



# Ocean Beach MainStreet Association January 2010 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 SalonSpa

**Mark Schlesinger**  
Beach Area Tax Service

**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,**  
OB Farmers Market Managers

# OCEAN BEACH 2010

## Ocean Beach Mainstreet Association announces Storefront Decorating Winners!

*Congratulations* to the winners of the Holiday Storefront Decorating Contest! We had some amazing storefronts this year, but only a select few could win. *A Big Thank You* to all who decorated for the Holidays, along with these winners:

Best in Theme: **Sunset Cliffs Animal Hospital**  
4862 Santa Monica Ave.

Most Whimsical: **Progressive Fitness**  
4966 Santa Monica Ave.

Most Traditional: **Cottage Antiques, 4873 Newport Ave.**

Most Elegant: **Gary Gilmore GOLDSMITH**  
4857 Newport Ave.

Special Mentions: **Bella Donna, 4820 Santa Monica Ave.**

**Bone Appetit, 4845 Newport Ave.**

**Dog Beach Dog Wash, 4933 Voltaire St.**

**Lighthouse Ice Cream, 5059 Newport Ave.**

**OB Nails, 4796 Niagara Ave.**

**San Diego Bay Flower Company**

4822 Santa Monica Ave.

Photo by  
Joe Ewing

**THANK YOU** to all participants!



## January Meeting Calendar

Tues.	Jan. 5	8:30am	Design Committee
Fri.	Jan. 8	8:30am	Promotion Committee meeting
Wed.	Jan. 13	8:30am	Finance Committee
Wed.	Jan. 13	Noon	Economic Restructuring
Thurs.	Jan. 14	Noon	Board of Directors Meeting
Mon.	Jan. 18	8:30am	Clean OB Committee Newport Ave. Antique Center
Tue.	Jan. 19	8:30am	Crime Prevention Committee

*All members are welcome to attend our meetings.  
All meetings at OBMA Office unless otherwise noted.*

## Take Advantage of your Member Benefits

As we roll into a new decade, we at the OBMA want to make sure you get the most out of your membership. Below are our current offerings, along with some new ones to roll out soon in the coming year.

Some of your benefits come free with your membership, while some are offered at an additional fee.

**Free Member Benefits:** (These benefits come FREE with your membership.)

- **To get you started:** the staff at the OBMA now offers a FREE HOUR of General Business Consulting. (see pg 3)

## 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!

## The Ten Commandments of Customer Service

- 1. Know who is boss.** You are in business to service customer needs, and you can only do that if you know what your customers want.
- 2. Be a good listener.** Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying. Do you know what three things are most important to your customer?
- 3. Identify and anticipate needs.** Customers don't buy products or services. They buy good feelings and solutions to problems. Most customer needs are emotional rather than logical.
- 4. Make customers feel important and appreciated.** Treat them as individuals. Always use their name and find ways to compliment them, but be sincere. People value sincerity -- be sure that your body language also conveys sincerity.
- 5. Help customers understand your organization.** Your organization may have the world's best systems for getting things done -- be careful that your systems don't reduce the human element of your organization.
- 6. Appreciate the power of "Yes".** Always look for ways to help your customers.
- 7. Know how to apologize.** When something goes wrong, apologize. It's easy and customers like it. The customer may not always be right, but the customer must always win.
- 8. Give more than expected.** Since the future of all companies lies in keeping customers happy, think of ways to elevate yourself above the competition. Consider the following:
  - What can you give customers that they cannot get elsewhere?
  - What can you give customers that is totally unexpected?
  - What can you do to follow-up and thank people even when they don't buy?
- 9. Get regular feedback.** Encourage and welcome suggestions about how you could improve.
  - Listen carefully to what they say.
  - Use a Focus Group to gain customer feedback and new ideas.
  - Provide a method that invites constructive criticism, comments and suggestions.
- 10. Treat employees well.** Employees are your internal customers and need a regular dose of appreciation.

## 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!



Wow . . . You never know  
what will show up in OB next!  
Photo by Jim Grant

## The OB Parade Winners are as follows:

- Best Family/Neighbor entry: [San Diego Woodies](#)  
Best Music entry: [Cameron Highlanders](#)  
Best School entry: [Silver Gate Elementary](#)  
Best Individual entry: [The Electric Giraffe](#)  
Best Youth entry: [Young at Art](#)  
Best Church entry: [Noah's Arc](#)  
*It was a great parade. Many thanks to the  
OB Town Council's Tree Committee!*

# 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 having a big sale or anniversary?

Are you changing your hours or adding a new product line?

**Bell Tile** has notified us of their change of address: Their new address is 3679 Voltaire St., San Diego, CA 92106. Their phone number remains the same at 619-222-1315.

## A New Year— A New Way— @ OB1 Church

Ever thought Church was irrelevant? Burnt-out on Religion? Then come discover God anew, experience OB1 Church. We are real people just like you, seeking to know and experience Jesus. Come, find out for yourself! Located at the corner of Sunset Cliffs and Santa Monica (closest Church to Newport). Sundays 9am & 10:30am, [www.ob1st.org](http://www.ob1st.org), [ob1church@gmail.com](mailto:ob1church@gmail.com)

## Welcome New OBMA Members

### Moxie Design

Susan O'Brien 619-487-9266  
[InteriorsbySusanOBrien@live.com](mailto:InteriorsbySusanOBrien@live.com)  
*Interior Design*

### Miss Match

4932 Newport Ave. 619-223-5500  
*Women's Clothing*

**OB Surf & Skate** has moved to their new location . . . Please see their flyer

**Rich's Service** has closed  
**Rex** has closed

*Member Benefits continued from page 1*

- If you need help with your business but don't know where to start, take advantage of this **new member benefit**, and call us! Based on your answers to some of our initial questions, one of our staff members will come to your business and meet with you one-on-one for an hour. If more time is needed, you and your consultant will determine the best course of action for further assistance.
- Free monthly Newsletter with the latest in local business news.
- Free 150-word Member Business Announcements in monthly Newsletter and on Web site under 'Hot Happenings'
- Free Bi-monthly to Monthly News Email of the latest happenings, including street closures, crime sprees, and other events affecting business.
- Business Assistance Office staffed 5 days a week.
- Assistance with Public Right of Way Program (PROW). Get the most out of your storefront. Ask us how.
- Group Advertising in local and national publications. Some things are better in groups. Pay a fraction of what you would pay for a full ad when you advertise with us.
- Free listing in our business directory on our website [OceanBeachSanDiego.com](http://OceanBeachSanDiego.com)
- Free link to your website from our web directory.
- Free and/or discounted Local Promotions and Public Relations Campaigns
- Free listings in OB Local Directory delivered to 13,000 households plus 7,000 copies distributed: Mem-

bers receive free listings.

- Free networking opportunities at our Quarterly Merchant Mixer, hosted by one of your fellow local businesses. Call us if you would like to host a mixer.

Additional Member Benefits (for a nominal fee):

- "Member only" advertising on our Web site: \$99 per quarter
- "Member only" advertising in OB Local Business Directory, both print and online
- **Coming soon:** add a thumbnail photo or logo to your online Business Directory entry that links to your Web site or a chosen PDF document. Call for rates.
- Priority booth space at the weekly OB Farmers Market: \$35 per booth space
- Merchant discounts for vendor space at annual OB Street Fair

Other Benefits:

- Opportunity to get featured in Monthly Email Blast (article would also appear on the OBMA Web site) and submitted to other publications.
  - Opportunities to serve on various committees and sub-committees that serve the OB business district and its patrons
- Access to Small Business Resources:
- Affordable Health Insurance package
  - SCORE seminars
  - <http://www.sandiego.gov/economic-development/business-assistance/small-business/index.shtml>



OCEAN BEACH  
MAINSTREET  
ASSOCIATION

**Ocean Beach MainStreet Association**

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Email: [obbid@nethere.com](mailto:obbid@nethere.com)

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OceanBeachSanDiego.com . . . *For all your information!*

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Inserts: Batten Accountancy  
Ken Fernandes Landscaping  
OB Surf & Skate

**National Trust Mainstreet Center has news!**

According to a 2008 Soul of the Community Study, the answers to these three questions became apparent . . . **What makes a community a desirable place to live? What draws people to stake their future in it? Are communities with more attached residents better off?**

After interviewing 28,000 people in 26 communities over two years, the study has found that three main qualities bind people to place: social offerings such as entertainment venues and places to meet - the top factor in 21 of 26 communities; openness (how welcoming a place is); and the area's aesthetics (its physical beauty and green spaces). For more information about this study visit <http://www.soulofthecommunity.org/overall-findings/>.

So remember, OB has lots of entertainment venues and restaurants. We should all try to be welcoming to our visitors and customers. We have a beautiful ocean at one end of town and its really important to promote that and keep it as clean as possible. Think about putting flower boxes outside of your front doors. *Flowers are always welcoming.*

*Continued from page 3*

- [Facade Rebate Program Assistance](#)
- Assistance with Enforcement Issues (Signage, Code Compliance, ADA and Safety)
- Representation with governmental agencies



Please remember we are here for you! If you have any questions, or would like to schedule your free hour, please call us. 619.224.4906.

*Make the most of your member benefits today!  
Happy New Year!*