



Ocean Beach MainStreet Association June 2008 NEWSLETTER

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Crave's Cafe*
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STAFF:

- Denny Knox, Executive Director**
- Claudia Jack, Associate Director**
- Rebecca Saffran, Programs Director**
- David Klamman & Community Crops,**
Market Managers

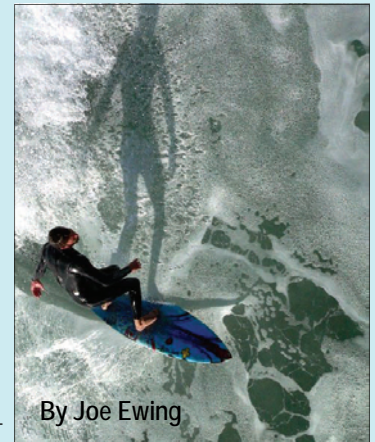


Check out page 3 . . . and learn about the Ocean Beach Street Fair & Chili Cook-Off Festival on June 28th, 2008

This is a wonderful opportunity to showcase your business. If you have a storefront, please clean the windows, put up a great display that really represents your business and make sure your lights are on for a few hours after the sun goes down.

Surfing & Water Sports in OB

In the 1960's the surfing culture began to resonate in Ocean Beach. The sport and lifestyle meshed perfectly with the diversity of OB's people and community. When you're in the water riding waves, no one cares what your economic or political background is. Over the years the sport has continued to gain popularity and the number of surfers and surf spots has expanded from



Dog Beach all the way to Sunset Cliffs and beyond. As it has in the past, the ocean creates neutrality that everyone can enjoy...and it's free! If you haven't tried it yet, summer in Ocean Beach . . . *Continued on page 2*

June Meeting Calendar

June 3rd	8:30am	Design Meeting
June 6th	8:00am	Promotion Meeting
June 11th	8:30am	Finance Meeting
June 11th	Noon	ER Meeting
June 12th	Noon	OBMA Board Meeting
June 16th	8:30am	Clean OB Meeting at Newport Ave. Antique Center
June 17th	8:30am	Crime Prevention Meeting At Police Trailer, Pier Parking Lot
June 23rd	6pm	Street Fair Meeting (final)

All meetings are held at the OBMA unless otherwise noted.

Claudio's Italian Ice

If you're a native OBecian, this may be the first time you've heard of Italian ice. If you're from the east coast, you're probably wondering why you can't find one here. Either way, that is going to change because next time you're on Newport Avenue, you can pick one up at Claudio's Italian Ice. Christopher Papi and Natalie Susi are planning to be a local presence down there this summer. Starting May 19th, they will be setting up the stand designed



. . . *Continued on page 2*

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!



Surf Shops . . . Continued from page 1 . . . is the perfect venue to learn how to surf. Surfing is free, but surfboards can be a big investment, so you may want to try before you buy. You can rent a beginner board at **Ocean Beach Surf & Skate** or **South Coast Longboards**, both located on Newport Avenue, for as little as \$8 an hour. Both shops offer wetsuit and body board rentals as well. OB Surf & Skate also rents kayaks and snorkel gear. After trying it out a few times, if you decide that you want your own board, you can purchase all your gear at either of these shops or visit **South Coast Surf Shop**, **Pride Surf Shop** (both are on Newport Avenue), **The Green Room** or **Rocky's Surf Shop** (both located on Abbott St). Once you own the gear, you can surf all year for free. If you need a wetsuit or a wetsuit repair try **Surf 'n Sea Wetsuits** on Bacon St.

Also operating out of **OB Surf & Skate** is Ocean Experience Surf School. Roger Caldwell, the owner of **OB Surf & Skate** and **Ocean Experience Surf School** has been teaching surfing, oceanography, and water safety in San Diego since 1990. Ocean Experience offers lessons as well as camps and clinics for kids and adults and weekend adventure tours for families. This summer they have added a weekend surf clinic for adults, and a kayak and snorkeling clinic. **Ocean Experience** is the only business in Ocean Beach and South Mission Beach that is permitted by the city of San Diego to teach surfing. If you just want a head start in learning to surf, you can take a one day, 3 hour beginner lesson which includes instruction and all of your gear. For the first timer, these lessons can take weeks off of your learning curve. "Our surf lesson will ensure that you have the proper fundamentals and basic skills needed to learn to surf and to surf safely," explains Roger. He adds "You don't want to go out on your own and spend weeks practicing mistakes." If you are interested in the camps or lessons just pop into the shop on the corner of Newport and Cable St. (4881 Newport Ave.).

If you've always been yearning to try it out or you want to take advantage of the beautiful weather and get the whole family involved in a healthy day experiencing the ocean, surfing should be on your summer "to do" list. However, we should include the following disclaimer:

Surfing can be addicting! *By Alex & Mark Chrisman*

General Committee Info: (check pg1 for more info)

- ♦ **ORGANIZATION:** (Executive Officers ONLY)
- ♦ **FINANCE COMMITTEE:** Meets the Wednesday 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 8:00 am OBMA Office. Cordelia Mendoza, Chairperson
- ♦ **ECONOMIC RESTRUCTURING:** Meets the 2nd Wed. of the month at 12 Noon OBMA Office. Heather Clarke, Chairperson
- ♦ **CLEAN OB COMMITTEE:** Meets the 3rd Mon. of the month at 8:30am at Newport Ave. Antique Center. Dave Smedley, Chairperson
- ♦ **CRIME PREVENTION COMMITTEE:** is an Economic Restructuring subcommittee. Meets the 3rd Tuesday of the month at 8:30am. Julie Klein, Chair
Remember, report all crimes to 531-2000. Your Call Counts! The Graffiti Hotline is 525-8522 or local 226-8613



If you would like to join one of our committees,
please contact us at 224-4906.

Claudio's . . . Continued from page 1

by Papi in the parking lot next to Rock, Paper, Scissors on Newport Avenue. They'll be offering traditional lemon, strawberry lemon, and pineapple mango flavored Italian ice for the window shoppers and beach-bound tourists and locals.

The idea for the business originated when Chris' hometown Philadelphia friends came to visit and couldn't believe they couldn't walk to the beach and get an Italian ice (or "water ice" as the Philly boys call it). "In Philly, Italian ice outsells ice cream two to one in the summer" explains Chris. With the California summer weather and beach activity, it seemed like a great idea for Chris and Natalie to start their own west coast version of gourmet Italian ice. Rather than using the cheaper, artificially flavored syrup concentrates, Chris blends up a mixture of all natural fruit juices to create a healthier product. It closely resembles the traditional Italian ices that aren't as prevalent anymore due to the introduction of manufactured syrup.

Claudio's Italian Ice is mobile, traveling to different events like the Italian Festival in Little Italy and they are often in the *Rock, Paper, Scissors* parking lot at the OB Farmer's Market. If you would like to add Italian ice to your event or party you can reach them at 619-502-1590 or at www.ClaudiosItalianIce.com.

If you still have no idea what Italian ice is, you're not alone. "Like a snow cone or shave ice?" I ask. "No, not really. Shave ice is just syrup over ice. We actually blend fruit juices and water and freeze it", explains Chris. "Like a Slurpee?" "No, again, a Slurpee is artificial flavors and a different consistency. If you want to compare it to something, it's similar to a sorbet, but different", Chris explains. "So it's like an Italian ice?" I'm confident this time. "You should really try one."

By Mark & Alex Chrisman



Shuttles: Trolleys running all day from the parking lot at the corner of Sea World Drive at Pacific Hwy (just off I-5) to the fair every 1/2 hour on the 1/2 hour. Also, trolleys run from the entrance to Robb Field at W. Pt. Loma Blvd. and Bacon Street to the fair every 1/2 hour.

Another FREE community event information : 224-4906
OBStreetFair.com
OceanBeachSanDiego.com



PRESS RELEASE . . . PRESS RELEASE . . . PRESS RELEASE



STREET FAIR FACTS!

Saturday, June 28th

from 10 am to 8 pm

Newport Ave in Ocean Beach will host the **29th Annual Ocean Beach Street Fair & Chili Cook-off Festival** a celebrated and eagerly anticipated yearly community tradition. This **FREE** festival will entertain more than 70,000 visitors throughout the day!

Five stages of continuous music provide a tune for every ear! Non-stop music by local musicians on the **Local 92107 Stage!**

Artists Alley will host unique handmade creations by talented artisans. We've never had so many talented artists!

Community Mural Project – Join in the fun and paint a square of this mural. Children and adults of all ages are welcome in creating this masterpiece!

Wonderland Children's Area – Named after the 1st amusement park in Ocean Beach! Tons of fun for the little ones! **Pony Rides** –(ages 6 months to under 100 lbs.)

Nicita Carnival (will be located in the 3 parking lots next to Starbucks). Rides for older kids and young acting adults. Games for everyone. Always a blast from the past!

Cartoon Amateur Wrestling Exhibition will be too much fun to watch!

Don't forget the **Chili Cook-Off (they have their own hours)** from 10 am to 3 pm at the foot of Newport Avenue with a breeze from the ocean to cool that "hot" chili ! Amateur cooks with original recipes compete for prizes. **Crave's Café & Shades Oceanfront Bistro** will be making the "Committee Chili"! Come early so you can taste every recipe!

Our **Beachside Beer Garden & Liquorland** (sponsored by **Winston's**) will be located right next to the Main Stage for all those thirsty adults! **New this year**, Cable Street will have its own **Beer Garden** with a view of Artists Alley Stage.

Hungry? A tantalizing array of terrific **Food Vendors** to please any appetite. Not to mention all our wonderful restaurants & delis.

Vendor Booths full of colorful merchandise will line all three blocks and the side streets!

There is always something new and interesting. Great new vendors this year!

A terrific **Skateboard Exhibition** from **Ocean Beach Skate & Surf Shop** . . . Wow . . . you don't want to miss this! It is always thrilling . . . located on Cable St.

The Climbing Wall will be in the 4800 Block of Newport Ave. . . Always exhilarating!

Unbelievable Raffle to help pay for the 4th of July Fireworks.

*Free fun for all at the **Ocean Beach Street Fair & Chili Cook-off Festival**
on **Saturday June 28th from 10 am to 8 pm.***

Free Shuttles: Ride to the Festival for free! Park near Robb Field or on Sea World Drive (at Pacific Highway) from 9:30 am to 9 pm. Trolleys run every ½ hour on the ½ hour from Robb Field and from Sea World Dr. *We've added more Trolleys this year so you won't miss any of the fun!*

Another great event hosted by the Ocean Beach MainStreet Association!

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?

"Design Your Own Life – With Passion!" Romel Hokanson, owner of *Waves of L.I.F.E.* (4966 Santa Monica Avenue, Suite #E, Ocean Beach) has authored a chapter by this title in the anthology, *Power Of Mentorship: Finding Your Passion*, published in May 2008. If you are living without passion to any degree, you are living a one-sided, incomplete life, controlled by your environment. Life without passion and enthusiasm is full of worries and fears, discontent and unhappiness. This greatly impacts your health and wellness. Romel brings her passion for assisting people in achieving optimal health and wellness to her alternative health practice specializing in biofeedback, energy work and nutritional counseling. Call 619-226-2662 to schedule a biofeedback session or demo. Mention this posting and receive a 10% discount on your first copy of this newly published book. Reading it can change your life! Consider the book as a gift to someone to help change *their* life. www.wavesoflife.biz

Therapeutic Massage-Bodywork Getting stressed out (better yet, excited) that SUMMER is almost here! Well, it's time to treat yourself to some massage-bodywork that will relax your body, ease your stress, and get rid of your pain. Did I just read "get rid of pain"? YES. Michele Ruppert's Therapeutic Massage-Bodywork services are here in Ocean Beach at 4286 Voltaire Street in Solitude Face & Body Health Studio with a beautiful, peaceful patio to enjoy before and after your session. She offers traditional Thai massage, the Structural Integration 10-series, The Rossiter Workout System, and Neuromuscular Therapy. All these services will STRETCH your body like it has never been stretched before and release pain so that when your session is completed you will feel rejuvenated and ready to take-on summer! All sessions are \$85. Michele Ruppert's Therapeutic Massage-Bodywork phone number is 619-890-0111.

.During Street Fair . . .

Merchants Don't Forget To:

- **Re-schedule deliveries** around the day of Street Fair, Newport Ave. & adjacent alleys will be closed from 3 am-11 pm on June 28th.
- **Notify employees** to find alternate transportation methods to work on June 28th. The shuttle from Robb Field is a convenient choice.
- **Do not hire any on-site musicians** that will interfere with the scheduled stages of music.
- **Do not obstruct the sidewalk** in anyway. Please, no sign spinners. Foot traffic will be extremely heavy that day!
- **Get your storefront ready** for 70,000 visitors!

NEW OBMA MEMBERS

Michele Ruppert's Therapeutic Massage-Bodywork
4286 Voltaire Street (at Solitude Face & Body Studio)
619-890-0111
Massage & Bodywork

Space Available for Business 4969 Voltaire Street

900+ sf, \$1.35 to \$1.75/sf (NNN)
Please contact Liz @ 858-279-2181



NEWPORT NIGHTS

Ocean Beach Art Walk

The last Saturday of each month
7 pm to 10 pm

For Info: 619-222-0836 www.NewportNights.org

Hodads wins national acclaim again and again. USA Today's Jerry Shriver asks top culinary TV Stars "If you could take your ideal road trip this summer, which classic restaurants would be on your itinerary?" Guy Fieri hosts two shows on the national TV station, The Food Network, and he chose Hodads in Ocean Beach. He said, "There is no way you can walk out of there without a smile!" They even included a color photo of Hodads in the May 2nd, 2008 edition of USA Today.

During the OB Street Fair on June 28th, there will be a FREE **Composting with Worms Workshop** from 10am to 12 noon at the OB Library, on the corner of Santa Monica Ave. and Sunset Cliffs Blvd. For more information about this, please check out: www.solanacenter.org/1workshops.html

Help us help you!

Please call us if there is damage to the sidewalk, streetscape, ash cans, and/or light poles in front of your businesses.

Please call us if you have problems with people hanging out in front of your businesses that prevents you from operating normally.

Please call us if you have graffiti on your building.

Take a digital photograph, get a written estimate to paint it out, and then fix it. Send us the photo by email at obbid@nethere.com along with the estimate to fix it. We are trying to build a case against these people.

KEEP OB-eautiful!

Locals working together
to improve Ocean Beach!!!

224-4906



Ocean Beach MainStreet Association

PO Box 7990, San Diego, CA 92167

Office: 1868 Bacon Street, Suite A

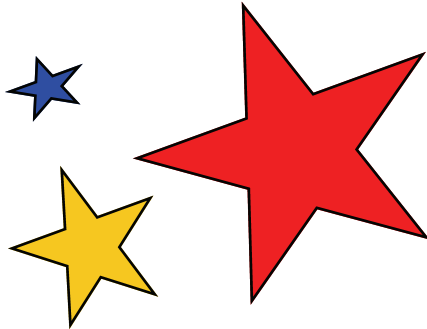
San Diego, CA 92107

619-224-4906, Fax 619-224-4976

www.OceanBeachSanDiego.com

Email: obbid@nethere.com

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OceanBeachSanDiego.com . . . For all your information!

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\$5/6 Tickets

\$10/12 Tickets

\$1 RAFFLE TICKETS

AVAILABLE AT

- Newport Ave. Antique Ctr.
- Dog Beach Dog Wash
- Bone Appetit OB Pet Supply

- OBMA Office
- Farmers Market
- Jungle Java
- Cottage Antiques

Check our website for a current listing of Fabulous Raffle Prizes

A Terrific Opportunity to Advertise

We are publishing a fabulous Street Fair Program this year and have space for our local merchants to advertise. Please let Denny know if you are interested at 619-224-4906.



Recycle your cell phones, empty laser & jet print cartridges to benefit PLHS. Foundation and Alumni Foundation. Drop off places: OBMA Office, Bone Appetit, and Jungle Java!