



Ocean Beach MainStreet Association December 2009 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

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Surf'n Sea Wetsuits

Gary Gilmore
Gary Gilmore GOLDSMITH

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Barbara Iacometti
Details SalonSpa

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, Program Manager
David Klaman & Community Crops,
Market Managers



December Meeting Calendar

Friday Dec. 4th 8:30am Promotion Committee
Design Meeting and ER Meetings
are dark in December.

Thurs. Dec. 10th Noon OBMA Board Meeting

Friday Dec. 25th Merry Christmas

Thurs. Dec. 31st Happy New Year!

Our meeting schedules will be back to normal starting in January 2010.

**Many thanks to the
Sunset Cliffs Surf Association
and OBMA merchants for
their help in putting up the
holiday decorations in the
downtown commercial district
for this holiday season.**

Ocean Beach Farmers Market

Every Wednesday
All thru the holidays
4pm to 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!
Holiday music and sheer enjoyment for all.



City of San Diego to upgrade water system in OB

The City of San Diego has announced that the water system in Ocean Beach will be upgraded in the coming months. The improvements include the replacement of outdated cast iron water mains that have reached the end of their service life. These mains will be replaced with state-of-the-art materials that are far more resistant to deterioration and breaks. The estimated start time in Dec. 1, 2009 ending on Jan. 4, 2011.

The commercial areas affected include Abbott St. at Santa Monica Ave., Abbott St. at Muir, and Sunset Cliffs Blvd from Voltaire to Brighton Ave. Long Branch and Abbott St. will be most affected by the construction along the residential corridor. There will also be a lot of construction on Greene St., Larkspur and Seaside.

Signs will be posted as the City works on the construction. During the summer months there will be no construction. If you have further questions, please contact www.sandiego.gov/water/cip/group.shtml and select "frequently asked questions about group jobs."

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

Yikes, it's almost 2010! It must be "list" time!

- Check with your tax professional for last minute tax savings.
- Watch your sales closely this holiday season. You may need to adjust prices to meet your inventory and sales goals.
- Plan for a sale to get rid of unwanted merchandise. If you need to donate merchandise, do it before the end of your tax year.
- Celebrate the holidays in your business with music, decorations and a festive attitude. Your customers will appreciate feeling good while in your business.
- If you are in a service/professional business, giving your valued customers a small gift/card will be noticed and appreciated.
- Always thank your loyal customers.
- Always thank your employees for a job well done.
- Have a wonderful life!

During the OB Parade . . . Please make sure you leave your lights on to give your business needed exposure. OBMA worked with the City to make sure Newport Avenue could stay open for parking until 3pm. Please remind your customers so they don't get a ticket or a tow.

Remember to turn in your **Police Authorization Forms** to the Office or send them to Western Division. We gave you all information in the last newsletter. If you need more information, just give us a call 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 having a big sale or anniversary.

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

Annual Christmas Musical - "The Christmas Carol" *Three Showings Only! Dec 11, 12, & 13, 7- pm*. Bring your family to kick off the Holiday Season with the Christmas tale of Scrooge, Tiny Tim, and the Cratchet family (with a twist)! This year's show will include a Live-Orchestra, Amazing cast, and original choreography/dance. Take advantage of the free child care and also enjoy the cookie reception after the show! 5\$ per 15\$ family. Buy tickets now at the church office. **Ocean Beach First Baptist Church**, 4790 Santa Monica Ave.

Volker Financial and Insurance Services, Inc. has moved their financial services business from 1811 Sunset Cliffs Blvd. to 4605 Point Loma Ave. Please make note of it in your business directory. Their phone number is 619-223-6880.

Can you really give the gift of good health? Well, sure you can (and it feels pretty darn good too!) The holidays are a time to thank your family, friends, employees and co-workers for all they do for you... and you couldn't thank them better than with an AWESOME massage or Reflexology session! Take advantage of this Special Offer: **\$10 OFF purchase of 1 hour Gift Certificate! \$15 OFF purchase of each hour when you buy 3 or more Gift Certificates!** Hurry! The holidays are just around the corner and this offer won't last long! Please call: **Mary's Therapies** skillful.healing.results. Ocean Beach, CA 92107 619.224.1843 mary@marystherapies.com www.marystherapies.com

Make Your Holidays as Easy as Pie! Julian Pies at the **Olive Tree Marketplace**. Reserve Yours Today! We're on the corner of Narragansett and Sunset Cliffs Blvd. 619-224-0443

www.olivetreemarket.com



Planning a holiday get-together for family, friends or business? **Nati's Mexican Restaurant** is the perfect spot to hold your holiday luncheon. They can accommodate up to 50 people and their reasonably priced menu fits everyone's budget. Ask about their party menu designed especially for larger groups. Margaritas, cocktails, beer, wine, and great food. Take out is also available for large or small groups for your party at home. Located at 1852 Bacon St. in Ocean Beach. 619-224-3369. Ample Parking.

Welcome New OBMA Members Green Lady Garden Supply

4879 Newport Ave.

619-239-2909

Garden Supply Store

True Point Sharpening

Tim Stallard

619-886-9599

Knife Sharpening Service



Congratulations to the Ocean Beach Winners Readers poll in CityBeat *Ocean Beach really got the votes!*

Best San Diego Hair Salon:

◆ **Electric Chair**, 4944 Newport Ave.

Best San Diego Tattoo Artist:

◆ **Bill Canales, Full Circle Tattoo**, 4861 Newport

Best Antique Store:

◆ **Ocean Beach Antique Mall**, 4926 Newport Ave.

Best Smoke Shop:

◆ **The Black**, 5017 Newport Ave.

Best Surf Shop:

◆ **South Coast**, 5023 Newport Ave.

Best Burger:

◆ **Hodad's**, 5010 Newport Ave.

Best Smoothie:

◆ **OB Smoothie Bar**, 5001 Newport Ave.

Best Local Women's Clothing Store:

◆ **Dream Girls**, 5054 Newport Ave.

Honorable Mentions:

| | |
|--------------------|------------------------|
| OB Farmers Market | 3rd Corner (2) |
| Apogee | OB People's Coop |
| The Black Bead | Newport Ave. Optometry |
| Full Circle Tattoo | Closet |
| Good Life Boutique | |

Also,

Best bench to get lost:

◆ **Sunset Cliffs Natural Park**

Best place to play with dogs:

◆ **Dog Beach**

Best Surfer to reminisce with:

◆ **Jim Robb aka Mouse**

Best place to walk in with rags and walk out with riches

◆ **Rags**

Great News for Ocean Beach!



Ocean Beach MainStreet Association

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

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OceanBeachSanDiego.com

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Check out the inserts in this newsletter:

- ◆ Blue Parrot
- ◆ Bone Appetit
- ◆ OB Business Center

To learn more about advertising in the newsletter or on our website please call Rebecca or Denny at 619-224-4906.

STOREFRONT IMPROVEMENT PROGRAM

Do you want to give your building a face lift? For more information on the City's Storefront Improvement Program and other City of San Diego business assistance programs, visit the City's Web site at www.sandiego.gov/economic-development or call the City Planning and Community Investment Department at (619) 236-6700. We've got info too at 619-224-4906.

Thanks for shopping locally right here in Ocean Beach

HOLIDAY EVENTS

2009 OB CHRISTMAS TREE SHIRTS
Purchase at Dog Beach Dog Wash, Surf & Sea & Shades Ocean Front Bistro

DEC. 5, 9AM-9PM
FUN ZONE IN PIER LOT
Music, skateboarding, food, fun & more.
Drop a toy off for the Food & Toy Drive. 9am to 1pm

DEC. 5, 5:05 OB Standard Time
OB Christmas Tree Parade
Newport Avenue (from Sunset Cliffs Blvd. to the Beach)

DEC. 5, 12, 19, 9AM - 3PM
OB CRAFT FAIR
Newport Avenue & Abbott

DEC. 5, 12, 19, 11AM - 1PM
SANTA COMES TO OCEAN BEACH
Newport Avenue & Abbott

HOLIDAY FUN-FOR-ALL!
DEC. 13
HOLIDAY HOMES DECORATION CONTEST
The best dressed 92107 holiday homes will be judged.
Info: Mike 316-3403

DEC. 15, 17, 18, 5PM -
FOOD & TOY DRIVE
PL Masonic, 1711 Sunset Cliffs Blvd.
Volunteer or bring a donation

DEC. 19, DISTRIBUTION 8:30am, PL Masonic

DEC. 1 NOON
OB CHRISTMAS TREE ARRIVES
DEC. 1 DUSK
STOREFRONT DECORATING CONTEST

DEC. 2nd, 9, 16, 23, 30, 4-7PM
OB FARMERS MARKET
*(Single in the Streets) Food & Toy Drive

DEC. 3, 9AM
LOCAL KIDS DECORATE TREE

DEC. 3, 6:30 to 9:30pm
OB TREE AUCTION
Sunshine Company Saloon
21 & up w/d
A "do not miss" event
(Donation? call info line)

www.OBTownCouncil.org
Ocean Beach Christmas Tree Festival Committee
is a sub-committee of the Ocean Beach Town Council.

INFORMATION
Call OB Town Council: 515-4400
or Claudia/Gerry: 846-6269