



# Ocean Beach MainStreet Association December 2007 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**  
Winston's
- 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 Salon & Spa
- Mark Schlesinger**  
Beach Area Tax Service
- Beth Turner**  
Jungle Java
- Craig Gerwig**  
Newport Avenue Antique Center
- Kelly Patri**  
Bone Appetit Ocean Beach Pet Supply

## **STAFF:**

- Denny Knox, Executive Director**
- Claudia Jack, Associate Director**
- Rebecca Saffran, Projects Manager**
- David Klaman & Community Crops,**  
Market Managers
- Internet Service by **Nethere**



Art by Chuck Schiele

Check  
out our  
2007  
holiday  
ad!!!

Make  
your cash  
registers  
ring with  
good  
cheer  
for the  
Holidays!

WOW  
OB!!!

## ***GREAT NEWS ABOUT LOCAL BUSINESSES!***

Eleven of our local O.B. businesses made it into the top five of their particular categories in the "News 10 A-List Best Of San Diego." recently. It's quite an honor to get into the top 5 of your trade out of 100's of businesses in San Diego.

## ***CONGRATULATIONS TO:***

- Cottage Antiques
- Oriental Treasure Box
- Dog Beach Dog Wash
- World Famous Dog Wash
- Bone Appetit Ocean Beach Pet Supply
- O.B. Peoples Food Coop
- Hodad's
- South Coast Surf Shops
- Peak Performance Holistic Therapies
- Bar-B-Que House
- Espresso Pizza Restaurant

## **December Meeting Calendar**

All meetings are held at the OBMA office unless otherwise noted.

- |                       |                     |
|-----------------------|---------------------|
| Tue. Dec. 4 8:30am    | Design Committee    |
| Fri. Dec. 7 8:00am    | Promotion Committee |
| Wed. Dec. 12 8:30am   | Finance Committee   |
| No meeting this month | ER Meeting          |
| Thur. Dec. 13 noon    | OBMA Board Meeting  |
| No Meeting this month | Crime Committee     |
| No Meeting this month | Clean OB Committee  |

## Ocean Beach Holiday Events

For more complete information, please check our website and click on events for a complete calendar

- Nov. 27th - OB Tree Arrives
- Nov. 28th - Decorate the Tree 9am-Noon
- Nov. 28th - OB Farmers Market - 4pm-7pm
- Nov. 29th - OB Tree Auction 6:30pm-9:30pm
- Nov. 30th - Storefront Decorating Contest Judging
- Dec. 1st - OB Parade at 5:05pm
- Dec. 1st, 8th, 15th, 22nd - OB Craft Fair 10am-3pm
- Dec. 10th-12th—Food & Toy Drive 5pm-8pm at  
Masonic Center, 1711 Sunset Cliffs Blvd.

## Food & Gifts for the Holidays at the Ocean Beach Farmers Market



Every Wednesday  
from 4pm-7pm

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

## 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. Mike Stifano, Chairperson

♦ **DESIGN COMMITTEE:**  
Meets the first Tuesday of the month at 8:30 am  
OBMA Office. Beth Turner, Chairperson

♦ **PROMOTION COMMITTEE:**  
Meets the first Friday of the month at 8:00 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 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.



**Happy Holidays**  
from  
**Ocean Beach  
MainStreet Association**

## Safety starts with regular checkups of your gas equipment

If your business has equipment that runs on natural gas, regular checkups are an important first step in helping to keep you, your employees and visitors safe. Clean, well-maintained equipment also works more efficiently, so you can get the most for your energy dollars, and it lasts longer.

Whether you have space-heating boilers, water-heating systems, process boilers, food-service equipment, microturbines or other natural gas-fired equipment, your safety checklist should include the following steps.

Once a year, have a licensed contractor test, clean and adjust your gas equipment. This service should include checking gas connections, gas pressure, burner combustion, thermostat accuracy and system controls.

To avoid illness and even death, know the warning signs of carbon monoxide:

- A yellow, large, unsteady burner flame in gas equipment.
- An unusual pungent odor caused by poor combustion when gas equipment is running.

Unexplained nausea, drowsiness and flu-like symptoms among building occupants, which may indicate carbon monoxide poisoning and a need for immediate medical attention.

If you suspect carbon monoxide is present, shut off the equipment and get it inspected right away by a licensed contractor or San Diego Gas & Electric®.

Keep gas equipment free of dust, lint and any obstructions to airflow.

Never use or store flammable products near gas equipment or other heat-producing devices.

For more safety tips, visit [www.sdge.com/safety](http://www.sdge.com/safety) or call **1-800-411-SDGE (7343)**. Providing you with safety information, safe and reliable energy, and round-the-clock emergency response is all part of SDG&E's commitment to safety.

# 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 having a big sale or anniversary.

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

Jere Batten CPF, CFE of Batten Accountancy, Inc. was nominated and was one of the finalists in the San Diego Business Journal's Women Who Mean Business Award. The criteria used in determining the finalists for this award were: fields of accomplishment; differences she had made within the workplace; how she had made a difference within her profession; her contributions to the community; and how she had inspired others. Congratulations to Jere for her nomination! Batten Accountancy is located in Ocean Beach and Jere and her excellent staff can be reached at 619-501-6359.

## Many, many thanks to the . . .

OBMA's Economic Restructuring Committee for all their hard work on the OB Restaurant Walk. It was a huge success for the OB Tree Committee (OB Town Council). The OB Main-Street Association does all the behind the scenes work, contacting all the restaurants, bars and merchants. That is one of our donations to the OB Tree Festival. Happy Holidays!

## Special Events are a Boost for Small Businesses!

Since Farmers Market began in the early 1990's traffic to Ocean Beach increased an estimated three-fold, according to Denny Knox, executive director of OBMA. With rent on Newport on the rise, events that attract newcomers (like Farmers Market) become crucial.

According to a survey taken by Jazz 88 after our most recent Jazz Fest, 79% of those surveyed said they would visit Ocean Beach again; 31% said their perceptions of OB grew more positive after the event.

"I know they make our town crowded, but we need them [visitors] here" said Janet Peña, owner of Tempress Fashion at 1918 Bacon St., after the Breast Cancer Walk took over OB last Saturday. Peña continued by saying every business should support events that bring people to OB.

The latest addition to the list of OB events, Newport Nights, has the potential to attract visitors just as Farmers Market has since 1993. Despite the Market's slow start people around San Diego mark Wednesdays as a day to come to OB. Newport Nights, the last Saturday of every month, promises to do the same.

By Rebecca Saffran

## Welcome New OBMA Members Spear Shack

4810 Santa Monica Ave. 619-226-2406  
Free Diving & Kite Boarding

## The Harp

(formerly O'Bees)

4935 Newport Ave. 619-222-0168  
Irish Pub and Restaurant



why not  
advertise  
with us?

with 80,000 hits per month, the OBMA  
web site will increase your exposure!

prices \$99 and LOWER.

call Rebecca at 224.4906 to get started.

## Holiday Decorations . . .



were put up with care by many volunteers including the Sunset Cliffs Surf Assoc. along with OBMA volunteers and staff.

Thanks for all your help. The Business District looks festive and awesome!

Happy Holidays!!!





**Ocean Beach MainStreet Association**

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**OceanBeachSanDiego.com . . . For all your information!**

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Insert: Saffran Packaging  
Sunset Cliffs  
Body Therapies

**Merry Christmas  
&  
Happy New Year**

# OB Farmers Market

will be **Open** *each Wednesday* this holiday season.



**Every**

**Wednesday**

**4pm to 7pm**

**December 5th**

**December 12th**

**December 19th**

**December 26th**

**January 2nd**