



# Ocean Beach MainStreet Association December 2010 NEWSLETTER

Did you  
Decorate your  
Business for the  
Holidays yet?

## **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

**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

**Mary Orem**  
Morland Apts. LLC

## **STAFF:**

**Denny Knox, Executive Director**

**Claudia Jack, Associate Director**

**Rebecca Saffran, Program Manager**


**David Klamam & Community Crops,**  
Market Managers

Everything you want for  
**CHRISTMAS**  
right here in  
**OCEAN BEACH**

HOLIDAY CHEER • FRIENDLY PEOPLE • GREAT FOOD  
UNIQUE SHOPPING • FESTIVE ATMOSPHERE

**HAPPY OB HOLIDAYS**

Visit us online at [www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com)  
Event Calendar • Business Specials • Restaurant Guide

  
OCEAN BEACH  
MAINSTREET  
ASSOCIATION

Many thanks to **Joe Ewing**, photographer, & **Ashley Lewis**, Dog Beach Design, for this great marketing piece for OBMA's Promo Committee this holiday season. More about marketing your business on page 3 . . .

## **December Meeting Calendar**

Friday Dec. 3rd 8:30am Promotion Committee

Tues. Dec. 7 8:30am Design Committee

Tues. Dec. 7 2pm OBREG Meeting

Wed. Dec. 8 8:30am Finance Committee

*ER & Crime Meetings are dark in December.*

Thurs. Dec. 9th Noon OBMA Board Meeting

Sat. Dec. 25th Merry Christmas

Fri. Dec. 31st Happy New Year!

Our meeting schedules will be back to normal starting in January 2011.

**Many thanks to the  
Sunset Cliffs Surf Association & OBMA  
merchants for their help  
in putting up the holiday  
decorations in the  
downtown commercial district!**



## 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.



Annual OBMA Awards Celebration held Oct.



28<sup>th</sup> 2010 was a  
terrific success!  
Here are the  
photos to prove  
it. . .

Thanks to all the  
OB businesses. . .



who furnished  
Food & Drinks for



the festivities. We  
all had a really



great time. Hope to  
see you all next year!

## 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.

◆ **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.



## ★ During the OB Parade . . .

Please make sure you leave your lights on to  
give your business needed exposure.  
Please remind your customers that there is  
“no parking” on Newport Ave. so they don’t  
get a ticket or a tow.



## It's almost 2011!

- 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!

# 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?

**Nati's Mexican Restaurant**, celebrating their 50th anniversary, is the perfect place to hold your holiday get-together for family, friends or business associates. Awarded the BEST RESTAURANT ON THE PENINSULA FOR 2009 AND 2010, **Nati's** serves the finest Mexican food at reasonable prices. Their luncheon party room can accommodate up to 50 people and their party menu is designed especially for large groups. Margaritas, cocktails, beer, wine and great food served in a friendly atmosphere. If you prefer to have your party at home take out is also available for large or small groups. Located at 1852 Bacon St. in Ocean Beach. 619-224-3369. Ample Parking.

**MAXOTO Auto Service** celebrating our first holiday season in Ocean Beach. We strive to be your #1 local mechanics for all your vehicle's needs. We have ASE-certified mechanics and the latest diagnostic tools and software to get the job done right. Special "Holiday Maintenance" pricing for OBMA members. Just bring your business cards. Call us 619-916-3737 or stop by our shop at 1869 Cable St. Look for our children's float in the holiday parade sponsored by **Young At Art** and **MAXOTO**. [www.Maxoto.com](http://www.Maxoto.com)

Watch the 2011 Rose Parade on January 1st for dogs in wetsuits made in Ocean Beach by **Surf 'n Sea Wetsuits**. Natural Balance Pet Foods will have a float with an actual pool for "Dock Diving" dogs to jump into. There will also be a section of skim boarding dogs. **Surf 'n Sea** has been in business in Ocean Beach since 1954 making custom wetsuits and repairing and altering them. We

## Welcome New OBMA Members

### Mike's Handyman Service

Mike McFarland 619-694-6370

MikeMcFarland61@gmail.com

Handyman Service, Plumbing

### To the Point

4161 Voltaire St. 619-226-6222

tothepointsd.com info@tothepointsd.com

Restaurant & Catering

first started making dog wetsuits for hunting dogs to help prolong their hunting lifetime as arthritis and rheumatism are very common in hunting dogs. Surf dogs came next and we have made literally hundreds of suits for dogs... No cats yet! **Surf 'n Sea Wetsuits**, 1874 Bacon St. 619-222-1231

On Sunday, December 12, BCA will host a special benefit event for **San Diego Youth Services**, an established nonprofit organization working to stabilize the lives of youth in crisis. From 9am-3pm, we will offer acupuncture treatments in exchange for your minimum suggested donation of \$20. All proceeds will be donated to the charity. Our fundraising goal is \$750. BCA is very happy to support San Diego Youth Services's comprehensive programs and services. Please come out and support this fundraiser! Book online at [www.beachacu.com](http://www.beachacu.com) or call us at 619-488-5515. **Beach Community Acupuncture** is located at 4993 Niagara Avenue, #206, 92107 in Ocean Beach. For more on the charity: [www.sdyouthservices.org](http://www.sdyouthservices.org).

Check out our website at [OceanBeachSanDiego.com](http://OceanBeachSanDiego.com) for all the winners of the "Best of" competitions in **CityBeat** and **San Diego Magazine**.

## Marketing Opportunities Abound with OB MainStreet Association

Thinking about how to get more customers for the Holidays? Consider the following benefits from the OBMA!

**Send us a Member Business Announcement.** It will show up in our newsletter and on our Web site. And it's **FREE!**

**Design an insert in our monthly newsletter** for just \$45. Just provide us with 475 paper copies and email us a PDF for the online version. (Remember: your insert can be 2-sided but please use 20lb. Paper. Call Claudia to schedule your month 224-4906.

**Advertise on our Web site.** Prices starting at \$99 per 3 months! For all your adver-

tising needs on our website, contact Rebecca at [Rebecca@OceanBeachSanDiego.com](mailto:Rebecca@OceanBeachSanDiego.com)

**For Restaurants, Bars & Hotels: place your ad once monthly in the Beacon** in the new Restaurant section. For more info please contact Barbara [barbara@brownmarketing.com](mailto:barbara@brownmarketing.com) for more information.

**Get a booth in Farmers Market.** OBMA members receive first priority for open spaces. \$35 per week, winter price.



**Reduced holiday ad rates** for The Beacon and SD City Beat. Did you get your holiday packet? Contact either the Beacon at [MikeFahey@sdnews.com](mailto:MikeFahey@sdnews.com) OR CityBeat at [AdrianO@sdcitybeat.com](mailto:AdrianO@sdcitybeat.com)

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 Email: info@OceanBeachSanDiego.com



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## OceanBeachSanDiego.com

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Inserts: Bone Appetit Pet Store  
 PL United Methodist Church

Did you Decorate your Business for the Holidays yet?

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

### FOLLOW US ON . . .

**Twitter:**

<http://twitter.com/OceanBeachCA>

**Facebook:**

<http://facebook.com/obma92107>

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## Marketing Opportunities Abound with OB MainStreet Association

### Advertise in the OBMA printed directory.

OBMA member directory packets will start rolling out this month. The 2011-2012 Directory will be delivered door to door to 15,000 local households with another 8,000 available at local stores & OBMA. Call OBMA at 224-4906 for more info.



Start thinking about the **OB Street Fair on June 25, 2011!** OBMA members get a discount! Vendor applications will be online January 2, 2011.

### STOREFRONT IMPROVEMENT PROGRAM

*Do you want to give your building a face lift for the new year?* 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](http://www.sandiego.gov) and go to "Storefront" or call the City Planning and Community Investment Department at (619) 236-6700. We've got info too at 619-224-4906.

# We Come to Worship Him!

## We Come to Worship Him!

### A Christmas Cantata

By Kenneth E. Bryars



Christmas Eve, 7 p.m.

Point Loma United Methodist Church

1984 Sunset Cliffs Boulevard, Ocean Beach

# A Christmas Message

From Reverend Thomas Ziegert

Times have been tough on almost all of us. Unlike too many other places, we in OB know that we're in this together. We know that we need times to share together, to celebrate together, to realize how strong we are, how resilient we are, how much hope we have, how much faith we have together. This Christmas season we will have many opportunities to be together to remember who we are and what it is we seek together. You are invited to celebrate who we are and what we believe in as our business community is supported and as we support and embrace our neighbors and faith. You are invited to support one of the several churches here in OB, just like you would a business. Join with your neighbors, business owners and patrons sharing something deeper and more primal this Christmas – hope and faith.

Each of the churches here in OB reflects some aspect of this community, its core values, its hopes and its beliefs. Each is different but each is an integral part of what it means to be from OB. Find your way to any one this Christmas and you will find renewal.

Of course if you should pick Point Loma United Methodist Church, you should know that our worship services start at 10:30 a.m. and that there is a 20 minute musical improv before worship begins that is open to the public with no expectation that anyone stay to worship. It's a great way to start a Sunday. There's a monthly "First Friday Feast" (not always on the 1<sup>st</sup> Friday – so call to confirm) that is great food, fun and fellowship for just \$5 per person or \$15 per family. That's at 6:30 p.m.

Merry Christmas

