



Ocean Beach MainStreet Association

JUNE 2009 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

Dave Martin
Shades Oceanfront Bistro and
Crave's Catering Café

Barbara Iacometti
Details SalonSpa

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

Rebecca Saffran, Program Manager

David Klaman & Community Crops,
Market Managers

OB Street Fair: a *cherished* local custom

When visiting the OB Street Fair for the first time one might see an outdoor festival just like any other. But look closer and find a mix of cherished customs and traditions that make the OB Street Fair quite unlike any other.



Artwork by Chuck Schiele

In its 30 years of existence the OB Street fair blossomed into a celebrated local holiday and a vital part of OB culture. Thanks to this annual local festival we have the community murals that paint our landscape, a well-known and vibrant art community, and (new this year) a collection of local music.

Read more on page 2 . . .

June Meeting Calendar

Meetings at OBMA Office unless noted.

Mon. June 1	6pm	Street Fair Committee
Tue. June 2	8:30am	Design Committee
Fri. June 5	8:30am	Promotion Committee
Mon. June 8	6pm	Street Fair Committee
Wed. June 10	8:30am	Finance Committee
Wed. June 10	Noon	Economic Restructuring Com
Thur. June 11	Noon	OBMA Board Meeting
Mon. June 15	8:30am	Clean OB Committee <i>At Newport Ave Antique Center</i>
Mon. June 15	6pm	Street Fair Committee
Tue. June 16	8:30am	Crime Prevention Committee <i>At Gallagher's Irish Pub</i>
Mon. June 22	6pm	Street Fair Committee

Join us for a get-together . . .

When: Thursday, June 18th

Who: hanna gabriel wells architects

**Where: their new location at
1955 Bacon Street**

What: OBMA Sundowner

Check out their newly remodeled location (you know you want to see it) and have some light snacks and drinks with your business neighbors. See you there!

Murals

OB local artist and activist Rich James began the Mural project in 1999 as a way to beautify OB and instill a sense of community pride. Since then the murals blossomed all over town and became colorful fixtures of our landscape, and permanent reminders of community pride.

Every year artists of all types would gather at the annual street fair to paint the individual mosaic-type squares designed by Rich. After each street fair, Rich and his friends would install the newest mural on the wall of a local business for all to enjoy. Sadly, Rich passed away a month before the 2008 mural project took place. His friends stepped in to continue his legacy and designed the 2008 mural in his honor. Please help us keep Rich's tradition alive and join us in painting the 2009 mural at the 30th Annual street fair.

Artists Alley

"Surprisingly, many people may never have given much thought to what makes Artist's Alley different from the rest of the Street Fair," said Faren Shear, long-time chair of Artist's Alley. "It is the best

place to find unique, handmade items and gifts as well as meet the Artists who created them."

Some may remember the smaller version of Artist's Alley located for years on Bacon Street. Many of local Artists have been with us since those days, including Brita Ferm of Ocean Beach Art and Todd Cooper of Todd's Art. Other 92107 Artists include Dan Drea, Penny Sitko, Linda Madden and Danielle Eder.

Also visit Artist's Alley's stage (Union Bank parking lot) and beer garden for a delightful combination of local art, music, and a festive atmosphere!

New this year! All performing bands are from OB!

As part of the celebration of the street fair's 30th anniversary, all bands playing this year are from OB!

"With all the talent in OB, we could easily fill two more stages," said Chuck Schiele, stage manager for 4 of the 5 street fair stages. "These guys deserve to showcase in their hometown."

Musicians in OB come from all walks of life, including Motown (the Corvelles), Rockabilly (Jimmy Dean and the Sausage Kings), Rock, (Bad Science Fiction), Metal (Comfort in Rage), and so much more!

Also new this year! Waves: the Sound of Ocean Beach, Volume 1

In keeping with collaborative and creative traditions, the latest cultural addition to Ocean Beach features a CD with music about OB -- by OB musicians. "OB has 18,000 people living here...17,000 of them play music", said Schiele. "Imagine a community releasing its own record."

In addition to the wealth of musical talent, the cover of the Waves CD will feature photos of OB -- by OB photographers, a true collaborative community effort.

Waves will make its debut at the 30th Annual Ocean Beach Street Fair & Chili Cook-off Festival and proceeds will benefit the 30th Annual 4th of July Fireworks off the Pier.

And if you think that's it for our annual festival, it isn't. OB Street Fair also features:

5th Annual OBSS Skate Jam

Every year OB Surf and Skate hosts the annual Skate Jam, a skate board ramp set up for open skate and a contest to all who love to skate.

Contest entries cost \$5 and all skaters must sign a release. Skaters under 18 must wear a helmet. Open Skate begins at 10am and the contest begins at 2pm.

Wonderland Play Area Named after the historic Wonderland Park (now the site of Dog Beach), this fun zone features pony rides, jump tents, slides, and much more for the little ones all located in the US Bank Parking lot.

And for the big kids, OB Fun Zone at Starbucks Parking Lot

Slides and pony rides are great for the little kids, but what about us big kids? Not to worry, OB Fun Zone features plenty of rides and antics for the little at heart.

Trolleys every 1/2 hour

And to get to OB Street Fair, **FREE** trolleys run every 1/2 hour from Sea World Drive at Pacific Highway, **and** run continuously from the entrance to Robb Field (at W. Pt. Loma Blvd. and Bacon Street).

These are just a few of the cherished customs and traditions that come with the OB Street Fair...come celebrate with us and see for yourself what makes our outdoor festival so special, and unlike any other. So no excuses. You may think you've seen it all at other street fairs, but don't miss out! With all the OB Street Fair has to offer, you'll sure find your own favorite cherished tradition.



30th Annual Ocean Beach Street Fair & Chili Cook-Off Festival

10 am to 8 pm . . . Fun for 10 hours!!!

Have a ball
in OB

Trolleys
every 1/2 hr

Rides for
all ages!



230 Booths
Lots of Food

Beer Garden
& Liquorland

Local Music
At 5 Stages!

ENTERTAINMENT SCHEDULE

Main Stage (Pier parking lot)

10:00 National Anthem by TJ
10:05—11:00 Troubleweeds
11:20—12:30 Hip Replacements
12:50— 2:00 Love N Groove
2:30— 3:45 Deadline Friday
4:15— 5:45 40 oz. to Freedom
5:25— 6:30 Super Unloader
6:50— 8:00 Agua Dulce

92107 Stage (on Bacon St.)

10:00—10:45 Old Devil
11:15—12:00 The Corvelles
12:30— 1:15 Jimmy Dean & the Sausage Kings
1:45— 2:30 Get Rockin
3:00— 4:00 The Blackbirdz
4:30— 5:30 Chi Club
6:00— 7:00 Ten Mile Tide

Acoustic Stage (Newport Ave Antique Lot)

10:00—10:45 John Tafolla
11:00—11:45 Phil
12:00—12:45 Chelsea Flor
1:00— 1:45 Patrick Brown
2:00— 2:45 Peter Hall
3:00— 3:45 Meagan Combs
4:00— 4:45 Podunk Nowhere
5:00— 5:45 Jefferson Jay

Artists Alley Stage (Union Bank Lot)

10:00—10:45 School of Rock
11:15—12:00 The Young Jazz Trio
12:30— 1:15 Danyavaad & The Shimmy Sisters
1:45— 2:30 Glen Fisher
3:00 - 4:00 Skirt Alert
4:30— 5:30 Israel Maldonado
6:00— 7:00 Stick Figure

Bacon Street Sun Stage (on Bacon St.)

10:00—10:45 The Shambles
11:15—12:00 John Miller & the Payback
12:30— 1:15 Beerfeet
1:45— 2:30 Joey Harris Mentals w/Mighty Joe
3:00— 4:00 Bad Science Fiction
4:30— 5:30 Dazed & Confused
6:00— 7:00 Comfort in Rage

Skate Jam (Cable St. north of Newport Ave.)

10:00 -- 2:00 Open skate and practice
2:00 -- 4:00 Contest
4:00 -- 6:00 Contest Finals
6:00 -- 7:00 Awards & Open Skate

Carnival Rides in two areas

For the Kiddies . . . **Wonderland** at US Bank Parking Lot. For the kiddies and everyone else . . . Rides and games in the Starbuck's Parking Lot **OB Fun Zone**.

Cyber Sports Today (Hodad's parking lot)

The Cybersports Today radio show will interview people during the day to be aired ESPN Radio 800. Included The Game Truck will feature interactive video game events throughout the day and prizes, giveaways, and products from Luna Video games, Anytime Communications, and Mean Hands Clothing and Gamer Grub. Come play your favorite games and interact with fellow players in games like Street Fighter 4, Skate 2, and Madden.

SPONSORS



Ocean Beach Farmers Market

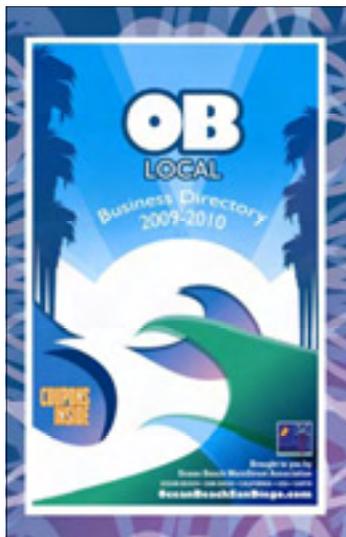
Every Wednesday
4pm to 8pm

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



OB Directory has Arrived!

We distributed 5000
copies with 40+ volun-
teers on Saturday May
16th. Many thanks to
all who helped.
The Beacon delivered
another 10,000 copies
on the Peninsula.



If you need a copy of the new OB Directory:
Olive Tree Marketplace Union Bank
Apple Tree Market OB Quik Stop
Stumps OBMA Office
OB or PL Libraries Farmers Market
Bone Appetit Pet Store Saffran Packaging

Social Media 101

Exploring the Web 2.0 Universe
Presented by Joanna Seetoo Schiele



As a result of a survey of local businesses conducted
by the OBMA, local business owners attended the first
social media class *Social Media 101 – Exploring the
Web 2.0 Universe*.

The class, conducted by social media expert Joanna
Seetoo Schiele and hosted by the OBMA, covered the
What and Why's of social media and how businesses
can benefit from this growing trend.

If you are interested in learning more about social
media and what it can do for your business, contact
Joanna Seetoo Schiele at 619.955.5950.

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!*

Rory Fanning Completes Symbolic Journey



Photo by Becca Lyn

After approximately
8 months and 3,000
miles Rory Fanning
completed his sym-
bolic journey, in
honor of fallen sol-
dier Pat Tillman, at
the Ocean Beach
pier Friday, May 15
around 3.30 in the
afternoon.

In an attempt to raise \$3.6 million for the Pat Tillman Founda-
tion, Fanning began his walk at Virginia Beach and made
his way across the country to the OB pier. (Fanning chose that
number because Tillman gave up his \$3.6 million NFL con-
tract with the Arizona Cardinals to join the fight in Afghani-
stan, where Tillman was killed.)

As Fanning reached the end of his cross-country route, board
members from the Ocean Beach MainStreet Association,
community members, and local business owners greeted him
with a complementary Hodad's burger and t-shirt, along with
local gift certificates. Fanning was scheduled to complete his
walk in Huntington Beach, but switched his route to end in
OB instead. "I heard better things about OB," said Fanning in
between bites of his *Hodad's* cheeseburger when asked about
the change in his route.

For more information on Rory Fanning's walk across the
country, visit <http://walkforpat.org/>. For more information on
the Pat Tillman Foundation, visit [http://
www.pattillmanfoundation.org/](http://www.pattillmanfoundation.org/).

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?

Timothy the Astrologer is the featured speaker for the La Costa Spa and Resort for their Spa Under the Stars Events, making appearances at that location every Thursday until October 2009.

Astrodata Astrology Services can be reached at 619-226-0405. timothy@sleepandachieve.com

The Olive Tree Marketplace has a new website! Check it out at www.olivetreemarket.com. Join us on Twitter and Facebook and get the latest on new arrivals of hand crafted beers and premium wines. Join our "Beer Club" and get additional discounts. Plus come in and see our summer barbeque picks... we've added more meats to our butcher area to meet your needs. We're on the corner of Narragansett Ave and Sunset Cliffs Blvd. 619-224-0443

Word Wide ESL Institute Now Offers TESOL Certification

TESOL International, the world's largest provider of certification programs for Teachers of English as a Second Official Language, chose WordWide Language Tutoring Center in San Diego as a partner. As of May 4, WordWide offers TESOL International's intensive certificate training at its headquarters in Ocean Beach. Visit www.worldwide.us for more information.

Surfside Cuisine has just updated their website

www.surfsidecuisine.com. Summer is almost here so call now to book your next event. Check them out in the new 2009-2010 OB Local Directory. "We are the chefs that custom design your dining experience." 619-992-7873 or email sscuisine@att.net.

OB Local Directory Correction
SwissITWeb
858-201-9440

Web Design and Web Development

ARC LOANS FOR SMALL BUSINESSES

Small businesses suffering financial hardship as a result of the slow economy may be eligible to receive temporary relief to keep their doors open and get their cash flow back on track through a new loan program announced today by the SBA. Beginning on June 15, SBA will start guaranteeing America's Recovery Capital (ARC) loans. ARC loans are deferred-payment loans of up to \$35,000 available to established, viable, for-profit small businesses that need short-term help to make their principal and interest payments on existing qualifying debt. ARC loans are interest-free to the borrower, 100 percent guaranteed by the SBA, and have no SBA fees associated with them. ARC loans will be made by commercial lenders, not SBA directly. For more information on ARC loans, visit www.sba.gov

REVERSE 911 NOTIFICATIONS FOR CELL PHONES

Here is the website to register for the reverse 911 notifications for cell phones. In the case of disasters, fires, or evacuations there will be a call sent to your cell phone instructing you on what to do and where to go. Hope everyone finds this helpful.

Elsa Kozacki, San Diego Police Department
Peninsula Storefront 619 531-1540
<http://www.sdcounty.ca.gov/oes/ready/>

CITY CARE BENEFITS! HEALTH INSURANCE SOLUTIONS FOR THE SMALL BUSINESS PERSON

Looking for affordable health, dental, vision, and life insurance tailored specifically for San Diego small business owners and their employees?

Then consider CITY CARE BENEFITS:

- Large group rates and benefits for employers with a City of San Diego business license
- Guaranteed issue for employers with 2 or more eligible employees
- No health questions
- Low employer contribution requirements
- Domestic partner coverage
- Available through your health insurance agent

Please contact MVI at (619) 260-2660 or citcare@mviinc.net regarding the health insurance plan offered by City Care

Benefits. The BID Council surveyed 50,000 San Diego businesses and found that most lacked health insurance due to prohibitive costs. In response, the BID Council created City Care Benefits, a health insurance program that provides a full range of health, vision, dental, chiropractic, and acupuncture to San Diego's small business owners and their employees. The City Care Benefits plan is a collaboration between the City Care Benefits Board of Trustees and PacifiCare. The BID Council is proud to be the first in the nation to create such a program that collectively bargains for all small businesses, bringing health care to people that otherwise may have been fiscally prohibited from these benefits.

For more information, please contact MVI, the plan administrator, at citycare@mviinc.net.



Ocean Beach MainStreet Association

PO Box 7990, San Diego, CA 92167

Office: 1868 Bacon Street, Suite A

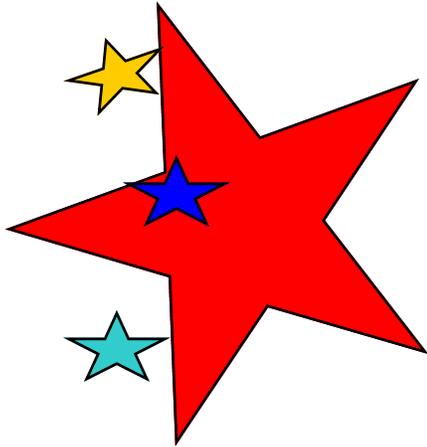
San Diego, CA 92107

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

www.OceanBeachSanDiego.com

Email: obbid@nethere.com

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



OceanBeachSanDiego.com . . . For all your information!

What's Inside this Edition?

Calendar of Meetings	1
Street Fair News	1
hanna gabriel wells	1
Street Fair News	2
Street Fair News & bands	3
Membership/Committee Info	4
OB Local Directory	4
Farmers Market	4
Rory Fanning - Walk for Pat	4
Social Media 101	4
Member Announcements	5
New OBMA member Updates	5
City Care Benefits	6
Reverse 911	6
Raffle Tickets, T-Shirts, Volunteers	6

**OB Street Fair
T-Shirts
will be available
in mid-June**

Volunteers Needed!

We could use a few more volunteers for the Street Fair & Chili Cook-Off on June 27th. If you are interested please contact us at 619-224-4906 OR email us at obbid@nethere.com.

**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 27th.
- **Notify employees** to find alternate transportation methods to work on June 27th. 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 any way. Foot traffic will be heavy that day!
- **Get your storefront ready** for 70,000 visitors!
- **Bars:** Keep accurate counts of your patrons - watch your capacity!

\$ 5/ 6 Tickets
\$10/12 Tickets

FIREWORKS FUNDRAISER
\$1 RAFFLE TICKETS

AVAILABLE AT

- Newport Ave. Antique Ctr.
- Bone Appetit OB Pet Supply
- Cottage Antiques
- OBMA Office
- Farmers Market