




Ocean Beach MainStreet Association March 2008 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 Cafe*
- 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**
- Rebecca Saffran, Programs Manager**
- David Klamam & Community Crops,**
Market Managers
- Internet Service by Nethere**

MARCH 1st - OB KITE PARADE - A 60 YEAR TRADITION

Don't miss the OB Kite Festival at 9am and parade at 2:05pm on Saturday, March 1st at the OB Rec Center on the 4700 block of Santa Monica Ave. The parade will start there at 2:05pm and travel down Santa Monica Ave. to the beach. **BE SURE TO TURN OUT FOR THE KIDS!**



Photo by Rebecca Saffran


HELP US PROMOTE YOUR UNIQUE BUSINESS

The Promotion Committee is interested in your business. If you have an interesting story to tell, please contact Rebecca Saffran. Three committee members are working hard to help promote your business. They are writing stories, getting photos and doing feature articles in our newsletter, on our website and are sending the information out to other publications. It is absolutely FREE to you. Many thanks to Mark & Alex Chrisman, Flex Loan Funding, and Rebecca Saffran, our OBMA employee.

Police Authorization Forms

Many thanks to the huge number of business and property owners who have filled out and returned their Police Authorization Form. Over the last two months, we have sent out Police Authorization Forms for merchants and property owners to fill out and return to us. If you have misplaced your form, please call us at 619-224-4906 and we will get you another one. These forms are very important in our fight against crime, so please get your completed form back to us. These forms allow the Police to walk on to your property and deal with illegal activity as it happens.

NEWPORT AVENUE GOT STRIPED!



Thanks to phone calls from a number of concerned merchants, we were alerted to a serious problem. The striping on Newport Ave. was so faded that multiple layers of striping were showing. When customers attempted to park, they weren't sure which lines they should park between. Some customers even got tickets from the City of San Diego Meter Guy/Gal. We gave a call to Councilman Kevin Faulconer's office and spoke with James Lawson and he contacted Streets Division and within 10 days or so, the entire three blocks had been re-striped.

March Meeting Calendar

- | | | |
|-----------------|--------|---|
| Tue. Mar. 4th | 8:30am | Design Committee |
| Fri. Mar. 7th | 8:00am | Promotion Committee |
| Wed. Mar. 12th | 8:30am | Finance Committee |
| Thur. Mar. 13th | Noon | OBMA Board Meeting |
| Mon. Mar. 17th | 8:30am | Clean OB Committee
<i>at Newport Ave. Antique Ctr.</i> |
| Tue. Mar. 18th | 8:30am | Crime Prevention Com.
<i>at Newport Quik Stop</i> |
| Mon. Mar. 24th | 6:00pm | OB Street Fair Meeting |
- All meetings are held at the OBMA Offices at 1868 Bacon St. unless otherwise noted.

NEWPORT AVENUE BUSINESSES

If you notice leaks or problems with the irrigation in the planters, please report the problem at this number:
John Noble 619-581-6152

Ocean Beach Farmers Market

Wednesday March 5th
4pm to 7pm

Starting Wednesday March 12th the market
will be open from 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!



TEAM WOMEN POINT LOMA DONATE TO LOCAL CHARITIES

The local women's only business networking group has donated a total of \$1500 to local charities - \$500 to Becky's House, \$500 to the Big Sister League and \$500 to Casa de Amparo helping abused children. Each year members give most of their dues to various worthy causes, focusing on women and children in need.

Team Women Point Loma is dedicated to giving back to the community while encouraging women in business to network together and generate high quality referrals through their meetings held on alternate Wednesdays at The Living Room, Rosecrans St – 9am – 10am. For more information please contact the President, Lisa DiGiacomo at 858.623.8667 or www.teamwomen.com.

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.

OB Planning Board Elections are March 11th

4 pm to 7 pm at the OB Rec Center, 4726 Santa Monica Ave.
OB Business Owners, Property Owners & Residents please Vote!



NEWPORT NIGHTS
WILL RETURN IN LATE SPRING.
WATCH FOR MORE INFORMATION
ON THEIR WEBSITE

For Simplicity's Sake

by Rebecca Saffran

For those who still keep a loaf of bread, peanut butter, and a jar of jelly on-hand in back of the refrigerator, seeing "pb&j" listed as a \$6 menu item might seem...well...odd.

"The first reaction is always, 'What?'" But then they say, "That sounds really good." said Heather Weightman, co-owner of vegetarian restaurant Roots, in Ocean Beach.

That was my reaction too. The thought of paying any amount for something I grew up with in my lunch box struck me as absurd. But then I realized it takes passion to turn something so simple into something so special.

Before this place even opened, I sensed it was different... created for reasons beyond money. Co-owners Heather Weightman, Danielle Summerville (sisters), and Jaime Reed believe in healthy living, kindness, and simplicity.

"It's how all three of us live our lives...it was



only natural," said Reed, explaining how Roots got started. "A lot of people have different business morals than they do personal values and we feel they should be the same."

What simpler way to represent those values than pb&j? This gooey indulgence is thoughtfully created with the best local and organic ingredients. (Jackie's Jams is locally manufactured and can be found every Wednesday at the OB Farmers Market, Craves Café, and Shades.)

"That's what sets it apart – it's the best," said Katie Griffin, who works at the adjacent Rock Paper Scissors.

Instead of the usual potato chips, the girls make pb&j healthy by adding local organic honey, walnuts, and bananas with a side of carrots and apples. If you want this treat to go, you'll get it in a biodegradable carryout box.

To try this creation for yourself, visit Roots at 4976 Newport Ave. They are open 7 days a week from 11am to 8pm. Visit their Web site at www.rootskindfood.com for a complete menu, catering, and more information about the chefs.



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?

Crave's Café has a new website www.cravescafe.com. Be sure to check out their unique menu. If you are looking for healthy alternatives for lunch or dinner, be sure to give Crave's Café a try. Located at 4953 Newport Ave. 225-9404.

PLHSFAA Golf Tournament is sure to be a big hit! Mark your calendar--Saturday April 5. The Point Loma High School Foundation and Alumni Association (PLHSFAA) and the PLHS Vanguard Band Boosters have joined forces for our annual golf tournament. This promises to be our biggest and best golf tournament yet! We will be playing Admiral Baker's South Course, a location that promises to be a treat for most. Contests will include the Corporate, Civic Organization and PLHS Class Challenges. Here's the link for complete event information and registration:

<http://www.plhsfaa.org/08golftourney/PlayerInfoandReg.pdf>

Act fast--early registration deadline is March 5.

This is a major fundraiser for the Band Boosters and the PLHSFAA. With your support, it will be a great success!

SPRING AHEAD

Daylight Savings Time is Sunday, March 9th



Newport Quik Stop & Café Bella

by Mark and Alex Chrisman, Promotion Committee

Ronson Shamoun and Frank Agobi, who currently own the Subway Sandwiches on Cable Street, are partnered up again for the opening of Newport Quik Stop & Café Bella at 4921 Newport Ave this February. Their unique concept is a one-stop shop that will include all of your typical convenience store items, as well as a coffee shop, deli, smoothie bar, and ice cream. "It's five businesses in one", says Shamoun, "If you want a coffee and a pastry, or a sandwich and a smoothie, you can come to one place."

Shamoun currently owns and runs the OB Quik Stop and Café Bella on 4984 Voltaire Street with his family. They have owned the building for 35 years and have been running



Photo by Rebecca Saffran, Pictured: Caelah Parsons

the convenience store for the past 16 years. The idea for the Newport location originated from the evolution of the store on Voltaire. Shamoun added a Subway Sandwiches franchise to the interior of the store and opened a coffee cart in front of the store, realizing that people don't want to drive all over town or make 3 separate stops to grab a few of their daily essentials. It also works for the business owner. "Each aspect of the business can help carry the others through a slow period", explains Shamoun. "If it's cold and no one is buying ice cream, you are still busy with the coffee and pastries."

With 15 coolers for drinks and groceries, a full service coffee shop with bagels, pastries and desserts, a deli, a fresh fruit smoothie bar, and 12 flavors of ice cream as well as soft serve, it seems like Newport Quik Stop and Café Bella will have your day covered.

Welcome New OBMA Members

Image Options

Jim Musgrove 619-269-8369

www.imageoptions.net

Display Graphics, Large Format Digital Prints, Banners/Signs

San Diego Sun Tanning in Ocean Beach invites the community to Celebrate the Coming of Spring at their March 8th Grand Reopening. The former Ocean Beach Tanning Club on Newport Ave. has a new owner, Cameron Ruiz, an OB resident. Join him on Saturday, March 8th from 2 to 6 pm at 4932 Newport Ave. With spring peeking around the corner, San Diego Sun Tanning is sponsoring the free March 8th event featuring live music, refreshments, giveaways and prize drawings. Free gift bags will go to the first 100 guests. All participants may enter to win a trip for two to Las Vegas, a month of free tanning, a lotion package, beach apparel, and time at the new oxygen bar. The only tanning salon in Ocean Beach, San Diego Sun Tanning offers nine private rooms. The retail section is stocked with hemp and organic clothing, contemporary beachwear, and accessories for both men and women. The Hidden Spa, located inside the tanning salon, offers a full-service line of massage and skin care. San Diego Sun Tanning's number is 619-225-9133.



Ocean Beach MainStreet Association

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

www.OceanBeachSanDiego.com

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OceanBeachSanDiego.com . . . For all your information!

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Many thanks to
Nick's at the Pier

 for a terrific
**OBMA
 Sundowner**
 in February

29th Annual **Saturday, June 28th**

Ocean Beach Street Fair & Chili Cook-Off Festival



Logo by Chuck Schiele

- **Vendor Applications** *Now Available*
OBMA Members get 20% off
- **Chili Cook-Off Contest** Applications *Now Available*
- **Sponsor Opportunities** Available
Check out our websites
www.OceanBeachSanDiego.com
Or
www.OBStreetFair.com

Call 224-4906 for more info

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