Find Your Heart in OB this Valentine season!

We're gearing up for a fun-filled summer (and an AMAZING Street Fair) by getting the party started in winter! Make this winter season a time to show your loved ones how much you care about them. Whether single or attached, it doesn't matter who you celebrate with, or how...just celebrate!

Amid all the specials offered by our local businesses (see other announcements on our web site and newsletter), the OB MainStreet Association offers more ways to have fun with love and make your gift long lasting! Give your love something permanent by surprising them with an authentic OB Tile to go on Newport Avenue! Fill out the OB Tile Form and we'll make sure you get a certificate to present your loved one for their lasting keepsake!

OR

Remember those cheesy photo booths you goofed around in? Relive those goofy times and create new memories at our Sweetheart Photo Booth! Visit our photo booth at the Ocean Beach Farmers Market Feb. 4th and 11th for your goofy photo op! For $5 you'll receive an emailed copy of you and your loved one (dogs count too!) for you to share with your online friends.

Fall in Love with Ocean Beach Month
Is brought to you by the Ocean Beach MainStreet Association

Please check out page 3 showcasing all the Valentine's Specials from our local merchants.

Remember to shop locally!!

February Meeting Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Committee/Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tues. Feb. 3rd</td>
<td>8:30am</td>
<td>Design Committee</td>
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<tr>
<td>Fri. Feb. 6th</td>
<td>8:30am</td>
<td>Promotion Committee</td>
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<tr>
<td>Wed. Feb. 11th</td>
<td>8:30am</td>
<td>Finance Committee</td>
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<tr>
<td>Wed. Feb. 11th</td>
<td>Noon</td>
<td>ER Committee</td>
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<tr>
<td>Thur. Feb. 12th</td>
<td>Noon</td>
<td>Board Meeting</td>
</tr>
<tr>
<td>Mon. Feb. 16th</td>
<td>8:30am</td>
<td>Clean OB Committee</td>
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<td></td>
<td></td>
<td>At Newport Ave. Antique Center</td>
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<tr>
<td>Tue. Feb. 17th</td>
<td>8:30am</td>
<td>Crime Prevention Committee</td>
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</tbody>
</table>

All meetings will be held at the OBMA office unless otherwise noted.

A huge thank you to the Sunset Cliffs Surfing Association and all the OBMA volunteers who helped take down and clean the holiday decorations that were hanging throughout the downtown shopping district. Volunteerism makes our community stronger!
To vote an individual
Ocean Beach Planning Board Elections

The OB Planning Board wanted us to let you know that the propositions, regardless of eligible district, allowed. All eligible voters are entitled to a single vote on election corporation, partnership or LLC, only one vote per entity shall be vote in a single district. If a business license is in the form of a single criteria multiple times, he/she shall be limited to a single district if meeting one of the following criteria: legal resident of at least 30 days, a property owner or a business licensee. If a community member meets more than one criteria or meets a least 30 days, a property owner or a business licensee or a business licensee.

To vote an individual MUST present legal photo identification, AND (if this photo identification does not prove legal 30-day residency within current district), documentation proving residency, property ownership, or business ownership within the Ocean Beach Planning Board district, with NO exceptions. Acceptable photo identification can be in the form of a driver's license, state identification card, passport or military ID. Acceptable documentation can be in the form of a utility bill, tax bill, business license, or rent receipt that has the individual's name and street address. Photocopies of documents proving business or property ownership are acceptable. Business cards or photocopies of photo identification will not be accepted. Visit www.obpb.org for more information.

Get Out and Vote

The OB Planning Board wanted us to let you know that the Ocean Beach Planning Board Elections will take place Tuesday, March 10th, 2009, from 4:00pm to 7:30pm, at the Ocean Beach Recreation Center, 4726 Santa Monica Avenue. Eligible voters must be 18 years of age and are entitled to vote in their district if meeting one of the following criteria: legal resident of at least 30 days, a property owner or a business licensee. If a community member meets more than one criteria or meets a single criteria multiple times, he/she shall be limited to a single vote in a single district. If a business license is in the form of a corporation, partnership or LLC, only one vote per entity shall be allowed. All eligible voters are entitled to a single vote on election propositions, regardless of eligible district.

To vote an individual MUST present legal photo identification, AND (if this photo identification does not prove legal 30-day residency within current district), documentation proving residency, property ownership, or business ownership within the Ocean Beach Planning Board district, with NO exceptions. Acceptable photo identification can be in the form of a driver's license, state identification card, passport or military ID. Acceptable documentation can be in the form of a utility bill, tax bill, business license, or rent receipt that has the individual's name and street address. Photocopies of documents proving business or property ownership are acceptable. Business cards or photocopies of photo identification will not be accepted. Visit www.obpb.org for more information.

Make Customers Feel Special

Retailers and business owners hope that in tough times, people will long for the comfort of hometown shopping with people they know and trust. Customers like to feel important. Here are some things you can do to enhance that feeling and build sales:

• Call customers by name. If you don't know their name - "We haven't see you in awhile, welcome back" -- let customers know you recognize them.
• Listen to their needs, wants, ideas and criticisms.
• Great timing for staff meetings and focus groups -- ask for "new" business building ideas and "new" services.
• Remind employees to focus on the positive.
• Many customers may plan to scale back -- offer more services to build on the perceived value.
• Learn customer's preferences and respond to them.
• Get to know your customers and potential customers as people.
• Compliment and reassure customers on their purchases.
• Keep in touch with your customers via newsletters, email, phone calls, events and local paper advertisements. This is the time to clean-up and build your contact information database.
• Get to know your local newspaper editor. Help him work on a human interest story about you and your business -- far better than advertising and cheaper.
• Take customers' pictures. Example: A pet/supply store takes photos of customers with their pets and posts them on a bulletin board. What a great way to bring them into the "family of happy customers!"

In short: Treat customers as guests you care about. Barbara Wold, International Speaker, Author and Business Strategist

IRS - Standard Mileage Rates

The Internal Revenue Service issued the 2009 optional standard mileage rates used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes. Beginning on Jan. 1, 2009, the standard mileage rates for the use of a car (also vans, pickups or panel trucks) will be:

• 55 cents per mile for business miles driven
• 24 cents per mile driven for medical or moving purposes
• 14 cents per mile driven in service or charitable organization.

Batten Accountancy, Inc.
2020 Camino del Rio North, Suite 810
San Diego, CA 92108
619.501.6359, 619.501.6843 fax
**Welcome New OBMA Members**

**The Greene Vase**
858-837-0562
www.thegreenevase.com  thegreenevase@gmail.com

**Interior Design & Consulting**

**Custom Creations Flooring**
619-224-5156

**Flooring, Contractors, Remodeling**

**Sacred Partnering**
619-523-0626

**Marriage & Wedding Ceremonies, Ministers**

**Sunshine Liquor**
3911 Voltaire St.  619-226-0866

**Liquor Stores, Convenience Stores, Wine Shops**

**Blue Whale Jewelry**
4871 Newport Ave.  619- www.bluewhalejewelry.com

**Jewelers & Fashion Accessories**

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**ANNOUNCEMENTS**

If you want to publish a business announcement, please print the form from our website or drop by the office or email us. 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?

**The Inn at Sunset Cliffs:** We are excited to announce we are now booking private events and weddings for 2009 and 2010. Have your event here and support your local business. Beautiful 180 degree view off our terraces. Make your event memorable not just for you, but your guests as well. Located at 1370 Sunset Cliffs Blvd. 619-222-7901. The email address is info@innatsunsetcliffs.com

**Shades Oceanfront Bistro.** They now offer a Buy One Get One 1/2 off special for all dinner entrees. Bring your sweetie to Shades for dinner and receive 50% off the entrée of equal or lesser value. Entrees only. Shades is located at 5083 S. Ocean Blvd. (619) 222-7901. The email address is info@innatsunsetcliffs.com

**Vignettes** presents: ‘Un Jour de L’Amour’. February 14th, 2009! Noon to 5:00 pm. Vignettes, in OB, will be hosting a gala Valentine’s Day Soiree with artists, on-site presentations, a magnificent Victorian Celulloid display, chocolate truffles, heart-shaped pâtisseries, & of course, French champagne! “We have assembled fabulous collections of French Valentines, Parisianne Ephemeran, Vintage Love Letters, French Charm Necklaces & Vintage Button Jewelry to be displayed all over the shop,” says owner Lori Chandler. The decadent sweets for this French Valentine party will be provided by two immensely popular businesses on Newport Avenue; Azucar Patisserie, featuring the brilliant specialties of Vivian Hernandez-Jackson, a Cordon-Bleu trained, French pastry chef, & Beach Sweets, an old-fashioned Candy Store with every sweet & candy imaginable from childhood. In addition, Vignettes will also be holding a drawing for a $100 shopping spree! Bonne St-Valentin!

**Special deal @ Shades Oceanfront Bistro.** They now offer a Buy One Get One 1/2 off special for all dinner entrees. Bring your sweetie to Shades for dinner and receive 50% off the entrée of equal or lesser value. Entrees only. Shades is located at 5083 S. Ocean Blvd. (619) 222-7901. The email address is info@innatsunsetcliffs.com

**Cottage Antiques** invites you to join them for the ultimate chocolate experience where we’ll be celebrating Valentine’s Day. Enjoy a decadent chocolate fountain with wonderful delights to dip. A chocolatier is making heart lollipops, solid chocolate jewelry boxes, they’ll be baking cookies all day, and more! Tremendous sales offered throughout the store. Local artisans will be featured with exquisite, whimsical Valentine papiery creations made completely from antique scraps. These are one-of-a-kind treasures exclusive to Cottage Antiques, Saturday February 14th from 10 am - 5 pm 619-222-1967 http://www.antiquecottage.blogspot.com

Mailbox Services Expand! Saffran Packaging announces the expansion of their personal mailbox services. According to owner Mike Saffran, personal mailbox capacity tripled with the addition of small, large and extra large box sizes. Personal mailboxes (PMBs) are physical addresses, so many clients are business owners that want the convenience, privacy and security offered by mailbox services. Packages are accepted from any courier service and for anyone that doesn’t want packages left on their door step; a mailbox is a great way to go. Mail is picked up at your convenience. Saffran Packaging offers an additional two free months with a minimum six month rental to residents and merchants of Ocean Beach. www.saffranpackaging.com or call 619-222-4876 for more info.

**Can you really give the gift of good health?** Well, sure you can (and it feels pretty darn good too!) Valentine’s Day is 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! Take advantage of this Special Offer: $10 OFF purchase of 1 hour massage Gift Certificate! $15 OFF purchase of each hour massage when you buy 2 or more Gift Certificates! Hurry! Valentine’s Day this offer won’t last long! Please call: **MarysTherapies** skillful.healingmassage. 619-224-1843 www.marystherapies.com

**Dog Beach Dog Wash**, Ocean Beach’s first do-it-yourself dog wash, will celebrate its 16th Anniversary Feb. 1st - 16th with a once-a-year sale. “We will hold a drawing for a free wash every day for 16 days and everything will be on sale from 16 to 50% off during the celebration,” according to Mindy Pellissier, co-owner of the dog wash. Dog Beach Dog Wash, open from 7am - 9pm every day of the week, and during its 16th Anniversary Celebration and will feature special Valentine bandanas, treats and toys to show your pets how much you love them.” Dog Beach Dog Wash is an Accredited Member of the BBB. 4933-C Voltaire St. Their phone is 619-523-1700.

**Kuba Uchi House of Massage** is giving away free gourmet chocolates with any valentine gift certificate purchase in the month of February. 4967 Newport Ave. #13, (619) 226-6906 kubauchi.com

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Inserts: Police Authorization Form
The Greene Vase

February Events
Wed. Feb. 4  OB Farmers Market from 4pm to 7pm
Sat. Feb. 7  Peninsula Lions Spaghetti Dinner
            4-9pm at Masonic Center
Wed. Feb. 11 OB Farmers Market from 4pm to 7pm
Wed. Feb. 18 OB Farmers Market from 4pm to 7pm
Wed. Feb. 25 OB Farmers Market from 4pm to 7pm

Police Authorization Forms
Inserted in your newsletter is the 2009 Police authorization Form. Please fill this out and follow the directions to return the form to us and the police. When you fill out this form, it gives the police the right to walk onto your property and remove vagrants from your property. Without this form, the Police will not enter your property without you being present. Often at night or in the early morning hours, there is unwanted activity in store setbacks and behind businesses. If this activity is reported to the Police, the Police can’t act unless this form is on file with SDPD Western Division.

Happy Valentine’s Day!

WE LOVE OB