



Ocean Beach MainStreet Association

March 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**
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- David Smedley**
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- 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, Program Manager**
- David Klamam & Community Crops,**
Market Managers



March Meeting Calendar

Tues.	Mar. 3	8:30am	Design Committee
Fri.	Mar. 6	8:30am	Promotion Committee
Wed.	Mar. 11	8:30am	Finance Committee
Wed.	Mar. 11	Noon	ER Committee
Thur.	Mar. 12	Noon	Board Meeting
Mon.	Mar. 16	8:30am	Clean OB Committee
			At Newport Ave. Antique Center
Tue.	Mar. 17	8:30am	Crime Prevention Committee
			At Jungle Java Coffee House

All meetings will be held at 1868 Bacon St. unless otherwise noted.

OCEAN BEACH



APRIL 18, 2009

"The first Ocean Beach ROCK THE GLOBE Festival will occur on April 18th from 10am to 8:30pm at the foot of Newport Ave. This annual event will feature two live entertainment stages, food and merchandise vendors and a beer garden. A special beach clean-up will be held from 9am -10am. Products and information geared toward a more eco-friendly lifestyle will be featured. We are hoping to develop a more sustainable model for future outdoor festival events." *Sponsored by*
Winston's, CRABS &
OBMainStreet Association



Going green for St. Patty's Day usually means green beer and getting pinched for not following ancient tradition. In this age of eco-mania, however, going green for St. Patty's Day (and beyond) can also mean going green for a better environment.

As economic times grow more uncertain, many of us find ourselves tightening budgets and rethinking how to do business. Going green and improving the environment may not seem like an enormous money-saver, but some tips (and examples) of local businesses (and consumers) going green include:

- Coffee cups: although many restaurants and coffee shops in OB use biodegradable or reusable materials in their cups and to go packaging, get in the habit of using a travel mug so those materials don't go to the landfill in the first place.
- Damaged or unsold inventory: Recycle it! Don't toss your unsolds and buy new right away. Look around your store and see what of your inventory could use some 'new life', and get creative! For example

Continued on pg 2



CONGRATULATIONS TO CHUCK SCHIELE!

The Point Loma Association just informed Chuck that he has been selected to represent the Peninsula on a local banner in the Peninsula district. This project is in collaboration with the 2009 San Diego County Fair, celebrating this year's Fair theme of "Music Mania." His banner will hang from May – July on an existing banner pole within the Peninsula district. His name will be listed on the Point Loma Association and Point Loma Summer

Concerts Web sites.

Chuck will be invited to an award reception with all Peninsula award winners to celebrate with the fans who nominated him.

His name will be listed in the program of Point Loma Association's 2009 Annual Dinner on May 19, 2009. Congrats!



Ocean Beach Farmers Market

Every Wed. 4pm to 8pm

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

Continued from pg 1 ... OB Attitude donates damaged t-shirts to a local crafter who turns them into one-of-a-kind handbags...so much cheaper than new shirts!

- Lighting: use low-energy LED lights for your displays. They're pretty and consume way less of your electric bill.
- Packing materials: most of us know this one but it's worth the repeat. Take your leftover packing materials (peanuts, Styrofoam, etc...) to Saffran Packaging at 4876 Santa Monica. They get re-used and are much appreciated!
- Recycling: DO IT! The City of San Diego won't provide recycle bins to businesses, but businesses can pool resources and rent a common dumpster from a private recycle center. (Refer to the 'Info for Members' page on oceanbeachsandiego.com for recycling resources.)
- Used grocerybags: either take them to OB Paint and Hardware, 4871 Newport Ave., (they reuse them) or contribute them to the many poop bag bins around the neighborhood. If you don't have one on your block by all means create one. Unclaimed dog poop wreaks havoc on our drainage systems and our ocean (not to mention the bottoms of our shoes).



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 Graffiti Hotline is 525-8522 or local 226-8613



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

And by all means, broadcast your efforts! Consumers love to know their local businesses are doing their part for the planet. Post your favorite green habits in your windows, Web site, etc... for all to see. Be proud to be green!

As I said, these are just a few tips of examples from your fellow merchants on going green. Please let us know your favorite green habits and we'll update this post in our online version. We hope you have a wonderful green holiday and stay green for the rest of the year!

Smart meters set the stage for energy savings and improved service.

You'll soon have a new tool that can help you gain better control of your energy use and costs. SDG&E® will replace 1.4 million electric meters with smart meters and upgrade 900,000 natural gas meters from March 2009 to December 2011. SDG&E's smart-meter initiative is part of California's Energy Action Plan, a statewide roadmap for achieving a reliable, affordable and sustainable energy future.

Smart meters are digital devices that collect and communicate your energy-use data regularly throughout the day to SDG&E. Eventually, you'll be able to monitor your energy use daily via the Internet instead of waiting for a monthly recap on your bill. You'll be able to track your home energy use hourly and business energy use every 15 minutes. Knowing when you use energy can help you save it, which also helps the environment by preserving natural resources.

"We're using smart-meter technology to develop improved service options for customers, including new ways to save energy, save money and add convenience to everyday life," says Debra Reed, SDG&E president and chief executive officer. "In the future, for example, smart meters may allow you to earn bill credits for conserving power at peak-use times."

Smart meters already serve about 7,200 large businesses in SDG&E's service area. To prepare for installations region-wide, SDG&E tested the smart-meter technology at selected homes and businesses in the Tierrasanta community last year.

SDG&E will notify you by mail a few weeks before technicians arrive to install your smart meter. To learn more about smart meters, visit www.sdge.com/smartmeter or call 1-800-336-7343.

Want to manage your account electronically?

Later this year you'll be able to view your energy use information online. To prepare, sign up for My Account, SDG&E's personalized online account management service available at www.sdge.com/myaccount. Have your account number handy.



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?

Would you believe 30 years at the same location? That's right . . . **George Greenwell Insurance Agency**, trusted insurance Agents and Brokers have been listening, explaining, and helping Ocean Beach and Pt. Loma citizens with low cost nationwide coverage at 1855 Sunset Cliffs Blvd. (across from Rite Aid). For Coverage on Autos, boats, cycles, RVs, Fire, Homes, Renters, SK22. Can we Help? Sure we can. Just call us at 619-223-8603 or 223-7012.

Noon Design Shop is now located at 5022 Santa Monica Ave. Nora Farrell & Maie Liis Webb recently opened their studio. You might remember them from the OB Farmers Market where they have a jewelry/craft booth. Stop in and check out their jewelry & paper goods. 619-523-1744. www.noondesignshop.com



NEWPORT NIGHTS RETURNS SATURDAY, MARCH 28TH
www.NewportNights.org

Point Loma Board Room
2445 Truxton Road #108 619-501-9269
www.plboardroom.com
Surf Shop and Retail Clothing

Peninsula Family YMCA
4390 Valeta St. 619-226-8888
www.peninsula.ymca.org

Skin Clinique
4764 Voltaire St. 619-222-7546
tamaraLwebb@yahoo.com
Day Spa, Skin Care, and Massage

SWISSITWEB
619-201-9440
www.swissitweb.com
Web Design

Welcome New OBMA Members

Blue Whale Jewelry
4871 Newport Ave. 619-906-4440
www.bluewhalejewelry.com
Jewelry and Fashion Accessories

Caveman Auto Sales
4953 Voltaire St. 619-758-9227
www.cavemanusedcars.com
Used Cars and Automotive Repair

Chameleon Hair Lounge & Boutique
4728 Voltaire St. 619-223-7006
Hair Salon

D'Mar Auto Repair
4887 Voltaire St. 619-223-2434
www.dmarautorepair.com

Industrial Lock & Safe
619-224-7474
www.industriallockandsafe.com
Locksmith

Karen's Consignment Gallery
4051 Voltaire St. 619-225-8585
www.karensconsignmentgallery.com
Furniture, Consignment, Antiques

LPL Financial
4834 Voltaire St. 619-573-4738
www.LPL.com/Chip.Messenger
Chip.Messenger@LPL.com

Namaste Yoga
4893 Voltaire St., Ste. B 619-523-1203
www.obnamasteyoga.com

NoGas of San Diego
5032 Niagara Ave. 619-222-6136
www.nogasofsandiego.com
Electric Scooters

Noon Designs and Paper Goods
5022 Santa Monica Ave. 619-523-1744
www.noondesignshop.com
Jewelry and Custom Paper Goods

Our Place on the Beach
1724 Ocean Front St. #4 907-441-7575
www.onthebeachsandiego.com
Vacation Rentals

Point Loma Appraisals, Certified
4630 Larkspur St. 619-318-0949
J.Booth1@cox.net



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

www.OceanBeachSanDiego.com

Email: info@OceanBeachSanDiego.com

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

OB Kite Festival
Saturday
March 7, 2009
9am to 3pm
4700 Blk.Santa Monica Ave.

OceanBeachSanDiego.com . . . For all your information!

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Police Authorization Forms
Have you returned your Police Authorization Forms? If not, please do it today. If you have lost your form, call us at 619-224-4906 and we will get you one.

Saturday, June 27th
The Ocean Beach Street Fair & Chili Cook-Off Festival

- **Vendor Applications Now Available**
OBMA Members get 20% off
- **Chili Cook-Off Contest**
Applications Now Available
- **Sponsor Opportunities Available**

Call 619-224-4906 OR check out our websites
www.OceanBeachSanDiego.com
Or
www.OBStreetFair.com