



Ocean Beach MainStreet Association

FEBRUARY 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

Mike Stifano, Treasurer
Winston's

Nedia Bacon, Secretary
Theo's Restaurant

David Smedley
Smedley, Gallagher & Gee, LLP

Yvonne Cruz
Surf'n Sea Wetsuits

Gary Gilmore
Gary Gilmore Goldsmith

Genoa Dickson
Ocean Beach Hotel

Barbara Iacometti
Details Salon & Spa

Mark Schlesinger
Beach Area Tax Service

Beth Turner
Jungle Java

Cordelia Mendoza
Cottage Antiques

Craig Gerwig
Newport Avenue Antique Center

STAFF:

Denny Knox, Executive Director

Claudia Jack, Associate Director

David Klamam &
Community Crops,
Market Managers
Internet Service by **Nethere**

Happy Valentine's Day! February 14th

*You still have time to
promote your business
for Valentine's Day!*

- Make the most of every holiday and celebrate your unique business.
- Exciting window displays make all the difference and will entice shoppers to stop in and browse.
- Send the right message with clear, uncluttered signage.
- Give your customers confidence in your business with attentive, knowledgeable customer service.
- Create buzz about your business by taking advantage of all free advertising & marketing venues
- Join the online generation! Online sales are growing faster than the speed of light (not really), but why not take advantage of unlimited possibilities.

February Meeting Calendar

Fri. Feb. 2	8am	OBMA Promotion Committee
Mon. Feb. 5	6pm	OB Street Fair Organizing Committee
Tue. Feb. 6	8:30am	OBMA Design Committee
Wed. Feb. 7	8:30am	OBMA Finance Committee
Thur. Feb. 8	12noon	OBMA Board Meeting
Wed. Feb. 14	12noon	OBMA Economic Restructuring Com
Tue. Feb. 20	8:30am	OBMA Crime Prevention Committee

*All meetings will be held at the OBMA Office,
1868 Bacon St. unless otherwise noted.*

The New 2007

OB Local Directory is Here!

*You and your customers can obtain copies
of the Directory from:*

OB Farmers Market, 4900 Block of Newport Ave.
OBMA Office, 1868 Bacon St.
Bone Appetit OB Pet Store, 4845 Newport Ave.
Dog Beach Dog Wash, 4933 Voltaire St.
Olive Tree Marketplace, 4805 Narragansett Ave.
OB Library, Santa Monica & Sunset Cliffs Blvd.
Union Bank, 1858 Cable St.

OB Planning Board's Annual Election is coming up! Do you want to run?

The Ocean Beach Planning Board will conduct its annual election on **Tues., March 13, 2007** from 4 pm to 7 pm at the Ocean Beach Recreation Center at 4726 Santa Monica Ave. in Ocean Beach. Candidate petitions may be obtained from the Ocean Beach Planning Board secretary, **Jane Gawronski** by calling **619-224-1280** or e-mailing **jgawronski@earthlink.net**. **All candidate-nomination petitions must be submitted by February 12, 2007.**

Candidates for election must present to the Board a nominating petition signed by at least 35 electors of the District in which he/she desires to run, must be at least eighteen (18) years of age, and meet at least one of the following criteria

1. Has been a resident of the District for at least thirty (30) consecutive days.
2. Is the owner of real property situated in the District for at least thirty (30) consecutive days.
3. Is a business person with a business address in the District at which employees or operators of the business are located for more than thirty (30) days?

Electors may also place advisory propositions upon the election ballot by submitting a "qualified" proposition petition at a Board meeting. To be qualified the proposition must be verified by the Secretary as having been signed by 250 electors within the Ocean Beach planning area.

The Ocean Beach planning area is bounded to the east and south by the middle of Seaside St. from Nimitz Blvd to Greene St., the middle of Greene St. from Seaside St. to Froude St., the middle of Froude St. from Greene St. to Adair St., the middle of Adair St. from Froude St. to the Pacific Ocean and extending seaward to the City limits. The boundary to the north and east includes the south jetty of the San Diego River to the northward extension of the Famosa Slough Channel Preserve, and south to West Point Loma Blvd., and the middle of West Point Loma Blvd. to Seaside St. The planning area is divided into seven districts for purposes of representation; each district is to be represented by two Board members.

Copies of the map of the planning area are available from the Board secretary, Jane Gawronski.

A Message from Officer Jim Heppell:

It has been brought to my attention by way of the Ocean Beach MainStreet Association that shoplifting is on the rise along Newport Ave.

The persons involved are in their early to late teens. They are working in groups and use distraction to divert the employee's attention while a second or third person takes items. Owners and employees should be aware of this tactic. Also look for customers who handle a lot of merchandise while taking a long time to make a decision. Customers who linger in one area or wander aimlessly through the store are worth your attention. Eye contact and greeting customers as they enter the store may cause a potential shoplifter to pick another business.

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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. Cordelia Mendoza, Chairperson

◆ **PROMOTION COMMITTEE:**
Meets the first Friday of the month at 8:00 am OBMA Office. Open, 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 in your community!

**WE
LOVE
OB**

The Tile Project is back on track with a new local contractor, Tom Bell, from Bell Tile. We are so happy that he has agreed to help us complete the most recent phase of the Tile Project.

We were stranded without our other tile guy for the past 9 months or so . . . So now we are starting up again. This time we will be putting in the new tiles and then embarking on repairing all the damaged tiles. This part of the project (repairs) will take some time to complete but we are really excited about fixing the broken tiles. The OBMA Board of Directors has decided to put aside funds every year to repair/replace the broken tiles. The Maintenance District will be working hard to keep the tiles clean and in better shape.



**Ocean Beach
Farmers Market**

**Every Wednesday
4pm to 7pm**

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

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 are having a big sale or anniversary. Are you changing your hours or adding a new product line?

Dr. Warren M. Patch: A family practice for all ages and conditions, the Patch Spine Center offers traditional chiropractic, physiotherapy, exercise and posture training, diet and nutritional counseling, all in an inviting and comfortable beach setting. Grounded in the holistic principles of chiropractic science and philosophy, this is a fully integrated clinic with x-ray and therapy facilities. Plus, we provide Non-Surgical Spinal Decompression utilizing the Axiom Worldwide DRX9000, the most advanced combination of rocket science and common sense. From simple backache or headache to herniated disc with sciatic pain, you never have to leave OB to get professional, caring and personalized help. Serving the people of Ocean Beach since 1984. Located at 1952 Sunset Cliffs Blvd. (at Santa Monica Ave.). 619-224-3301. PatchSpineCenter.com

Welcome New OBMA Members

Ocean Beach Computers
5032 Niagara Ave., San Diego, CA 92107
619-567-3089 www.oceanbeachcomputers.net
Computer Services and Consulting

Lily's Window Cleaning, an award winning service now offers housekeeping. Please call their office at 619-523-1937 or visit their website for an estimate. www.lilyswindowcleaning.com

Band at the Beach 2007 will be August 6,7,8,9,10th! Call Dell Schroeder at 619-222-3065 or email her at mizdell@pacbell.com. www.bandatthebeach.org for more information.

Ortega's Tamaleria, 4993 Niagara #103 is under new management, Rupp & Rob Inc. The restaurant's phone number is 222-1722. Make sure you drop by and welcome the new owners.

Still struggling with ADA Compliance issues? Please call the OBMA Office at 224-4906 for important information!

OB STREET FAIR & CHILI COOK-OFF FESTIVAL is SATURDAY, JUNE 23rd, 2007

[Vendor Applications are Now Available online at
www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com) OR obstreetfair.com
***Ocean Beach MainStreet Association members
get a 20% discount off the booth rate.***
Please call with questions: 619-224-4906

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Most of the recent thefts have not been reported to police. Remember, if a crime is not reported and brought to the attention of officers working the area it did not take place. This may explain why the word on the street are that businesses in Ocean Beach are easy targets. Running a small business is difficult enough without having to suffer the loss of income caused by shoplifting. Be vigilant and call the non-emergency number, 619- 531-2000, to report a theft or

suspicious persons. If the incident evolves into threats of violence or actual physical attack call 911.

Feel free to call or e-mail me if you need any further information.

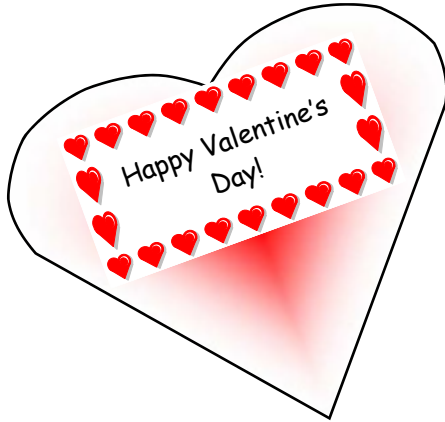
Officer Jim Heppell,
Western Division Community Relations
3570 Sports Arena Bl. # 3, San Diego, Ca. 92110
619-531-1540 OR jheppell@pd.sandiego.gov



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



OceanBeachSanDiego.com . . . For all your information!

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Insert:

In Harmony Herbs & Spices
 Sunshine Smoothie

**No OBMA General Meeting
 in February**

Most of the work done by the OBMA is done through our Committees. Please join. It's lots of fun and you get to know other merchants too!



Upcoming
SCORE Workshops

- Feb. 3 QuickBooks—Advanced, PLNU Mission Valley
 - Feb. 6 Financing your Business, SD Entrepreneur Center
 - Feb. 6 16 Successful Business Tactics, PLNU Mission Valley
 - Feb. 8 Small Business Marketing, PLNU Mission Valley
 - Feb. 10 How to Develop Your Competitive Advantage, PLNU Mission Valley
 - Feb. 13 Tax Considerations, SD Entrepreneur Center
 - Feb. 13 How to Start and Manage your own Business, PLNU Mission Valley
 - Feb. 14 QuickBooks—Basic, PLNU Mission Valley
 - Feb. 20 Starting a Business, SD Entrepreneur Center
 - Feb. 24 Selling through the Internet, PLNU Mission Valley
 - Feb. 24 How to Write a Winning Business Plan, PLNU Mission Valley
 - Feb. 27 Identity Theft, SD Entrepreneur Center
 - Feb. 27 Buy a Business or Franchise, SD Entrepreneur Center
 - Feb. 27 Import / Export, Southwestern College Higher Education Center
- www.score-sandiego.org OR call SCORE at 619-557-7272**

Workshop Locations:

PLNU Mission Valley Campus
 4007 Camino del Rio South, San Diego
SD Entrepreneur Center
SCORE/SBA
 550 West C St., Suite 550, San Diego

Southwestern College
Higher Education Center
 880 National City Blvd.
 National City