



Ocean Beach MainStreet Association February 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
- 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 and
Crave's Cafe*
- Barbara Iacometti**
Details Salon & Spa
- 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 Klamam & Community Crops,**
Market Managers

February Meeting Calendar

Tues. Feb. 3rd	8:30am	Design Committee
Fri. Feb. 6th	8:30am	Promotion Committee
Wed. Feb. 11th	8:30am	Finance Committee
Wed. Feb. 11th	Noon	ER Committee
Thur. Feb. 12th	Noon	Board Meeting
Mon. Feb. 16th	8:30am	Clean OB Committee
		At Newport Ave. Antique Center
Tue. Feb. 17th	8:30am	Crime Prevention Committee

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

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 [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!!**

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!

Ocean Beach Farmers Market

Every Wednesday
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!



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.



Recycle your used cell phones, empty laser & inkjet print cartridges to benefit Point Loma HS Foundation & Alumni Association. Drop off: OBMA Office, 1868 Bacon St.

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

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 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.

*It is always more fun
to be involved in your community!*



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

MEMBER BUSINESS 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 Cliff: 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

♥ Want to make your sweetheart happy for Valentine's Day? Surveys consistently show that the number one result of washing or detailing a car is that it makes the driver HAPPY! Prentice St. Clair of **Detail in Progress**, serving the peninsula communities since 1989, is offering 20% DISCOUNT off of gift certificates for automotive detailing. Buy one for your sweetheart or one for yourself! We make older cars look new and keep new cars looking new! Call 619 701-1100 or email prentice@detailinprogress.com.

♥ **Vignettes presents: 'Un Jour de L'Amour'.** February 14th, 2009! Noon to 5:00 pm. Vignettes, in OB, will be hosting a gala Valentines Day Soiree with artists, on-site presentations, a magnificent Victorian Celluloid display, chocolate truffles, heart-shaped patisseries, & of course, French champagne! "We have assembled fabulous collections of French Valentines, Parisanne Ephemera, 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 Santa Monica Ave. Call 619-222-0501 or visit their website at www.shadesob.com for more information.

♥ We love lovers, and Word-Wide ESL Institute always offers a pair discount. You'll save \$50 per week in our English as a Second Language Classes. At WordWide Language Tutoring Center, pairs save \$10 every session! Come and grow your language for world peace. **Word-Wide ESL Institute, WordWide Language Tutoring Center**, 4843 Voltaire Street, Suite A, San Diego, CA 92107. Tel: (619) 222-6411 study@wordwide.us

♥ **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 papieri creations made com-

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

pletely from antique scraps. These are one-of-a-kind treasures exclusive to Cottage Antiques, Saturday February 14th from 10 am - 6 pm 619-222-1967 <http://www.anticuecottage.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.healing.massage. 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



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

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OceanBeachSanDiego.com . . . For all your information!

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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!