



# Ocean Beach MainStreet Association

## DECEMBER 2005 NEWSLETTER

### **BOARD OF DIRECTORS**

- Scott Allgaier, President**  
Newport Avenue Antique Center
- Michael Akey, 1st Vice President**  
Pacific View Real Estate
- Julie Klein, 2nd Vice President**  
Julie Designs
- David Smedley, Treasurer**  
Smedley, Gallagher & Gee, LLP
- Nedia Bacon, Secretary**  
Theo's Restaurant
- Yvonne Cruz**  
Surfn Sea Wetsuits
- Gary Gilmore**  
Gary Gilmore Goldsmith
- Genoa Dickson**  
Ocean Beach Hotel
- Barbara Iacometti**  
Details Salon & Spa
- Heather Clarke**  
Union Bank
- Mark Schlesinger**  
Beach Area Tax Service
- Mike Stifano**  
Winston's
- Beth Turner**  
Jungle Java
- Cordelia Mendoza**  
Cottage Antiques
- STAFF:**
- Denise Knox, Executive Director**
- Claudia Jack, Associate Director**
- David Klamon & Community Crops - Market Managers**

Rockin' & Shoppin'  
in Ocean Beach!

**GREAT FOOD**   **UNIQUE SHOPPING**

**GOOD CHEER**   **FRIENDLY PEOPLE**

**FESTIVE ATMOSPHERE!**

FOR LOCAL MERCHANT DIRECTORY VISIT US AT:  
**OceanBeachSanDiego.com**  
Internet service provided by NetWare

Eat, Shop,  
Play & Stay in  
Ocean Beach

OCEAN BEACH  
MAINSTREET  
ASSOCIATION  
619-224-4906

Artwork by  
Dave Ramsey

## OBMA Holiday Promotions

This is the artwork for the upcoming promotional campaign running for the holidays. The OBMA Promotion Committee has worked on putting together an advertising push to help you with your sales. We will also be running a TV ad on **Channel 15** throughout the holidays along with our print ads in the **Beacon**.

The OBMA Design Committee with the help of the OB Community Foundation has purchased and installed a new holiday swag in the 4900 block of Newport Avenue. The Sunset Cliffs Surf Association had over 20 volunteers who helped to put up the holiday decorations throughout the downtown shopping district just prior to Thanksgiving.

**You can help by decorating your storefront and putting up extra lights to give your business more holiday spirit.**

### **OBMA DECEMBER MEETING CALENDAR**

Fri.	Dec. 2	8:00am	<u>OBMA Promo Committee</u> , OBMA Office
Tue	Dec. 6	8:30am	<u>OBMA Design Committee</u> , OBMA Office
Wed.	Dec. 7	8:30am	<u>OBMA Finance Committee</u> , OBMA Office
Thur.	Dec. 8	Noon	<u>OBMA Board Meeting</u> at OBMA Office
Wed.	Dec. 14	Noon	<u>OBMA Economic Restructuring Committee</u> meets at OBMA Office
Tue.	Dec. 20	8:30am	<u>Crime Prevention Committee</u> at the foot of Newport Avenue at the Christmas Tree.

**Farmers Market is Open Every Wednesday from 4pm to 7pm (closed on Dec. 28th only)**

## **General Committee Info:** (check pg 1 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. David Smedley, Chairperson

◆ **DESIGN COMMITTEE:**

Meets the first Tuesday of the month at 8:30 am

OBMA Office. Cordelia Mendoza, Chairperson

◆ **PROMOTION COMMITTEE:**

Meets the first Friday of the month at 8:00 am

OBMA Office. Nedra Bacon, 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 Grafitti 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!*



## **OB FARMER'S MARKET WINTER HOURS!!!**

The Farmer's Market is open every  
Wednesday from 4 pm to 7 pm.

### **Membership Information:**

All business owners within the Ocean Beach Business Improvement District boundaries automatically become members of the OBMA when they remit their business license fee. Associate Membership is available to other local businesses for an annual fee of \$70.00.

Member benefits include discounted comprehensive health care insurance rates, listings in multiple on-line and published business directories, co-op advertising opportunities, direct mail pieces and various promotional campaigns. The OBMA staff also facilitates your participation in the Façade Rebate Program, the Public Right of Way Program and the Unreinforced Masonry rehab project. They are also your vehicle to address any difficulties that arise in the district (signage, zoning, trash, safety, etc.). Best of all, you are given the opportunity to participate in the many special events and community activities that help make Ocean Beach the exciting, vibrant community it is today.

Stop by the office at 1868 Bacon Street, call or email us at [obbid@nethere.com](mailto:obbid@nethere.com) and we will be happy to assist you.

## **The regional outlook for winter gas prices**

Throughout the nation, natural gas prices have been rising over the past few years, and industry analysts predict that the trend will continue this winter. As a result, businesses that use the same amount of gas and electricity this winter as they did last winter will likely see their energy bills increase.

The price your business pays for natural gas includes the cost of the commodity itself – which SDG&E® buys on the open market – plus distribution services rates. Factors contributing to higher natural gas prices charged by producers and suppliers include increased global demand for natural gas, decreased production, and higher crude oil prices.

While the exact impact rising natural gas prices will have on area businesses is uncertain, improving your business' energy efficiency can help lower gas usage and control costs when heating the office or using natural gas equipment this winter. Here are some immediate steps your business can take before the cooler weather arrives:

- Schedule an on-site energy analysis by calling SDG&E's Energy Information Center at **1-800-644-6133**. A representative will come out and survey your facility, and provide a customized report on your current energy use and offer energy-saving options. Energy analysis tools are also available online, CD-ROM, mail and over the phone.
- Take advantage of energy-efficiency rebates for installing qualified natural gas equipment at [www.sdge.com/express](http://www.sdge.com/express). Rebates are also available for qualifying electric equipment.

Businesses can also try these simple energy-saving tips for the office:

- Set your heater to 68° F; each degree you lower your temperature setting can save on heating costs.
- Install programmable thermostats or timers to control heater operation.
- Close the door and draw the shades at night and during unoccupied periods to help your building retain heat.
- Seal off unused areas, and reduce or eliminate heating in these spaces. Storage rooms, warehouses and other unoccupied areas are a good place to start.
- Keep gas equipment operating safely and at peak efficiency with regular maintenance.

Helping business customers save energy this winter is one of the ways that SDG&E is committed to providing safe, reliable energy and exceptional customer service.

## MEMBER BUSINESS & EVENT ANNOUNCEMENTS

If you want to publish a business announcement, please print out the form from our website or drop by the office.

Business announcements are free to our members and are an easy way to let others know about you and your particular business.

### What kind of information will we publish?

Have you or your employees received a special award?

Are you having a big sale or anniversary?

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

Have you recently remodeled?

**Peak Performance** now offers Chiropractic Care and Homeopathy to its list of services. Dr. Novick is a chiropractic physician who has been in practice for 9 years. She specializes in holistic chiropractic care with the use of homeopathy, vitamin and herbal therapies. Her chiropractic methodologies range from traditional chiropractic adjustments to low force techniques using applied kinesiology, with a focus on correcting the entire skeletal system including the cranium using a technique called Sacro-Occipital therapy. Dr. Novick has dedicated herself to continually keeping up to date on current nutritional therapies with a focus on functional and integrative medicine. For more information contact Dr. Novick at 1-760-519-1759.



**Steve Wimmers, CPA** has recently moved his firm to 2240 Shelter Island Drive #206, San Diego, CA 92106. The phone number remains the same 619-222-5239. Steve is a past president of Ocean Beach Merchants Association and served for many

years on the Ocean Beach CDC. We wish him well in his new location.

### "Rockin' Around the Christmas Tree"

... is the theme of this year's Ocean Beach Christmas Parade at 5:05pm on December 3<sup>rd</sup>. It should be a terrific parade. The Ocean Beach Tree Committee (which is part of the OB Town Council) puts on the holiday events every year. The business community can do its part by keeping the sidewalks clean, donating to local charities and volunteering when needed.

*Happy Holidays!*

**Olive Tree Marketplace** has a new banner hanging from their building that is encouraging local residents to *Shop Local*. "Too much time and gas is spent shopping for items that can be found here in OB. In many cases these items are the



same price, or cheaper than our competitors located miles from OB. So far the response has been fantastic," said Chris Stavros, owner. "As many locals agree . . . shopping locally not only helps our community keep its small town feel, but saves them time and gas." We have also continued our "Wine Sale" (buy any four bottles and get 10% off) due to

popular demand. In addition to these discounts, we are also featuring several close-out specials that we buy direct from the wineries. These are great wines value-priced between \$3.99 and \$6.99 per bottle." Visit The Olive Tree Marketplace at 4805 Narragansett. Parking in the rear. 619-224-0443.

**Ocean Beach Antique District** is having a terrific **Open House** and extended shopping hours on Thursday, December 15th from 6pm to 8:30pm. For more information please call Craig at 222-8686.

**Ocean Beach Realty** has a 4 BR, 2-1/2 BA house at 2070 Mendocino available Dec. 1st for \$2250. Contact Mike Akey at 619-316-3403.

### WELCOME NEW OBMA MEMBERS!!!

#### The Scary Fairy Art & Gift Gallery

4870 Santa Monica Ave.  
San Diego, CA 92107  
619-222-2799

#### EOS Architecture

4852 Santa Monica Ave.  
San Diego, CA 92107  
619-224-6100

### SCORE WORKSHOPS

For Information on Workshops call 619-557-7272  
OR [www.score-sandiego.org](http://www.score-sandiego.org)

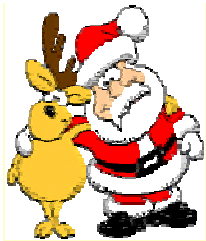


Ocean Beach MainStreet Association

PO Box 7990  
San Diego, CA 92167

**Office:**

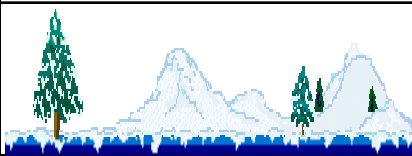
1868 Bacon Street, Suite A  
San Diego, CA 92107  
619-224-4906, Fax 619-224-4976  
www.OceanBeachSanDiego.com  
Email: obbid@nethere.com



Ocean Beach MainStreet Association website is [OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)

**What's inside?**

OBMA Promotion Campaign	1
Calendar of Meetings	1
Membership & Committee Information	2
Farmers Market Information	2
SDG & E News	2
Member Business & Event Announcements	3
"Rockin' Around the Christmas Tree"	3
New OBMA Members	3
Great Ideas for Increasing Holiday Sales	4



**Ocean Beach  
MainStreet Association  
Wishes you a  
Merry Christmas &  
Happy New Year!**

**5 Great Ways to Increase Your Holiday Sales!**

1. Make sure your display windows are clean and well lit. There is nothing worse than dirty windows or dead flies in your displays.
2. Make sure window displays are interesting and eye-catching. You don't necessarily need a lot of merchandise in your window, but it must tell the customer something good about your business.
3. Holiday music that is upbeat will make your shoppers feel more like shopping. Make sure you can hear the music as you walk by the store (put speakers near the door).
4. The smell of cinnamon in a store often makes customers feel more comfortable and at home. Give away candy canes with every purchase.
5. Always make eye contact with every customer as they enter your business and remember to smile. If your store is very busy, just letting the customer know that you see they are waiting usually keeps the customer from feeling anxious.

