



Ocean Beach MainStreet Association JANUARY 2011 NEWSLETTER

BOARD OF DIRECTORS

Michael Akey, President
Pacific View Real Estate

Julie Klein, 1st Vice President
Julie Designs

Cordelia Mendoza, Secretary
Cottage Antiques

Mike Stifano, Treasurer
Winston's

David Smedley
Smedley, Gallagher & Gee, LLP

Yvonne Cruz
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Gary Gilmore
Gary Gilmore GOLDSMITH

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Shades Oceanfront Bistro

Barbara Iacometti
Details SalonSpa

Mark Schlesinger
Beach Area Tax Service

Craig Gerwig
Newport Avenue Antique Center

Kelly Patri
Bone Appetit Ocean Beach Pet Supply

Mary Orem
Morland Apts. LLC

STAFF:

Denny Knox, Executive Director

Claudia Jack, Associate Director

Rebecca Saffran, Program Manager

Farmers Market Staff:

David Klamam & Community Crops,
Market Managers

Brian, Angel, and Chris

January Meeting Calendar

Tues. Jan. 4th 8:30am Design Committee

Tues. Jan. 4 2pm OBREG Meeting

Fri. Jan. 7 8:30am Promotion Committee

Wed. Jan. 12 8:30am Finance Committee

Wed. Jan. 12 Noon ER Committee

Thurs. Jan. 13 Noon OBMA Board Meeting

Tues. Jan 18 8:30am Crime Prevention Comm

All meetings at the OBMA office
unless otherwise noted.

Ring in the New Year!

Commit to publicizing your business this year. Make sure we know about all the improvements you are making, new lines of inventory you've brought in, new employees you've hired, and any awards your business has been given.

If you don't tell us about it, no one will know!

We are always looking for exciting information about Ocean Beach to publish in our printed newsletter, to post on our web site and to post on Facebook & Twitter. *Continued pg 4*

Holiday Window Decorating Contest Winners Congratulations to all!



**Lighthouse
Ice Cream**
2nd Place
Most Whimsical



**John Baker
Picture Frames**
3rd Place - Most Traditional



**Bone Appetit
Pet Supply Store**
4th Place - Best Painted Windows

**Cottage
Antiques**
1st Place -
Best Theme



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!

Music and sheer enjoyment abounds!



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.

◆ **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 City of San Diego Graffiti Hotline is 525-8522.

[If you would like to join one of our committees, please contact us at 224-4906.](#)



Congratulations to the OBCDC

On Tuesday, December 14, 2010, there was a ground breaking ceremony for the **North Ocean Beach Gateway Project**. It is at the corner of Sunset Cliffs Blvd. & West Point Loma Blvd. The site will be developed as a welcoming plaza that provides pedestrian access to the adjacent Robb Field Community Park. Project benefits include trees, lighting, landscaping, paving, signage and ADA improvements.



Marketing Opportunities Abound with OB MainStreet Association

Thinking about how to get more customers for the New Year? Consider the following benefits from the OBMA!

Send us a Member Business Announcement. It will show up in our newsletter and on our Web site. And it's **FREE!**

Design an insert in our monthly newsletter for just \$45. Just provide us with 475 paper copies and email us a PDF for the online version. (Remember: your insert can be 2-sided but please use 20lb. Paper.) Call Claudia to schedule your month 224-4906.

Advertise on our Web site. → Prices starting at \$99 per 3 months! For all your advertising needs on our website, contact Rebecca at Rebecca@OceanBeachSanDiego.com



For Restaurants, Bars & Hotels: place your ad once monthly in the Beacon in the new Restaurant section. For more info please contact Barbara barbara@brownmarketing.com for more information.

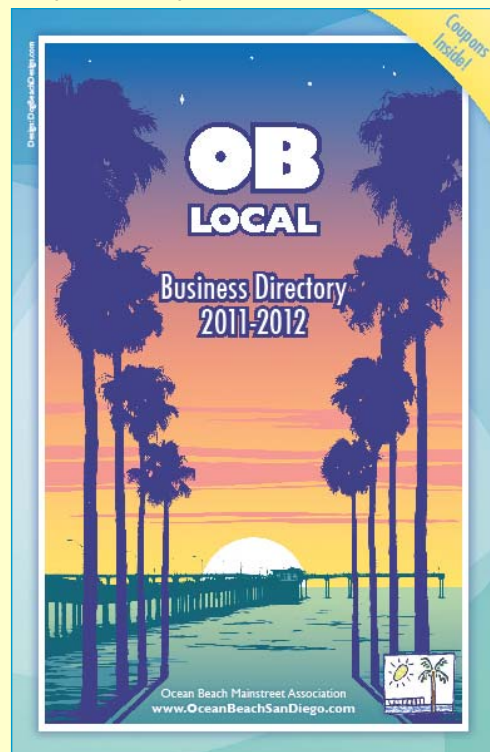
Get a booth in Farmers Market. OBMA members receive first priority for open spaces. \$35 per week, winter price.

Start thinking about the **OB Street Fair on June 25, 2011!** OBMA members get a discount! Vendor applications will be online January 2, 2011.

Advertise in the OBMA printed directory.

OBMA member directory advertising packets started rolling out in December. Make sure you are included. In early March the **2011-2012 Directory** will be delivered door to door to **15,000** local households with another **8,000** available at local stores & OBMA.

Call OBMA at 224-4906 for more info. Listings and advertising are available for OBMA members only. We'll help you make your business stand out.



Cover art by Dog Beach Design

MEMBER BUSINESS ANNOUNCEMENTS

If you want to publish a business announcement, please print the form from our website, email us 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?

BK Printing is proud to announce the addition of our new large format printer. When you need a banner...

we can do it **NEXT DAY!** We can print your banner in a variety of sizes to accommodate any occasion. We offer **NEXT DAY** turn-around on business cards, postcards, flyers, posters and much more. **BK**



Printing has been offering *Quality, Service and Price* to Ocean Beach for over 20 years. 619-225-1041. 5059 Newport Ave. Suite 101.

Margarita's Restaurant . . . This delightful, family owned restaurant is filled with many delicious plates consisting of Mexican and American breakfast and lunch. The Nunez family took over the restaurant in 1998 and have had great success. Margarita's is open everyday from 7am until 9pm including holidays. Their salsa is home made and so fantastic that they've started selling it in grocery stores including *Apple Tree Market* in Ocean Beach and *Santos Farm Market* in North Park. Celebrate during 2011 with the Nunez family! Margaritas is located at 4955 Newport Ave. 619-224-7454.

The Inn at Sunset Cliffs is excited to announce that we are repainting the exterior and replacing the doors in Jan 2011. It's been many years coming and we will be finished Feb.5th 2011! We plan on giving huge discounts during the remodel. *Call us about details!* We are leaving the coloring a surprise, so you'll just have to come check us out. *Happy Holidays!* 619-222-7901. Located at 1370 Sunset Cliffs Blvd.

STOREFRONT IMPROVEMENT PROGRAM

Do you want to give your building a face lift for the new year?

For more information on the City's Storefront Improvement Program and other City of San Diego business assistance programs, visit the City's Web site at www.sandiego.gov and go to "Storefront" or call the City Planning and Community Investment Department at (619) 236-6700. We've got info too at 619-224-4906.

Welcome New OBMA Members

Point Loma Gas

4792 Point Loma Ave. 619-225-1500

*Automotive Service, Gas Station,
Convenience Store*

Seaside Dentistry - James Jones, DDS

1499 Sunset Cliffs Blvd. 619-224-2210

Dentists

Surf Rider Pizza Café /Just Taste It Catering

2163 Abbott St. 619-226-7492

surfriiderpizzacafe.com HilaryRossi@gmail.com

Restaurants, Catering

Western Towing

4370 Pacific Highway

San Diego CA 92110 619-297-8697

www.westerntowing.com

Towing

SDPD Letter of Authorization

Here's news from the OBMA Crime Prevention Committee . . . The **SDPD Letter of Authorization** allows a letter to be on file from the property owner or representative (lessee) stating trespassers are prohibited. When the form is filled out and submitted, the information is added to the address in the police dispatch system as a pop up file. The pop up file advises the officer that the property owner is willing to press charges against trespassers or illegal lodgers. If the violators refuse to depart, the officers can take enforcement absent of the owner being on scene and allows the owner to not have to stand by at the location awaiting officers arrival. **The form is only good for 6 months**, due to state law and determination by the City Attorney's office. The form cannot be double-side with the second half of the year added as the committee had requested. The law is firm on this and if you look at the form it is very self explanatory and easy to understand.

If property owners/businesses go to the sandiego.gov website they can fill out the pdf file, print it and mail it to the department for input. I would suggest people add the web address below as a reminder in their Microsoft Outlook on the first of January and July so they can update and print out a new form.

www.sandiego.gov/police/pdf/letterofagency2.pdf

Officer David Surwilo

San Diego Police Department

Community Relations Officer

Western Division, (619)531-1540

P.S. For your convenience, we have provided the form as an insert in this newsletter. Please fill it out today and follow the directions to fax or mail it to SDPD. We have filled out the address, the effective dates, and SDPD Western Division for you.



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: info@OceanBeachSanDiego.com



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Small Business Enhancement Program



OceanBeachSanDiego.com

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To learn more about advertising in the newsletter or on our web site please call Rebecca or Denny at 619-224-4906. Check out the inserts in this newsletter

Ring in the New Year continued from page 1 . . .

Marketing is the key to the success of any business. If your business is not marketed properly and constantly, growth will no doubt elude you. Please think your way through a comprehensive marketing campaign for 2011. You might want to include reaching your local clientele and fellow merchants. Local merchants can help you promote your business. OBMA has many ways to help you. If you would like to meet with us, we would be happy to assist you in reaching your potential. Call Denny at 619-224-4906 for an appointment.

*Is it too early to mention the
OB Street Fair & Chili Cook-Off Festival?
well . . .*

**Local members of the OBMA
get a 20% discount off the
vendor price.**

The application is available online.

Plan early and make your presence known at the 32nd Annual OB Street Fair & Chili Cook-Off on June 25, 2011.

OceanBeachSanDiego.com

FOLLOW US

Twitter:

<http://twitter.com/OceanBeachCA>

Facebook:

<http://facebook.com/obma92107>