



Ocean Beach MainStreet Association JULY 2007 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

Genoa Dickson
Ocean Beach Hotel

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

David Klamam & Community Crops, Market Managers

Internet Service by Nethere

9 pm

4th of July

Fireworks

Off the OB Pier

The Raffle continues until July 6th! Buy your tickets now to win great prizes!

from

Cottage Antiques, Bone Appetit, Farmers Market, Dog Beach Dog Wash, Jungle Java, Newport Antique Center, and the OBMA Office

What a great day!

News

from
The OB

Street Fair & Chili Cook-Off Festival



July Meeting Calendar

Tue.	July 3	8:30am	Design Committee
Fri.	July 6	8:00am	Promotion Committee
Wed.	July 11	8:30am	Finance Committee
Wed.	July 11	Noon	ER Committee
Thur.	July 12	Noon	OBMA Board Meeting
Mon.	July 16	8:30 am	Clean OB Committee Newport Ave Antique Ctr.
Tue.	July 17	8:30am	Crime Prevention Committee Saratoga Park

All other meetings at OBMA Office

What a fantastic Street Fair & Chili Cook-Off!

We an amazingly positive response from the record setting crowds. We have had rave reviews about the music on all five stages! Many thanks to all who donated their time and money to make this event such a success. We had well over 140 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.

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Ocean Beach Farmers Market

Every Wednesday
4pm to 8pm

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



Chili Cook-Off Winners

Judges 1st Place Award:

Team #14 Rich Grosch, OB Hotel

Judges 2nd Place Award:

Team #12 Chong-Ren Chier

Peoples Choice 1st Place:

#12 Chong-Ren Chier

Peoples Choice 2nd Place:

#25 Christopher Rodrigues

Peoples Choice 3rd Place: #2 Wesley Slack

Best Booth Award: #19 Gabe Leal

92107 Entry Award: #3 Michele Yamada

Hottest Chili Award: #1 Dara & Tiny's Tavern

Judge's Special Award:

#10 Theodoro Pablo Gallegos

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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 the community's expectations.

I would like to thank the Committee Members starting with chair **Yvonne Cruz** (Surf n Sea Wetsuits). We are so thankful for her leadership and organizational skills again this year. She and all the volunteers have worked tirelessly in the office to make this street fair run so smoothly. **Mike Akey** was Head Judge and . . . how about those great Chili Judges who volunteered their stomachs: City Councilman **Kevin Faulconer**, County Supervisor **Greg Cox**, **Don Mullen**, **Mark Shields** Pres. of OB Town Council, **Chrissy Russo** Fox 6 News, Sgt. **Greg Buchanan** Life-guard, **Ronnie Shamoun** (OB Subway), **Dave Martin** (Shades & Craves Café), **Sam Bruggema** (Pyro Spectacular) and **Raymond Simas**, SD National Bank. Anyone have a Rolaid's?

More thanks in no particular order . . .

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!

A big hand to those who gave up their parking lots for the Street Fair: **Rite Aid, OB Tire Store, Newport Ave. Antique Center, Mallory's, Union Bank, Rock Paper Scissors, Starbucks, Apple Tree Market, Purvis Realty, Hodads, OB Elementary School and Sunset Garage.** Without the use of the parking lots, we could not put on this fair. Thanks again.

Teddy Wigler did an outstanding job as the Production Manager and Talent Buyer for the Main Stage. This is an enormous responsibility as the music sets the tone for the entire fair. **Chuck Schiele** who was talent buyer for and managed the Acoustic, Bacon St. Sun, 92107 Local and Artists Alley stages. Many thanks to you both.

Speaking of stages, thanks go to **Sean Simpson** (Outside the Box) for emceeding and managing the Main Stage again this year. Awesome job! Sean also operates **OBStreetFair.com**. We know thousands of fairgoers visit the site on a regular basis. Another big thank you to the crew at Winston's, owners **Mike Stifano** and **Scott Slaga**, and especially **Jesse Egan** who manages the beer garden. It is a huge undertaking and most certainly the crowds enjoyed themselves in the Ocean Front Beer Garden area. I know I have said it before, but 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.

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Barbara Iacometti (Details Salon Spa) was in charge of the T-shirts (distribution, folding, inventory) . T-shirt's are a big job and she happily stepped up. During the event she also volunteered for all kinds of odd jobs that we really needed to be done.

Cordelia Mendoza (Cottage Antiques) who helped to organize the unbelievable Fireworks Raffle which continues until July 6th. The prizes are phenomenal with two big cash prizes for \$250. All the prizes are online at OBStreetFair.com .

Betty Lou Janney again managed the OBMA Bacon Street Booth ALL DAY and did a terrific job for us as well. She is great at merchandising and it showed.

Mike Knox (who happens to be my husband) did an outstanding job managing the OBMA Cable Street booth all day long. Great job if I do say so myself.

Cheryl Troncellito (OB Community Foundation) managed the OBMA Chili area T-Shirt booth and did a fabulous job. This is her first year managing and she is talking about doing it again next year. Great!

Sophia Habl Mitchell came back to help us again as the Volunteer Coordinator all day during the fair and as the office monitor. Many thanks to her organizational skills that make the job seem effortless (of course, it isn't).

Ann Vandehey decorates and manages all the Fireworks donation cans. It is quite a job and she keeps working till July 6th when we have the drawing. The cans are great looking. Another big thank you to **Faren Shear** (Details Salon Spa) for organizing and running the entire Artist's Alley. It was bigger and better than ever before. **Leslie Brock** was Faren's trusted helper.



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, many devoted and hardworking volunteers.

The Mural project was a fabulous success. Hope you had a chance to work on it. We are hoping to have it installed on a local building soon and will let you know location as soon as we know it. 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 really couldn't do it without you!

Jim Musgrove, a seasoned veteran, 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. They very quietly move about the fair.

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. A special thanks to **Nancy Vaughn** who represented the Town Council at all our meetings and did a lot of the leg work for the Chili Cook-Off.

Gary Gilmore (Gary Gilmore Goldsmith) who has volunteered for many years was in charge of the Trolleys. We hired Old Town Trolley tours and Gary rode the trolleys and checked out their effectiveness.

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 and his crew putting up pop up tents at 5 am and taking them down after the event. Yikes!

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Craig Gerwig has done so much that it is hard to figure out where to start. First of all, he and OBMA President, **Mike Akey** helped us clean out and reorganize our garages so that the set up and storage of Street Fair "stuff" went smoothly and wow, did it go smoothly this year. **Craig Gerwig & Debbie Llewellyn** put up the big wooden signs delineating the fair area and took them down AND drove out to Sea World Drive and put up all the "To Ocean Beach" signage. **Craig, Debbie, Tracy Sullivan, Gayle Urich, and Andrea DeRosa** were our "dawn patrol." 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. Take a nap! Also, **Tracy** worked before the event and during the event with miscellaneous jobs that needed to be done.

Andrea DeRosa and **Randy Gransow** monitored and parked cars in the OB Elementary School parking lot.

A newcomer this year, **Tim Stallard** offered to take care of the barricade job which requires putting them up and taking them down. We accepted his offer with delight.

Mark Schlesinger (Beach Area Tax Service) handled all the security coordination. Again this year, he must have been really good at it because we had very few incidences. Also, a special thanks to **Joanna (Seetoo) Schiele** for all her help with our sponsors. We are looking forward to her help again next year.

Genoa Dickson (OB Hotel) managed the directional signage job for the 3rd year in a row. Her helpers were **Julie** and **Craig Klein** and they did a great job putting up all those restroom signs. People really needed them!

Susan James (James Gang Graphics) has been such a terrific help. She handles our crazy demands for t-shirts and artwork for the event with amazing calmness especially under pressure. Of course we need to thank **Sunshine Co Saloon, Surf n Sea, OB Hotel, and Dog Beach Dog Wash, Shades** for selling Street

Fair shirts for us. Speaking of shirts, thanks to **Beth Turner**, Jungle Java, **Mike Stifano**, Winstons, **Heather Clarke**, Union Bank, and **Carol Ladiges**, Lighthouse Ice Cream, for spending their spare time folding and organizing the shirts along with **Barbara Iacometti**.

Also, thanks to **Cottage Antiques, Shades, Dog Beach Dog Wash, Newport Ave Antique Center, Bone Appetit** and **Jungle Java** for selling raffle tickets!

Wow, this is a really 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 and did an outstanding job.

A very special thanks to **Set Free** giving us the extra manpower to get the job done. Great Job!

Last year I said that it takes a village to put on a Street Fair and once again I proved myself to be correct. 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 you all. Of course, we are still accepting donations!

I hope I haven't forgotten to thank anyone. If I have, please don't suffer in silence . . . Call me! 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 2008!

Denny Knox,
Executive Director OBMA



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?

Innovative Realty welcomes Bettie Shetter to its family of agents! Here is a message from her. "As a new Realtor at Innovative Realty, I'm excited to contribute to the Ocean Beach community. A transplant from Park City, UT, I have a deep fondness for funky little communities and Ocean Beach feels fun and familiar. I'm looking forward to meeting a whole new family of friends in Ocean Beach! In the meantime, I'll be bringing my friends and family to visit me at our offices at 4820 Newport Avenue. I invite you to come by and share a cookie and a laugh. I hope to see you soon!" Bettie Shetter at Innovative Realty, 619-403-0933

2007 SCORE Workshop Schedule

To register call **619-557-7272**

or go to www.score-sandiego.org

KEEP OB-eautiful Campaign

Please take some extra time each day to sweep your gutters & sidewalks. Report overflowing trash cans/ashcans, spills, etc. to the OBMA at 224-4906.

INSERT YOUR FLYER IN OUR NEXT ISSUE?

Supply us with 485 copies of your flyer and we will stuff them in our Newsletter for only \$40. The deadline is the 22nd of the month before publication (July 20th for Aug Issue). Two inserts per issue and 1st come first served. *There are limits to the number of times you can put a flyer in the newsletter per year.*

Call us & sign up today!

Contact the OBMA office at 224-4906 for more information.

Welcome New OBMA Members

Craves Café

4953 Newport Ave.

619-225-9404

Restaurant

Associate Members

You will be receiving your membership renewal in the mail in the next week or so.

Please return the renewal form and your check as soon as possible.

It's Election Time again...

Members

please check the enclosed ballot for the

OBMA Board of Directors election.

Please follow the instructions and vote for your 4 directors.

The deadline for voting is July 11th!



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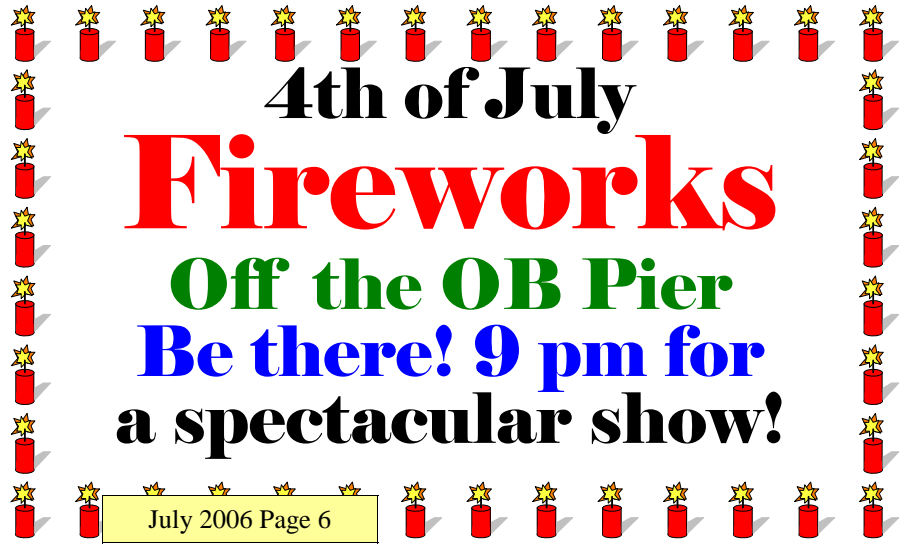


OceanBeachSanDiego.com . . . For all your information!



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4th of July
Fireworks
Off the OB Pier
Be there! 9 pm for
a spectacular show!

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