



Ocean Beach MainStreet Association JULY 2006 NEWSLETTER

BOARD OF DIRECTORS

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Pacific View Real Estate

Julie Klein, 2nd Vice President

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Surf'n Sea Wetsuits

Gary Gilmore

Gary Gilmore Goldsmith

Genoa Dickson

Ocean Beach Hotel

Barbara Iacometti

Details Salon & Spa

Heather Clarke

Union Bank

Mark Schlesinger

Beach Area Tax Service

Mike Stifano

Winston's

Beth Turner

Jungle Java

Cordelia Mendoza

Cottage Antiques

STAFF:

Denny Knox, Executive Director

Claudia Jack, Associate Director

David Klamam &

Community Crops,

Market Managers

Internet Service by Nethere

Another Fantastic Street Fair



All photos courtesy of Joe Ewing

What a fantastic Street Fair & Chili Cook-Off! We all had a terrific time and the crowd seemed to be very happy with the fair. We have had rave reviews about the music especially the newly named 92107 OB Local Stage and all its non-stop musicians!

Many thanks to all who donated their time and money to make this event such a success. We had over 100 volunteers helping with the event this year. Some of the volunteers have been working since January to make this event happen.

*We are always challenged by the requirements we must meet in order to have a special event. It is very expensive and the requirements often change from year to year. We feel that the **Ocean Beach Street Fair Committee** consistently puts on a first class event and hopefully exceeds expectations. (Continued on 2)*

OBMA JULY MEETING CALENDAR

Fri.,	July 7	8:00 am	Promotion Committee Meeting, OBMA Office
Tues.	July 11	8:30 am	Design Committee Meeting, OBMA Office
Wed.	July 12	12:00pm	ER Committee Meeting, OBMA Office
Thur.	July 13	12:00pm	OBMA Board of Directors Meeting, OBMA office
Mon.,	July 17	6:00 pm	Street Fair Meeting Wrap-Up meeting, OBMA Office
Tues.,	July 18	8:30 am	Crime Prevention Committee Meeting, OBMA Office

NO GENERAL MEETING THIS MONTH

If you would like to join a committee, please call the office at 224-4906.

It's election time again. Your ballot is Enclosed.

*How can you join our
Board of Directors?*

To run for a board seat in the future, you must serve on a committee for a year . . . So if you join one of our great committees this month, you could run for the Board of Directors next July.

General Committee Info: (check pg 1 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. David Smedley, Chairperson
- ◆ **DESIGN COMMITTEE:**
Meets the first Tuesday of the month at 8:30 am
OBMA Office. Cordelia Mendoza, Chairperson
- ◆ **PROMOTION COMMITTEE:**
Meets the first Friday of the month at 8:00 am
OBMA Office. Nedra Bacon, 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!

Street Fair Continued from page 1

I would like to thank the Committee Members starting with co-chairs **Yvonne Cruz** (Surf n Sea Wetsuits), **Craig Gerwig** (Newport Avenue Antique Center) and **Mike Akey** (Pacific View Realty). They have all worked tirelessly in the office to make this street fair run so smoothly. As in the past, Yvonne was a wonder to behold with all her organizational skills. This was Craig's first year as a co-chair (although he has been volunteering for years) and he really went above and beyond to tie up loose ends and to handle all the logistics. He had so many jobs, we lost count! Mike Akey also was Head Judge and . . .how about those great Chili Judges who volunteered their stomachs: City Councilman **Kevin Faulconer**, County Supervisor **Greg Cox**, **Lou Scanlon** Asst. Chief of Police, **Mark Shields** Pres. of OB Town Council, **Crissey Russo** Fox 6 News, Sgt. **Rick Strobel** Lifeguard, Port Commissioner **Mike Bixler**, **Matt Kalla** Pres. Peninsula Chamber of Commerce and **Raymond Simas**, SD National Bank. Anyone have a tums?
More thanks in no particular order . . .

A big hand to those who gave up their parking lots for the Street Fair: **Rite Aid**, **OB Tire Store**, **Newport Ave. Antique Center**, **Mallorys**, **Union Bank**, **Rock Paper Scissors**, **Starbucks**, **Apple Tree Market**, **Purves Realty**, **Hodads**



**Ocean Beach
Farmers Market**

Every Wednesday
4pm to 8pm

Fresh vegetables, fruit, flowers, jams and jelly, plus fresh baked goods not to mention all the other fun things at the OB Farmers Market!

**ADA LAWSUITS HIT
OCEAN BEACH!!!**

***What have you done to protect your
business & building
from ADA lawsuit abuse?***

A list of the ADA "Top 40" easy and inexpensive ways to help protect yourself is available on our website at http://oceanbeachsandiego.com/PDFs/ADA_Top_40_v5.pdf and at our office. This list was compiled by a group of attorneys known as Lawyers Against Lawsuit Abuse. We want to make sure that you read this information. As you know, you can never totally protect yourself from lawsuits, but you can take steps to minimize the threat.

Recently, between 20-30 local businesses have been served with ADA lawsuits from one particular attorney who is responsible for most of the ADA lawsuits filed in the Southern District of California. Please take the time to understand what you need to do to become ADA compliant so that you can help protect yourself from ADA lawsuit abuse. At this point in time, there is no grace period and you must comply (to the best of your ability) with the ADA requirements.

Many of you have complained that there are confusing or unclear requirements. That is true, but your best defense is to do all you can to become ADA compliant. Check out the "Top 40" mentioned above and make sure you have done all you can to meet the requirements and protect yourself. *We will have more info on this in the*

and **Sunset Garage.**

Teddy Wigler (Winstons) did an outstanding job as the Production Manager and Talent Buyer. This is an enormous responsibility as the music sets the tone for the entire fair. **Chuck Schiele** assisted Teddy this year as Music Coordinator. Many thanks to you both. Chuck also volunteers to handle all music for the OB Farmers Market. Speaking of stages, thanks go to **Sean Simpson** (Outside the Box) and **Brad Seraphin** who managed the Main Stage and Artists Alley Stage respectively. Sean also operates OBStreetFair.com and we know thousands of fairgoers visit the site on a regular basis.

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Another big thank you to the crew at Winston's (including owners **Mike Stifano** and **Scott Slaga**) and especially **Jesse Egan** who manages the beer garden. It is a huge undertaking and certainly the crowds enjoyed themselves in the Ocean Front Beer Garden area. There aren't many fairs where you can sit just feet from the ocean, sipping a beer and listening to great bands on the Main Stage.

Barbara Iacometti (Details Salon Spa) was in charge of the T-shirts

(distribution, folding, inventory) and also volunteered to run the OBMA Chili Area booth this year. T-shirt's are a major headache and Barbara took care of it without a whimper . . . however her hand was in a cast for most of the time.

Cordelia Mendoza (Cottage Antiques) who stepped up to the plate and organized the unbelievable Fireworks Raffle with the help of **Beth Turner** (Jungle Java). Wow! The prizes were phenomenal. She also managed the OBMA Cable St. Booth ALL DAY during the fair. We can't thank you enough.

Betty Lou Janney (Point Impressions) who managed the OBMA Bacon St. Booth ALL DAY and did a terrific job for us as well.

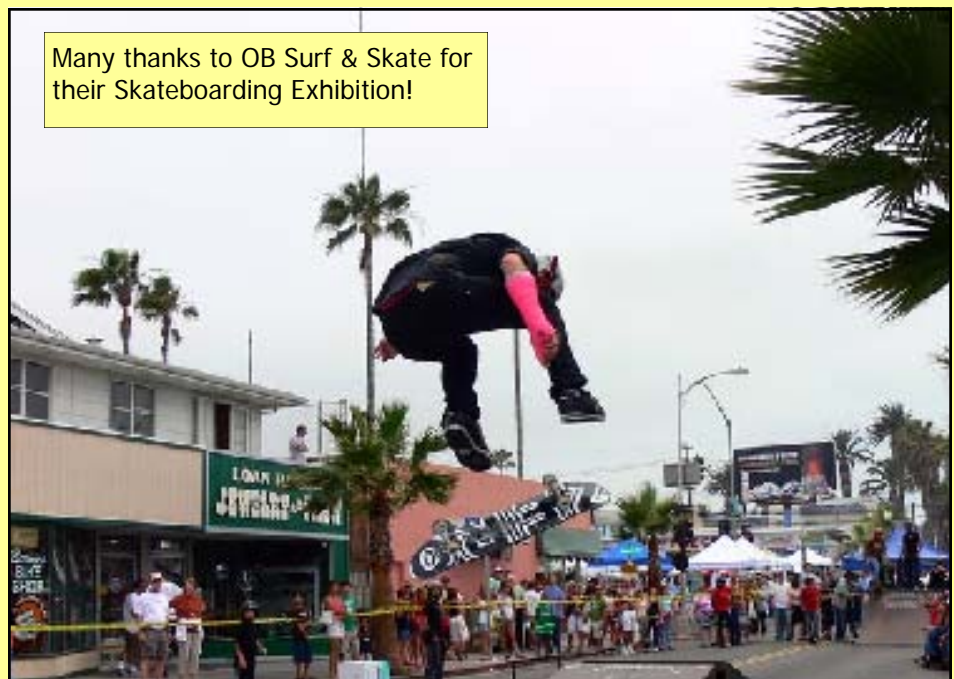
Sophia Habl Mitchell, volunteer extraordinaire!

Sophia was our intern last year and came back to help us again as the Volunteer Coordinator. She did an incredible job. Many thanks to her organizational skills that make the job seem effortless (of course, it isn't).

Ann Vandehey, who decorates and manages all the Fireworks donation cans. It is quite a job and she handles it like she was born to do it.

We have gotten lots of positive comments about the professional looking donation cans.

A huge artistic thank you to **Faren Shear** (Details Salon Spa) for organizing and running the entire Artist's Alley. I hope you all had a chance to check it out. And while you were in Artist's Alley you probably ran into **Kristen Glass** who was running the Fat Hats booth once again with her many devoted volunteers.



Many thanks to OB Surf & Skate for their Skateboarding Exhibition!

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(continued from page 3)

The Mural project was a fabulous success. Have you seen it? We are hoping to have it installed on a local building soon and will let you know. A big thanks to local artist, **Rich James**, who comes up with the concept, maps out the boards, prepares the surfaces, works all day during the fair (to help local artists paint their squares) and then installs the end product. Rich, we couldn't do it without you! **Jim Musgrove**, who assisted wherever he was needed. Since he worked in street fairs many years ago, he knows what it takes and stepped up when we needed him. His main job was to manage all the amusement aspects of the fair.

Heather Clarke (Union Bank) and **David Smedley** (Smedley, Gallagher & Gee) handled all the finances during the day and did a superb job. David did the barricades for many, many years but opted for a different job this year.

Mark Shields (President of the OB Town Council) along with his trusty Town Council volunteers ran the entire Chili Cook-Off. We had a huge number of chili contestants and it looked like everyone was having a hot time in

chili paradise. Many thanks to the Town Council for their partnership with the OBMA.

Gary Gilmore (Gary Gilmore Goldsmith) who has volunteered for many years decided to be in charge of the barricades for 2006. What a job, but he did it effortlessly at all hours of the night.

Chris Kern (Union Bank) handled logistics (tent set up) on the day of the event. Even though he has moved to another Union Bank branch . . . he still finds time to volunteer in Ocean Beach. You may have seen him putting up pop up tents at 5 am.

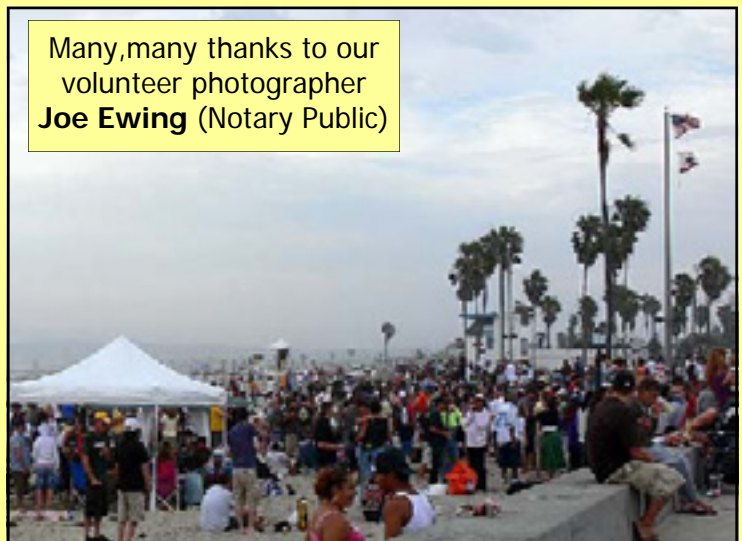
I have to mention **Craig Gerwig** again because he, **Debbie Llewelyn** and **Andrea** (their friend)

drove out to the Shuttle lot on Sea World Drive and put up all the Shuttle signs and "To Ocean Beach" signage . . . then they marked the streets in the wee hours of the morning. I hope you saw all the little marks on the pavement and numbers for the booths . . . hundreds of them! Thank you, thank you, thank you. I've done that job and don't want to do it again . . . ever!

Mark Schlesinger (Beach Area Tax Service) handled all the security coordination. He must have been really good at it because we had very few incidences. He also monitored the shuttles to see if things were going as planned. Of course, they weren't but with a bolt cutter he solved that (that's another story).

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Many, many thanks to our volunteer photographer **Joe Ewing** (Notary Public)



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?

Peninsula Veterinary Clinic has a new and improved website and we listed it incorrectly. It is PeninsulaVetClinic.com. Our apologies for the mistake.

Hair of the Dog. Local dog groomer, Robin McKinney, owner of Hair of the Dog at 4783 Narragansett Ave. was voted the favorite groomer in San Diego by San Diego Magazine's readers. She has been at this location for 14 years. Thank you Ocean Beach for your support. You can reach Hair of the Dog by calling 619-223-3080.

There are so many changes happening OB & we don't have much room left this month so here goes **Bone Appetit** has moved to 4847 Newport Ave., **Rock Paper Scissors** has officially opened at 4976 Newport Ave. **Pepe's** has a new website PepesItalian.com.

(Street Fair continued from page 4)

Genoa Dickson (OB Hotel) just had a baby but that didn't stop her from taking on the directional signage job for the 2nd year in a row. I heard that her dad (Rich Grosch) was helping along the way. **Scott Allgaier** (Newport Avenue Antique Center) assisted in the office, helping us stage the event beforehand and helped out on fair day.

Susan James (James Gang Graphics) has been such a terrific help. She handles our crazy demands with grace especially under pressure.

Of course we need to thank **Sunshine Co Saloon, Surf n Sea, South Coast Surf Shop, Newport Ave Antique Center** and **Dog Beach Dog Wash** for selling Street Fair shirts for us. Also, thanks to **Cottage Antiques, Shades, Newport Ave Antique Center, Bone Appetit** and **Jungle Java** for selling raffle tickets!

Wow, this is a long list . . . and of course, our own **Claudia Jack**, who works for OBMA, did a terrific job once again with all those vendors. It's a crazy job but someone has to do it. She also handled all kinds of small and large jobs. She did an outstanding job. By the way, if you ever need bolt cutters . . . she has them!

A very special thanks to **Set Free** giving us the extra manpower to get the job done. Great Job! So, I guess it really takes a village to put on a Street Fair. It is fun to be involved and we all feel like a big family by the time it is over. Thank you

all for your generosity. You spend many, many hours making the Street Fair & Chili Cook-Off Festival a reality.

We put out a call for donations and many of you responded to help us with the Shuttles, Fireworks, Chili Cook-Off and general donations . . . many thanks to **Cheswicks, Nati's, Arizona Café, OB People's Food, Newport Farms, VFW, Matt Kalla State Farm Insurance, Union Bank and Peninsula Chamber of Commerce**. Of course, we are still accepting donations!

I hope I haven't forgotten to thank anyone. If I have, I will make it up to you . . . I promise. For all those who volunteered for a shift on street fair day . . . it was a wonderful donation of your time for a great community!

It was a pleasure to work with you all. You make it fun for everyone. I'm looking forward to other OB events and of course, Street Fair 2007!

Denny Knox, Executive Director OBMA

WELCOME NEW OBMA MEMBERS

Thee Bungalow

4996 W. Point loma Blvd.

224-2884

Restaurant www.cohnrestaurants.com

Flexcar

110 W Ash, Ste 1050

San Diego, CA 92101

262-3539

www.flexcar.com

The Tisdale Company

619-890-8653

Contractor, Handymen, Landscaping

www.tisdaleco.com

The 3rd Corner Wine Shop & Bistro

2265 Bacon Street

San Diego, CA 92107

223-2700

Wine Shop, Restaurant



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 PO Box 7990
 San Diego, CA 92167

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 San Diego, CA 92107
 619-224-4906, Fax 619-224-4976
 www.OceanBeachSanDiego.com
 Email: obbid@nethere.com

Happy 4th!!!

OceanBeachSanDiego.com . . . For all your information!

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Insert: Election Ballot	
Save the date for our	
Annual Awards Celebration	
Thursday, October 27th, 2006	

FREE ICE CREAM

Stop by the US Bank on Tues.
 July 4th from 4-7 pm and
 Enjoy a FREE ice cream
 courtesy of
 US Bank and Flexcar



JULY 4TH, 2006
OCEAN BEACH
FIREWORKS
OFF THE OB PIER
9PM

Simulcast on KYXY 96.5 fm
 Bring your radios to the beach & listen!

Ocean Beach MainStreet Association
Election Ballot for Board of Directors
July 2006

Please vote for five (5). Only 1 Ballot per
BID member or associate member of OBMA.
The deadline to vote is Wed. July 12, 2006
Terms are for three years.

___ Michael Akey, Pacific View Realty, Incumbent
and currently serves as 1st VP

___ Yvonne Cruz, Surf 'n Sea, Incumbent, Board
member

___ Gary Gilmore, Gary Gilmore Goldsmith,
Incumbent, Board Member

___ Mark Schlesinger, Beach Area Tax Service,
Incumbent, Board Member

___ Heather Clarke, Union Bank, Incumbent, Board
Member

___ Other: _____

Thank you for your participation.

Please mail to:

OBMA Elections, PO BOX 7990, San Diego, CA 92167

OR

Please fax to:

OBMA Elections 619-224-4976

OR

Please drop off at:

OBMA, 1868 Bacon St., Suite A, San Diego, CA 92107

Any Questions? Please call 619-224-4906 OR

Please email us at: obbid@nethere.com