



Ocean Beach MainStreet Association JANUARY 2008 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, Projects Manager

David Klamon & Community Crops,
Market Managers

Internet Service by Nethere

**Ring in the New Year with the
OBMA Board of Directors!
Here's wishing you all a
happy & healthy New Year!**



OBMA's Board of Directors

Pictured from left to right: Top row - Julie Klein, David Smedley, Mike Akey, Craig Gerwig, Yvonne Cruz, Gary Gilmore, Dave Martin.
Seated - Heather Clarke, Mark Schlesinger, Beth Turner, Barbara Iacometti and Cordelia Mendoza. Not pictured: Kelly Patri and Mike Stifano.

IMPORTANT INFORMATION FOR MERCHANTS

What do you do when transients are hanging around your property, bothering you or your customers, causing problems or breaking the law?

If it is a non-emergency you must call 619-531-2000 immediately and stay on the phone until you talk to the operator. It is so important that you do this. Police staffing in our area is based on the number of calls the police receive when you call 911 for emergencies or 531-2000 for non-emergencies. It may be frustrating when it takes a long time to actually talk to someone but it is essential. Also, please feel free to contact our office at 224-4906 with your complaints as we keep a log of all complaint calls we receive.

Never approach someone who is acting oddly. Let the Police handle it. If a crime has been committed, please make notes with as much information as possible. The more help we give the SDPD, the better for us all. We have inserted the Police Authorization Form once again (it allows the police to go on to your property to deal with problems) for you to sign and fax to us at 619-224-4976 or drop it off.

January Meeting Calendar

Fri. Jan 4th	8:00am	Promotion Committee
Tue. Jan 8th	8:30am	Design Committee
Wed. Jan 9th	8:30am	Finance Committee
Wed. Jan 9th	Noon	ER Meeting— <i>Special event with Newport Ave. property owners</i>
Thurs. Jan 10th	Noon	OBMA Board Meeting
Tue. Jan 15th	8:30am	Crime Prevention Committee <i>Ocean Villa Inn, 5142 W. Pt. Loma Blvd.</i>
Mon. Jan.21st	8:30am	Clean OB Committee <i>All meeting held at OBMA Office unless otherwise noted</i>

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!



why not
advertise
with us?

with 80,000 hits per month, the OBMA web site will increase your exposure!
prices \$99 and LOWER.
call Rebecca at 224.4906 to get started.

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. Beth Turner, Chairperson
 - ◆ **PROMOTION COMMITTEE:**
Meets the first Friday of the month at 8:00 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!

Congratulations go out to the winners in our annual **Holiday Storefront Decorating Contest.** We'd like to thank all the merchants who took the time to make OB festive for the Holidays.

Best Overall (\$200 prize) went to John Baker Picture Framing, 4735 Pt Loma Ave.

Best Holiday Theme (\$150 prize) went to Ortega's Cocina, 4888 Newport Ave.

Best Use of Lighting (\$150 prize) went to Ocean Beach Hotel, 5080 Newport Ave.

Special Honorable Mention went to Beach Sweets, 5022 Newport Ave.



Ocean Beach Hotel

... and the winners are ...



Ortega's Cocina



John Baker
Picture
Framing

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?

Please join **Carefree Vacations** at the Scottish Rite Center for their Annual Travel Show! It is Jan. 13, 2008 from 1pm to 4pm. Top cruise and tour companies will be available to meet all your vacation needs. There will be door prizes, giveaways and exclusive vacation discounts for those in attendance. This special event is free of charge. The Scottish Rite Center is located at 1895 Camino Del Rio South, San Diego, CA91208. 619-224-2961 for further information.

Point Loma Team Women . . . "Our Business is helping your business succeed . . . one referral at a time," according to Lisa DiGiacomo. "We are a womens only networking group and our purpose is women partnering with other women to generate high quality referrals to grow members' business. We meet at The Living Room at 9am-10am on alternate Wednesdays. Our group represents several women-based businesses (one category per member) in the local area. We are always looking for more members. We encourage you to join us as a guest and we are proud to be new members of the OB MainStreet Association." For more information please contact the President, Lisa DiGiacomo at 858-623-8667. www.TeamWomen.com

Ocean Beach MainStreet Design/Green Committee supports the **Point Loma High School Foundation and Alumni Association**. You can help by recycling your used cell phones and empty inkjet/laserjet Cartridges at the OBMA

Welcome New OBMA Members

Detail In Progress, Inc.

PO Box 6155, San Diego, CA 92166 619-701-1100

Auto Detailing, body repair & auto leather repair

European Cake Gallery

3661 Voltaire St., San Diego, CA 92106 619-222-3377

Cakes & Pastries, Bakery, Wedding Cakes

Shaklee Distributor—Bonnie Zoe Winn

619-222-5533

Cleaning Products & Nutritional Supplements

Artworks - Kim Howell

619-459-1955

Artwork, Murals and Signs

Thursday, February 28th OBMA Merchant Mixer

at

Nick's at the Pier 5:30pm to 7:30pm

Bring your business card for a free drawing! Meet your neighbors and enjoy light hors d'oeuvres & special drink prices!

Office, 1868 Bacon Street, Ste A, San Diego, CA 92107
Please help us KEEP OB-EAUTIFUL!

INNOVATIVE LIGHTING ILLUMINATES OB HOTEL!

According to owner Rich Grosch, the Ocean Beach Hotel looks a lot brighter along Newport Avenue due to an impressive array of lighting that now illuminates the walls, flowers, and sidewalk along an over 150 ft. stretch of the street. The brainchild of Kevin Godowski, chief engineer at the hotel and founder of Lost Photon Electronics, these lights not only light up the wall, but also provide theater type lighting for the sidewalk. "Because they are computer controlled, we can control any color combination and any arrangement we want" according to Kevin. "So let's say it is Fourth of July we can have red, white and blue, or Halloween can be orange." Not only do the lights provide a beautiful improvement to the hotel and the wall, but also adds safety and security to the area. The theater type lighting of the sidewalk aids pedestrians and illuminates a once dark area of the street.

But the real innovation is that these are not lights at all in the

strict sense. They are LED, which stands for light emitting diodes. These tiny emitters give off extremely bright light, however they use very little electricity. In fact, to illuminate over 150 ft of wall uses less than 4.5 amps of electricity, the equivalent to powering a small (15 inch) flat screen monitor. That includes the computer that controls the lights. And, they use twelve volts, the same as a car battery. Future plans call for these lights to be connected to photovoltaic panels on the roof of the hotel that will take them completely off the grid. Kevin is not new to LED lights or new innovations. He is an impressive, cutting edge inventor as well. In addition to this project for the hotel, his latest invention is a line of skateboards that use LED to light up the board and can be recharged using your home computer. His company is called Lost Photon Electronics and can be found on the web at: www.lostphoton.com

For more information please call Rich Grosch 619-549-8908 Or Kevin at 619-316-8721.



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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Police Authorization Form

It's that time of year!

Please fill out the inserted form to help SDPD. With your annual updated authorization, the police can approach someone who is trespassing and even make an arrest on your private property.

Promote Yourself, Promote a Cause!!!

The holiday season may be over, but the post holiday months still offer opportunities for local businesses to promote themselves. In a December 26 article, the San Diego Union Tribune identified 2007 as a "down year" for the economy by saying "higher gasoline prices, an escalating credit crisis and a housing slump made shoppers cautious".

Ocean Beach not only offers shoppers unique bargains for cautious shoppers, but also the opportunity to contribute to the local economy.

For example, shoppers at Blue Frog, on Santa Monica Ave., delight in the fact the small shop is family owned and operated, and many linger to feed the dogs behind the counter and ask how the shop is doing.

These shoppers present local businesses the opportunity to market not only themselves, but also a cause: a simple "thank you for shopping locally" lets shoppers know their money was (or would be) well spent.

Promoting the cause of shopping locally may help make 2008 better than 2007. Stay positive and upbeat in 2008!