



Ocean Beach MainStreet Association JULY 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**
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- 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
- Mary Orem**
Morland Apts. LLC



STAFF:

- Denny Knox, Executive Director**
- Claudia Jack, Associate Director**
- Rebecca Saffran, Program Manager**
- David Klamam & Community Crops,**
Market Managers



Sophie takes to the Beach for the 4th of July!

- ★ Get ready for the BIG BANG on the Fourth of July as we celebrate with the 31st Annual Ocean Beach Mainstreet Association's Fireworks off the Ocean Beach Pier!
- ★ Tune your radios to Sophie@103.7 at 9pm as we synchronize your favorite music to the fireworks!
- ★ Stop by Nick's at the Pier from 5pm-9pm and say hi to the Sophie@103.7 staff as we broadcast LIVE!
- ★ Fireworks begin promptly at 9pm at the Ocean Beach Pier.
- ★ Visit RadioSophie.com for details.



OCEAN BEACH
MAINSTREET
ASSOCIATION

31st year!

**Sophie
@103.7**

July Meeting Calendar

Tues. July 6	8:30am	Design Committee
Tues. July 6	2pm	Restaurant/Entert. Comm
Wed. July 7	8:30am	Finance Committee
Thur. July 8	Noon	Board of Directors Meeting
Fri. July 9	8:30am	Promotion Committee
Wed. July 14	Noon	ER Committee
Tues. July 20	8:30am	Crime Prevention Comm.

Meetings held at OBMA office unless otherwise noted.
OBMA Office is Closed on July 5th!

BOARD ★ ELECTION

Your ballot is enclosed
Please return it by
July 8th at noon, 2010 to:
OBMA, 1868 Bacon St. #A.
San Diego, CA 92107



**Ocean Beach
Farmers Market**



Every Wednesday 4pm to 8pm
Fresh vegetables, fruit, flowers, jams, fresh
baked goods, crafts & local musicians!

Why tourists shop?

1. **A stress-free time to shop.** The beneficiaries are central business districts, Main Street communities, historic areas, stores in or near hotels, malls and lifestyle centers, stores near convention centers, museum stores and airport shops.
2. **Price and value** -- tourists may feel they are getting a better deal than they would at home.
3. **A gift or an obligation.**
4. **Extending the travel experience** -- they shop to remember the destination or trip.
5. **Planned purchase** -- tourists budget for souvenirs, especially families with children.
6. **A time to shop with family and friends** -- sometimes they are encouraged to treat themselves and buy more.
7. **Unique and interesting merchandise** with impulse appeal.
8. **Appealing environment** -- attractive shopping destination, good retail mix and great food.

Get in on the tourist trade by merchandising your tourist-targeted offerings with the traveler in mind. Make them easy to spot, attractively displayed and nicely priced -- an irresistible little something as a remembrance from their visit or a gift for the folks back home.

Let the tourist know your services through signage, such as complimentary gift wrap, special orders and UPS or Fed-X shipping. Verbally let the traveler know they don't have to squeeze the item into their suitcase, it can be shipped and on their doorstep when they return home -- this may encourage them to buy a larger or fragile item.

Today's definite trend in tourism is that extended and multi-generational families are increasingly traveling together and are bringing the little ones along. Small-town destinations and attractions are of particular interest to this growing market.

Barbara Wold

International Speaker, Author and Business Strategist, Global Retail & Consumer Expert

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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 in your community!



Rebuilding Together San Diego

Assisting Communities One Home at a Time

Do you know of a community member who may be in special need of assistance with home repairs ?

Rebuilding Together San Diego (RTSD) is a 501(c)3 non-profit organization which provides free home repair and renovations for very low income homeowners who are senior, disabled, veteran and families with children . RTSD focus is on repairs that provide for a healthy and safe living environment and ADA accessibility for those who are physically and/or financially unable to make the repairs themselves. Some say RTSD is like a small version of ABC's Extreme Home Makeover. Their work is done through volunteers, corporate sponsorships and in kind donations.

To apply for assistance, sponsor a project or volunteer please visit the RTSD website at www.RebuildingTogetherSD.org , email rtsd@rebuildingtogethersd.org or call 619-231-7873

We all had a ball at the OB Street Fair this year. As you know, the funds raised during the **OB Street Fair & Chili Cook-Off Festival** pay for the **OB Fireworks on July 4th** at 9pm.

Check out the photos on page 3 and 4 of this newsletter.

We will post lots of stories and photos on our website:

Oceanbeachsandiego.com



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?



Local Swimwear Designer Focuses on Handmade, Inspired by the Nostalgic Feeling of Vintage California. California Couture. Molly B opens a new design studio in the heart of Ocean Beach.

In a community that has thrived for decades on art, music, fashion, and crafts, Molly B has the attitude, talent, and designs to fit right in.

San Diego, CA (PR) June 8, 2010 – Molly B is a young entrepreneur taking on the competitive swimwear market one bikini at a time. Molly B has always been obsessed with bikinis. She maintains that each woman should have a bikini collection similar to that of their shoes and purses. I decided to start Molly B Bikinis solely because I love bikinis." For those women who have trouble finding the right fit, Molly B offers custom options. She will take measurements, create a round of samples, and then construct a perfect bikini for almost any body type. With access to a wide range of colors and patterns, customers have the option to create their own one of a kind design.

Molly B opened her doors on Memorial Day 2010. She has a small inventory on display and conducts custom fittings and consultations in her design studio. She holds business hours 10 am – 6 pm Monday thru Saturday and encourages everyone to come say hello and see how she takes a bikini from start to finish.

Molly B's design studio is located at: 4966 Santa Monica Ave. Suite E. San Diego, CA 92107. As well you can find her designs at local boutique Hunt and Gather, bcatthreads.com, and etsy.com. Her goal is to continue to sell her line through local boutiques in hopes of growing business together.

FOR IMMEDIATE RELEASE:

Cottage Antiques in Ocean Beach is closing its doors and going online - - - AFTER . . . WE ARE CLOSING OUR BRICK AND MORTAR STORE AND THEN GOING ONLINE FULL TIME.

Bob and Cordelia Mendoza have had a presence in the antiques business on Newport Avenue for over 21 years. They pioneered the antique district, opening the first antique mall in December of 1988. It's bittersweet but it's time for a lot of reasons. Cordelia will miss the customers and doing business in Ocean Beach. "The seasons are the most fun to me, decorating the store for the various holidays and holding special events; it's always such a good time", Mendoza said.

The CLOSING OUR DOORS – GOING ON LINE sale will begin July 1st through July 31st. All of the furniture and fixtures will be sold. 10am to 5pm M-Sat, 11am to 5 pm Sun
Contact Cottage Antiques 4873 Newport Avenue, San Diego, CA 92107. 619.222.1967 cottagiantiques@cox.net
cottagiantiques.biz antiquecottage.blogspot.com

Welcome New OBMA Members Mom to Madre

619-223-2014 Momtomadre.org
Momtomadre@gmail.com
Educational Services

LAN Werks San Diego
Charles Wandall 619-550-2435
www.lanwerkssd.com
Computer Services

Molly B 's Design Studio
4966 Santa Monica Ave., Suite E
949-310-7703
www.MollyBBikinis.com
Custom Designed Bikinis

Law Offices of Daniel Singer
4870 Santa Monica Ave. @B
619-818-6268
Attorney

Roots International
4967 Newport Ave. #10
619-246-0894
Artist

STREET FAIR PHOTOS

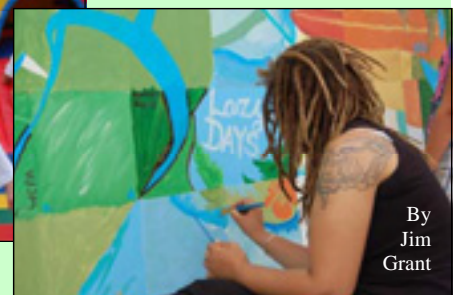
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By Becca Lyn



By Jim Grant



By
Jim
Grant



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www.OceanBeachSanDiego.com

Email: info@OceanBeachSanDiego.com

Partially funded by the City of San Diego Small Business Enhancement Program



Happy 4th of July

OceanBeachSanDiego.com . . . For all your information!

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The OB Street Fair was a huge success . . .



by Jim Grant

Many thanks to everyone who volunteered this year. Photos & stories are posted on our website .

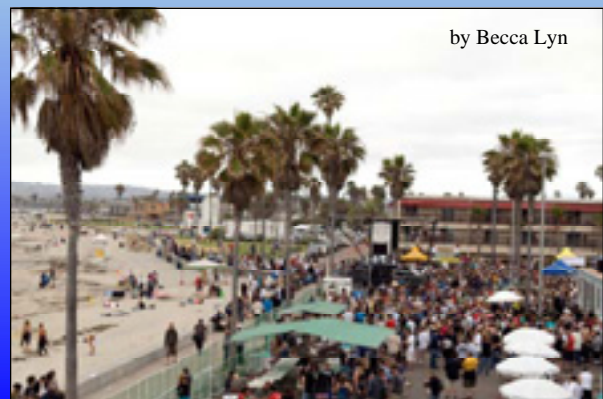
Follow us on Twitter:
<http://twitter.com/OceanBeachCA>

Fan us on Facebook too!
<http://www.facebook.com/OBMA92107>

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WILD THING
by Jim Grant



by Becca Lyn