



Ocean Beach MainStreet Association DECEMBER 2011 NEWSLETTER

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- Denny Knox**, Executive Director
Claudia Jack, Associate Director
Liz Greene, Creative Director

Farmers Market Staff:

- David Klamon & Community Crops**,
Market Managers
Angel, Chris, Nathaniel & Mike

Holiday Fun in Ocean Beach

Enjoy OB over the holidays



Mark your calendars for all the
Upcoming 2011 OB events:

Every Wednesday from 4pm-7pm - OB Farmers Market

Thur. Dec 1st - OB Tree Auction- 6:30-9:30pm Sunshine Co Saloon.
Info: 619-515-4400.

Sat. Dec. 3rd, 10th, 17th, 24th 2011 OB Craft Fair - 9-3pm
Veteran's Plaza - Santa from 11-1pm.

Sat. Dec. 3rd - 2011 OB Christmas Parade - 5:05 pm on Newport Ave
OceanBeachParade@gmail.com

Mon. Dec. 5th - Annual Potluck Christmas Celebration! - 6:30pm at
the OB Woman's Club, 2160 Bacon St.

Tues. Dec 6th - Signs of the Tides 6pm-8pm at Electric Ladyland.

Thurs. Dec. 8th - Therapie Day Spa. 5:30pm- 7:30pm Sundowner.

www.OceanBeachSanDiego.com



Remember how much fun you had at the
last Sundowner? . . . Plan on coming to the
OBMA Sundowner

Thursday, Dec. 8th, 5:30pm - 7:30pm
at **Therapie Day Spa, 4985 Voltaire St.**

Please make sure you come and enjoy this
beautifully remodeled spa and enjoy
light snacks & drinks. **Free Drawing!**



December Meeting Calendar

Fri Dec 2	8:30am	Promotion Committee
Tues Dec 6	8:30am	Design Committee
Tues Dec 6	Noon	OBREL Meeting
Wed Dec 7	8:30am	Finance Committee
Wed Dec 7	Noon	ER Committee
Thur Dec 8	Noon	Board of Directors Meeting

Crime Prevention Comm. - no meeting in Dec.
Meetings held at OBMA office unless otherwise noted.
OBMA Office will be closed Mon. Dec. 26th & Mon. January 2nd.



OBMA Holiday Decorating Contest



Celebrate with Lights

The OBMA Promotion Committee's excited about the
"Celebrate with Lights" contest this holiday season . . .
In an attempt to have all the businesses participate in
making Ocean Beach look bright and vibrant, we all
need to work together to decorate stores and offices
with lights. We have **block captains** for the commer-
cial areas and a **map** showing which group you are in
and who your block captain is. continued see page 2



Ocean Beach Farmer's Market Every Wednesday 4pm to 7pm

Fresh vegetables, fruit, flowers, jams, nuts,
hummus, salsa, fresh baked goods,
arts & crafts, & local musicians!
— 4900 block Newport Ave.

Good News about Paying your Business Tax

Business Tax and Rental Unit Business Tax assessments can be paid online. It's convenience to pay online, it's **no cost** to use the service, and prevents delays in the posting of payments. Payment types accepted include Credit Card (MasterCard, Visa), ACH checking, and ACH savings. You will be required to enter your **account number**, which can be found on your bill or by contacting the Business Tax Division at (619) 615-1500. To take advantage of this service, please visit the appropriate website listed below.

For Business Tax: <http://apps.sandiego.gov/BTaxPayWeb/>

For Rental Unit Business Tax:

<http://apps.sandiego.gov/RTaxPayWeb/Controller.jpf>

Ricardo Ramos, Business Tax Manager
Office of the City Treasurer, City of San Diego
Tel: 619-236-5557, Fax: 619-236-7134

MAPS by Rob Levi

will be publishing our 2011-12 map

The OBMA Promotion Committee has officially chosen Rob from MAPS to do our 2011-12 Map. He'll be checking with our members to see who would like to participate in this advertising medium. We have lots of visitors who stop in at the office looking for local maps of the area. We hand out and mail out lots of maps and other printed material to visitors and residents alike.

For ad rates, please call Rob at 858-717-3655

PLEASE SAY YES & TAKE A NEW SURVEY

The purpose of this survey is to help the Ocean Beach Main-Street Association (OBMA) develop a better understanding of the current residents in zip codes 92107, 92106 and 92110 by learning more about their interests, opinions and lifestyles.

The survey takes approximately 5-10 minutes to complete and there is an incentive! If you are a resident of 92107, 92106 or 92110 and you complete the survey, you will be entered into a drawing to win \$250 cash. All of the information you provide will remain anonymous and confidential. Thank you for your time and support.

Please complete this survey by Sunday, December 11th. We encourage you to share this survey with your neighbors and friends in the 3 zip codes.

... OBMA Holiday Decorating Contest continued from page 1



Many
Thanks
To our
Section
Captains

- Section 1 - Kelly, Therapie Day Spa
- Section 2 - Elka, Namaste Yoga
- Section 3 - Evan, James Gang
- Section 4 - Carol, Lighthouse Ice Cream
- Section 5 - Kariann, Pac Shores
- Section 6 - Alex, Gilmore Family Jewelers
- Section 7 - Teresita, Espresso Pizza
- Section 8 - Gavin, The Inn at Sunset Cliffs
- Section 9 - Matt, Matt Kalla Insurance

We are hoping all our members with street front businesses received the holiday decorating packet indicating which section you are in. If you haven't received your information, call us at 619-224-4906 and we will get the paperwork to you.

Thank you Kelly, Evan, Tevia, Josh, Matt, Mandie, Michelle, Alex and Mike for delivering packets in the rain.

*Remember to turn your holiday lights on at dusk
until midnight every night in December!*

The OB Town Council's Annual Dinner was well attended and lots of fun. Shades Oceanfront Bistro served dinner and then the Awards began . . . receiving awards were . . .

2011 OBIE Awards



- Community Partner = **OB Geriatrics**
- Cultural Contribution = **Teddy Wigler**
- Programs for Youth = **Peninsula Family YMCA**
- Volunteer Service = **Katie Elsbree**
- Clean Beaches = **St. Madeline Sophie's Center**
- Green Building = **Steve Lombardi**
- Gardens Parks = **OBCDC**
- Community Renewal = **Tony George**
- Humanitarian Service = **Gerry Boehmke**

2011 OB Citizen of the Year = Mike Akey
Congratulations to All!



A huge **Thank You** to all our Local Businesses who donated to the Annual OBMA Awards Celebration

- Abbott Street Market
- Apple Tree Supermarket
- Bar-B-Que House
- Bravo's
- Ciao Bella
- CJ's Catering
- Daybreak
- Espresso Pizza
- Lazy Hummingbird Café
- Lighthouse Ice Cream
- Little Chef
- Livingston's
- Nati's
- Newbreak Coffee
- Newport Farms
- Newport Pizza & Ale
- Newport Quik
- Nick's at the Pier



- Nico's
- O'Bistro
- OB Services
- Olive Tree Marketplace
- Pat's Liquor
- Pizza Port
- Poma's
- Shades Oceanfront Bistro
- The Blue Parrot
- To the Point
- Walk on Water WOW Café
- Sponsor*
- Union Bank, OB Branch and ER Committee Members
- OBREL Volunteers
- Pt. Loma Masonic Center
- Mark Langford, guitarist



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/your employees received a special award? Are you are having a big sale or anniversary? Are you changing your hours/adding a new product line?

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 Street, Ocean Beach. 619-224-3369. Ample Parking!

The **Ocean Beach Woman's Club's Annual Potluck Christmas Celebration** is Monday, Dec. 5th at 6:30pm at 2160 Bacon St.. They will provide the turkey! Attendees bring their favorite dish to share. All are welcome!

Congratulations to **Tom Gawronski**, local volunteer serves on the OB Planning Board and volunteers for lots of events. He was featured online at CNNMoney on Nov. 2nd 2011 in an article about him entitled "Real Estate Moguls in the Making." Again . . . Congratulations Tom!

New/Changes for OBMA Members

Ocean Gifts & Shells new phone 619-224-6702
OB Kanobes has closed at the 4976 location.
Good Life Clothing has closed their retail store.

San Diego Coastkeeper . . . Please Attend!

The *next Signs of the Tides* event is scheduled for **Tuesday, December 6, 2011 from 6-8pm at Electric Ladyland on Newport Ave. (4944 Newport Ave.).**

The topic for this forum is **Low Impact Development**, with a focus on OB as a potential model of how San Diego can implement new low impact practices to prevent pollution related to stormwater runoff. Students from the New School of Architecture and Design met with the OBMA and discussed issues affecting OB. The students will create theoretical designs of how LID can solve specific runoff problems within our community.

Pine Tree Road Shop! Now Offering One-On-One Cold Process Soap Making Classes! Learn how to make your own soapy creations at home. Includes: List of equipment, supplies & ingredients needed to make a 5 lb. batch of cold process soap, recipe for 5 lb. batch of soap and complete instructions on how to make your soap from scratch, personal instruction and 2 bars of handmade soap. Instruction class lasts 1 hour. Cost: \$25 please call the shop for appt. at 619-501-1627 or email Jackie at pinetreeroadshop@gmail.com.

Annual OBMA Awards Celebration Photos

Special thanks to Ashley Lewis, Joe Ewing, Troy Orem, Josh Utley & Bobby Smith





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



Ocean Beach MainStreet Association is partially funded by the City of San Diego Small Business Enhancement Program



Stay Informed about OB! . . . OceanBeachSanDiego.com

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Exciting New Advertising Opportunity from Noah Tafolla

OB4ME is a WEEKLY television program exclusively about Ocean Beach, with the goal to promote and highlight what a great neighborhood we have! Airs every Sunday @ 4:30 pm on XDTV Channel 13, MYTV13, Starting January 2012.

To be a sponsor on OB4ME: -\$1000 per month with a three month commitment (\$3000) -Receive :30 second commercial spot, produced by Noah, which will air during ALL 12 shows airing January, February and March -Noah will also do a segment on your business, which will appear in an episode of OB4ME -Both the :30 spot and the segment are owned by you after production, to be used on FaceBook, your website or whatever you wish -Your logo will be featured on the promotional poster which will be distributed throughout San Diego. There's only eight sponsorships available! And only available to Ocean Beach Businesses! **Let's promote OB!**



In Memoriam - Ned Titlow

Beloved Obecian and local historian, Ned Titlow passed away on Oct. 29th 2011. His stories of growing up in Ocean Beach made him a colorful figure in Ocean Beach. Because of Ned, lots of people appreciate this community and it's eclectic history.



Follow us on Twitter:
<http://twitter.com/OceanBeachCA>
Fan us on Facebook too!
<http://www.facebook.com/OBMA92107>

Would you like to receive this newsletter by email only?
If so, please call 224-4906 or email info@oceanbeachsandiego.com

A Christmas Message

From Reverend Thomas Ziegert

Recently, I came across a program developed by a colleague of mine in Kansas called, “Christmas is not YOUR birthday.” He recommends matching dollars for those in need with those we spend on our own families. It’s a great idea and has much merit. Rather than being in conflict about the “true meaning” of Christmas, we can consider it a kind of partnership with God whereby we show our love for our family with gift-giving and our love for our neighbor, the one we don’t know.

Christmas gift-giving is not born from Christian roots but rather exists as a marriage of Christian, Pagan and Roman pre-Christian religious practices. However it came about, I have always loved Christmas. My love of it has matured over the years from waiting for Santa to getting together with friends and exchanging gifts. Somewhere in the middle of the early years and present I came to appreciate that a human baby was born who was meant to live and bring about a radical change in the way we lived and that God was taking a personal interest in us.

This year I am anticipating our annual OB Christmas Tree events – from decorating light posts to the food & toy drive. Though I’ve only been a resident for two years, I already love celebrating Christmas in OB among good people who are also fun to be with. Whether Christian or not, Christmas continues to offer a great opportunity for us to celebrate life, community, friendships and familial relationships. And, in OB, we get to do that in paradise. **Merry Christmas!**

You are particularly invited to visit Point Loma United Methodist Church for our Christmas eve Cantata at 7pm (1984 Sunset Cliffs Blvd. in OB) or worship at either of the Christmas eve services at St. Peter’s by the Sea Lutheran Church at 5:30pm or 7:30pm (1371 Sunset Cliffs Blvd.in OB).

Shout the Good News

A Christmas Cantata

Words & Music by Lloyd Larson & Orchestration by Michael Lawrence



Christmas Eve, 7 p.m.

Point Loma United Methodist Church

1984 Sunset Cliffs Boulevard, Ocean Beach



oceanbeach
namasté
yogacenter

Voted Top 5 **Best Yoga Studio**
in San Diego (City Beat)

Last chance to enjoy this offer:

ONE WEEK FREE
unlimited yoga classes

Special offer for first time students (San Diego residents only).
Offer expires on December 31 - 2011

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

Join us for the **OB Christmas Parade!!!**
Saturday December 3rd



- 30 yoga classes per week
- AcroYoga
- Hip Hop Yoga
- Kirtan
- Special Events
- Workshops
- Choco Vinyasa
- Yoga Samba Dance

MERRY CHRISTMAS

FROM, OCEAN GIFTS & SHELLS
4934 & 4940 NEWPORT AVE
OCEAN BEACH, CA 92107
619-224-6702

GIFTS, ORNAMENTS, CHRISTMAS CARDS, JEWELRY,
SEASHELLS, CORAL, SOUVENIRS, T-SHIRTS, HOODIES,
OB LOGO APPAREL, HATS, MAGNETS, NIGHT LIGHTS,
TEACHER'S GIFTS, CRAFT ITEMS AND MORE.

SHOP LOCAL THIS SEASON AND SAVE TOO!!!

**USE THESE COUPONS TO DO YOUR HOLIDAY
SHOPPING IN OCEAN BEACH**

60% OFF ENTIRE PURCHASE AT OCEAN GIFTS TILL 12/24/2011	60% OFF ENTIRE PURCHASE AT OCEAN GIFTS TILL 12/24/2011	60% OFF ENTIRE PURCHASE AT OCEAN GIFTS TILL 12/24/2011
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