are appreciated by opening lines of communication and inviting suggestions.

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Board election results . . .

At the OBMA Board of Directors meeting on July 14, 2011, the election results were presented. With the largest voting turn out that we have had in years . . . Two new board members were elected for 3 year terms:



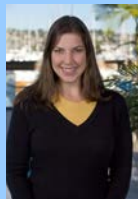
Matt Kalla,
Matt Kalla Insurance



Chris Wilmot,
Chris Wilmot CPA

And one new board member was elected for a 1 year term:

Tevia Schriebman
Wizard of Paws



Congratulations and we all look forward to working with you on the Board! Our next meeting is August 11th for your first board meeting.

Also at the July 14, 2011 Board of Directors meeting, nominations were made for the **Executive Board positions** as follows:

- Barbara Iacometti** for President
- Julie Klein** for 1st Vice President
- Mike Akey** for 2nd Vice President
- Mike Stifano** for Treasurer
- Yvonne Cruz** for Secretary

On August 11th, the Board will make it official.

Member Business Announcements

If you want to publish a business announcement, please print the form from our website, email us 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?

FIREWORKS RAFFLE

Check out the list of winning raffle numbers on
www.oceanbeachsandiego.com

WEBSITES . . . Due to the many inquiries about entry level website solutions we at **Intrepid Network** are please to announce HTML one page storefronts for your business. Our new one page websites provide everything a business needs to brand it's image and inform its customers of the goods and/or service they provide. All one page sites include an image slideshow, Facebook feed and like box, social network icon links, business phone number, address and contact info all within a very comprehensible layout with a custom design to match your business brand. Call (619) 929-0762 or email josh-ua@intrepidnetwork.net to get one setup for your business. An example of this style of a website can be viewed here: <http://www.missionsurf.com>.

Bark to Life comes to Dusty Rhodes Park 8/27/11. Honoring caregiving canine companions from 10am-1pm it is a non-competitive walk event for people and dogs to raise funds and awareness in the fight against cancer. Jerry Webber 619-209-1160 for more information.

WELCOME NEW MEMBERS

J out of J OB
1889 Bacon St., Suite 2
619-843-5096
OB Kumason.com OBKumason@yahoo.com
Retail Sales

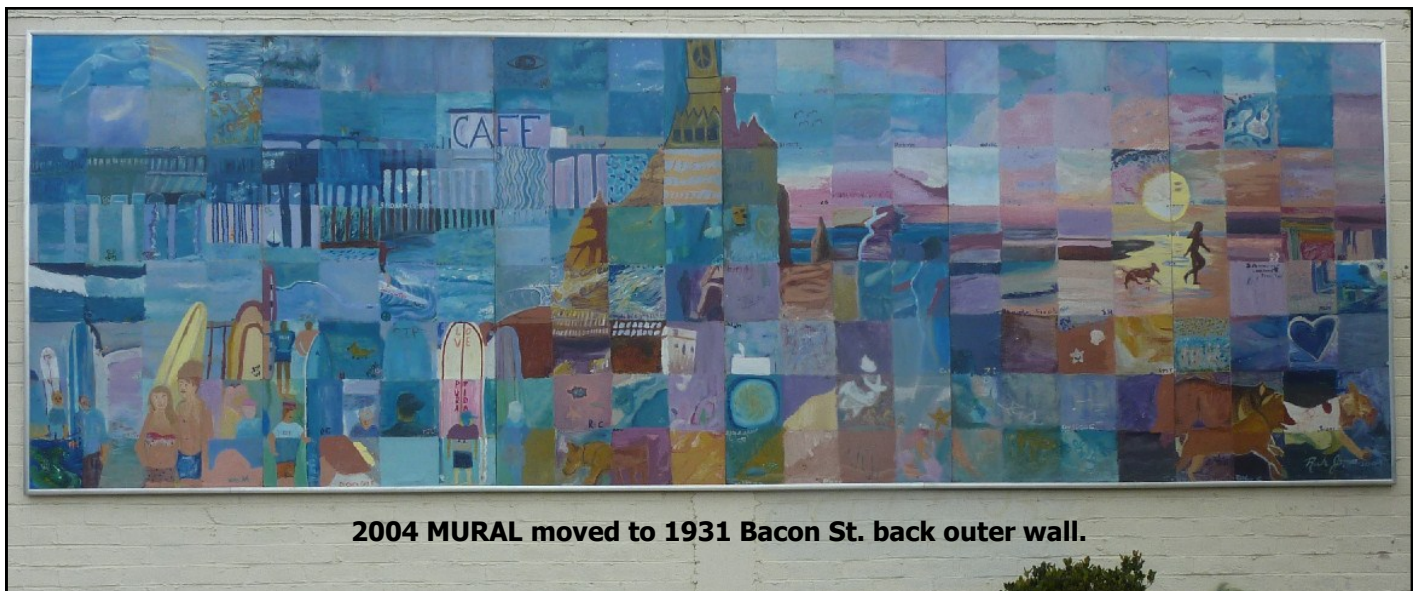
*******New Information for*******

BestArt Signs & Graphics
www.bestartsystems.com
bestartgraphics@cox.net

Peninsula Beacon
Has a new address 1621 Grand Ave. Suite C,
San Diego, CA 92109

Seth's Tattooing
Has a new phone 619-255-5565

Old Time Photos available in Ocean Beach. \$29.95 for (1) 8x10 or (2) 5x7 sepia photos. Double your order and get (2) 8x10 or (4) 5x7 for only \$50. Call (619) 758-1800 to make your appointment today. Shawn and Ramona at **Old Time Photo Company**.



Thanks to Janis Ambrosiani, muralist, who restored our 2004 mural AND thanks also to ZED Electric for relocating the mural to the back outer wall of the James Gang Co. building. The location changed because the tenant made changes to the building it was previously installed on. John Small gave his okay along with the James Gang.



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



Partially funded by the City of San Diego
Small Business Enhancement Program

*Have a Great
Summer In Ocean Beach!*



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Inserts: Mom to Madre
OB Surf & Skate
Namaste

To learn more about advertising in the newsletter or on our web site please call Liz or Denny at 619-224-4906. Check out the inserts in this newsletter



DIRECTORY CORRECTIONS

- **A Faithful Companion's** website was listed incorrectly in their ad in the coupon section. It should have been: **AFaithfulCompanion.net**
- **Baylor's Brush** had the wrong phone number listed. The correct number is **619-224-9713**.
- **Blondstone Jewelry Studio** should have been listed under **Jewelers** and **Gifts** and not just **Jewelry**.
- **B Wood Insurance** was left out of the Directory. Their address is **4032 Wabaska Drive, San Diego, CA 92107**. Their phone number is **619-298-7361**. **BWoodInsurance.com** Listed under insurance.
- **Hair of the Dog** is located at **4783 Narragansett**.
- **Raindrops, 1951 Abbott St., Suite A, San Diego, CA 92107**. **619-224-7730** was left out completely and should have been listed under **Clothing** and **Swimwear**.
- **Wags & Whiskers** was left out of **Pet Sitting**. Email **wagswhiskers@sbcglobal.net** and website: **Wagsandwhiskerslovingpetcare.com**



Please make a note of the corrections in your copy. Thanks.

FOLLOW US ON

Twitter:
<http://twitter.com/OceanBeachCA>
Facebook:
<http://facebook.com/obma92107>



oceanbeach
namasté
yogacenter

ONE WEEK FREE unlimited yoga classes

Special offer for first time students (San Diego residents only).

Check out our new retail space!
We are now carrying yoga
accessories and clothing.

Namasté Yoga Center **Teacher**
Training starting this Fall!



- 30 yoga classes per week
- AcroYoga
- Hip Hop Yoga
- Kirtan
- Special Events
- Workshops

4893 Voltaire Street #B San Diego, CA 92107 619 523 1203 www.obnamasteyoga.com



MOM TO MADRE

Back to School Book Drive – August 1-12

Kids need books at home to succeed in school.



*Please help us give books to kids in O.B. schools.
Drop off new or “like new” kids’ books at*



Ocean Beach Business Center
4876 Santa Monica Ave.
San Diego, California, 92107
619.222.4876

Or

*Visit our website to make an on-line donation
to buy a book for a child.*

momtomadre.org



Contact Mom to Madre at
619 309-5151
info@momtomadre.org

*Mom to Madre extends a hand, in English and
Spanish, to young moms trying to beat the odds.*

Mom to Madre is a California nonprofit corporation, tax exempt under Internal Revenue Code, Section 501(c)(3); EIN 27-1299878. We accept both financial and in-kind donations with gratitude. Your donations are tax deductible to the extent allowed by law.



4976 Newport Ave | San Diego, CA 92107 | 619.225.0674

Summer Specials!

\$100 OFF week-long surf or skate camp!

Sessions run now through September 2nd — Ages 6-16

Send your kids to camp where they can learn all the essentials of surfing or skating!

Buy one, Get one FREE!

Surf, Stand-up Paddleboard or Kayak Rentals

Explore the beautiful San Diego coastline while improving your surf, SUP or kayaking skills!

Ocean Beach Surf & Skate and Ocean Experience Staff are highly trained, CPR/First Aid certified, and all equipment is provided. Take advantage of these sweet deals and do something you've always wanted to do - Call or stop by the shop today!

Available to Ocean Beach merchants ONLY

\$100 OFF

SUMMER SURF CAMP

To redeem this coupon, visit Ocean Beach Surf & Skate. Limit one per person. Not valid with any other offer. **EXPIRES 8/31/2011**

Ocean Beach Surf & Skate
4976 Newport Avenue
619.225.0674 | obsurfshop@yahoo.com

Buy 1, Get 1 FREE

Surf, Kayak or SUP Rental

To redeem this coupon, visit Ocean Beach Surf & Skate. Limit one per person. Not valid with any other offer. **EXPIRES 8/31/2011**

Ocean Beach Surf & Skate
4976 Newport Avenue
619.225.0674 | obsurfshop@yahoo.com



4976 Newport Avenue | San Diego, Ca 92107 | 619.225.0674

Surf/Skate Lessons:

Open Group	\$35/hr
Private 1-on-1	\$50/hr
Private Group (3 person min)	\$30/hr

Surf Camp:

Week-long, Full day	\$350/wk
Week-Long, Half-day	\$275/wk

Skate Camp:

Week-long, Half-Day	\$250/wk
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Kayak Tours:

2 hours	\$70
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SUP Clinics:

2 hours	\$70
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Surfboard Rentals:*

\$8/hour	\$20/half-day	\$30/full day
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Body Board Rentals:

\$6/hour	\$15/half-day	\$20/full day
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Skim Board Rentals:

\$6/hour	\$15/half-day	\$20/full day
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SUP Rentals:

\$15/hour	\$35/half-day	\$50/full day
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Kayak Rentals—Single:

\$10/hour	\$25/half-day	\$35/full day
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Kayak Rentals—Double:

\$12/hour	\$35/half-day	\$45/full day
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Bike Rentals:

\$8/hour	\$20/half-day	\$30/full day
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Located *inside* Ocean Beach Surf & Skate | thevaultyoga.com

Classes include Vinyasa Yoga, Sunrise Yoga, Pilates Mat, Zumba, and more!

Single Class Session	\$25 (1-day drop in)
5-Class Package	\$100 (\$20/class)
10-Class Package	\$150 (\$15/class)
Unlimited Monthly	\$89 (\$11.12/class)
Saturday/Sunday Monthly Membership:	\$69 (\$17.25/class)

The Vault Combat Academy is also proud to offer: combat muay thai/deth ko sin, cardio kickboxing, integrated threat response, kids self defense, boxing, jiu jitsu & jeet kune do. \$100 month-to-month class package. For more info visit www.vaultmuaythai.com.