



Ocean Beach MainStreet Association

MARCH 2011 NEWSLETTER



BOARD OF DIRECTORS

- Michael Akey, President**
Pacific View Real Estate
- Julie Klein, 1st Vice President**
Julie Designs
- 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
- 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**
- Liz Greene, Creative Director**

Farmers Market Staff:

- David Klamann & Community Crops,**
Market Managers
- Brian, Angel, and Chris**



March Meeting Calendar

- | | | |
|----------------|--------|-----------------------|
| Tues. Mar. 1 | 8:30am | Design Committee |
| Tues. Mar. 1 | 2pm | OBREL Meeting |
| Fri. Mar. 4 | 8:30am | Promotion Committee |
| Wed. Mar. 9 | 8:30am | Finance Committee |
| Wed. Mar. 9 | Noon | ER Committee |
| Thurs. Mar. 10 | Noon | OBMA Board Meeting |
| Tues. Mar. 15 | 8:30am | Crime Prevention Comm |

All meetings at the OBMA office unless otherwise noted.

CAMERAS MIGHT HELP!

During the OBMA Crime Prevention Committee meeting, a presentation was made regarding the need for cameras in commercial locations to help combat crime. The recent crime spree that left OB with 93 or 94 windows etched by 2 or 3 guys has cost merchants dearly. A few businesses had cameras and the SDPD is working to solve this case.

Meanwhile, many merchants have expressed interest in putting in a security system that would include cameras. Anyone interested in it, please contact the OBMA Office for a copy of the presentation. One of the committee members did considerable research about cameras and gave us all some great information. Often, insurance companies offer a discount if a merchant has an alarm system and/or cameras. Please check with your insurance company and see what their requirements are.

If you would like to attend the next Crime Prevention meeting it will be Tuesday, March 15th at 8:30am in the OBMA Office.

OBREL

You might notice that there is a new, *slightly* different acronym for the **Ocean Beach Restaurant, Entertainment & Lodging Group**. It was OBREG and now it is **OBREL** . . .

Just a small change but it makes the group more inclusive of the lodging businesses (hotels, motels, B & B's etc). We changed the logo ever so slightly and this is what we will stick with.

PROUD MEMBER



Ocean Beach MainStreet Association



OBREL has lots of news . . . To start with, you will start to see some new stickers in the windows of the specific businesses that make up the group. Many thanks to Shannon Brown and her team of experts at **Brown Marketing** for putting together the art and prodding us along.

Also, the group has been meeting monthly to organize and promote **OBREL** businesses through advertising in the Beacon, email blasts, special events, special articles, etc. . . . *continued on page 2*

Ocean Beach Farmers Market



Every Wednesday 4pm to 7pm
 After Mar. 16th 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! Music and sheer enjoyment abound!

OB Street Fair & Chili Cook-Off Festival?

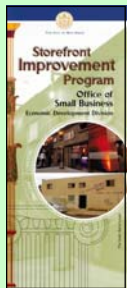
Local members of the OBMA get a 20% discount off the vendor price.

The application is now available online. Plan early and make your presence known at the 32nd Annual OB Street Fair & Chili Cook-Off on June 25, 2011.

OceanBeachSanDiego.com

STOREFRONT IMPROVEMENT PROGRAM

Do you want to give your building a face lift for the new year? As a business owner and/or property owner, you could be eligible for the Storefront Improvement Program. This program offers 1/3rd of your costs for improving your storefront up to \$5,000. If your renovation costs \$15,000, you could receive a \$5,000 grant which only leaves you \$10,000 as a net cost.



For more information on the City's Storefront Improvement Program and other City of San Diego business assistance programs, visit the City's Web site at www.sandiego.gov and go to "Storefront" or call the City Planning and Community Investment Department at (619) 236-6700. We've got info too at 619-224-4906.



Watch for the newest 2011-2012 OB Local Business Directory!

Sign up to help deliver door to door in OB - Saturday morning from 8am to noon at the end of March or early April. Call Claudia at 224-4906 to sign up.

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. Mary Orem, 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 City of San Diego Graffiti Hotline is 525-8522.

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

OBREL continued from page 1

A new brochure has been printed to help acquaint local like-minded businesses with **OBREL**. The more the merrier is their motto. This is the first time in the history of the OBMA, that these industries have come together to promote Ocean Beach as a destination for dining, entertainment and lodging.

OBMA members who are in these industries are automatically members of **OBREL** and have opportunities to reach out and attract new customers.

Only **OBMA** members are allowed to be part of the group because the OBMA staff is helping to coordinate the group's efforts and helping to cover some initial expenses for them.



Roger Brooks from Destination Development International (DDI) says that the number one activity in the world is shopping, dining, and entertainment in a pedestrian friendly setting. He also says that it doesn't matter why people come to a place (it may not be their primary reason) but 80% of people spend their time doing these things.

*Very enlightening! As merchants shouldn't we make sure visitors have plenty to do when they are in OB! Hopefully **OBREL** is paving the way!*





Member Business Announcements

If you want to publish a business announcement, please print the form from our website, email us 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 are having a big sale or anniversary.

Are you changing your hours or adding a new product line?

Nick's at the Pier now serves sushi. Thursday-Saturday from 5:00pm to 10:00pm. They offer Nigiri, Specialty Rolls, Hand Rolls, Basic Rolls and much more. You won't want to miss out. Nick's is easy to find at the corner of Santa Monica Ave. and Abbott St. upstairs. 5083 Santa Monica Ave #2B, 619-222-7437. www.nicksatthepier.com

John from OB International Hostel found this info recently:

Ocean Beach listed 6th in Top Ten Spring Break Locations: Ocean Beach: For those interested in a relaxing vacation, head to the little beach town near San Diego called Ocean Beach. The beautiful area has a welcoming, open-door feel and a vibrant downtown. Buy fresh produce at the weekly farmers market or spend time at the tidepools and the pier. Price Breakdown: -Stay at the **Ocean Beach International Hostel** for cheap. Beds start at \$20 per night. -Save money by driving and use the AAA Fuel Cost Calculator to find out the exact cost. <http://www.walletpop.com/2011/01/31/top-10-spring-break-locations/>

The **Old Time Photo Company** Grand Opening March 19th. When a Pennsylvania prospector met a beautiful San Diego native in the early 1800's, a union was formed that brought to life a photography studio in Ocean Beach, CA. Located at 1853 Cable Street, it operates from 10am until 8pm Tuesday through Sunday, and by appointment Mondays. By calling (858) 220-6885 you can speak with Madame Ramona with any and all questions. So stop on by and get your old time black and white photograph at their "Ocean Beach Saloon" or in the rustic homestead in the hills. Photos are \$25-\$30 depending on size, and that includes costumes, kids, and your kin and critters at no additional charge because the more the merrier! The **Old Time Photo Company** 858-220-6885

Dr. Warren Patch, Chiropractor, has returned to full-time practice after a hiatus of five months following shoulder surgery. Dr. Patch suffered a rotator cuff tear from a snow skiing crash and had to have two muscles reattached in August. "It sure feels great to be back in action, surfing, and taking care of my friends and neighbors again." I'm surfing 4 to 5 days a week to get my paddling strength back, but I think I'll give my shoulder a full year of conditioning before I return to the slopes." Call for an appointment 619-224-3301. 1952 Sunsets Cliffs Blvd.

The Prayer Room

4967 Newport Ave. #13, 619-800-0057 www.obprayerroom.com
Non-profit Organization

The Venetian Restaurant

3663 Voltaire St. 92106 619-223-8197
Restaurants * Pizza

"Young at Art" Children's Creative Center

1821 Cable St. 619-459-1955
www.youngatartsandiego.org



Welcome New OBMA Members

AB Bookkeeping

Arliss Bollers 619-507-6711 ABBookkeeping@att.net
Bookkeeping

Baylor's Brush Painting

Ed Boehler 619-224-9713
Painting

Denise Blake, L.Ac.

4870 Santa Monica Ave., 2B, 619-232-6220, dblakeacupuncture@gmail.com
Acupuncture, Holistic Health Care, Massage

Endless Summer Design

619-450-5999 EndlessSummerDesign@yahoo.com
Clothing, Fashion Accessories, Gifts

Fleetridge Pacific Inc. - Darren De Vries

3725 Talbot St. Suite C, 92106 619-523-0303 www.fleetridge.com
Bookkeeping, Tax Services, Accounting

Let's Face it Skin Care

1804 Cable St., Suite A 619-765-6547 Leaann.hartman@yahoo.com
Holistic Health, Skin Care

Hook Up Electric - Richard Lenyk

PO Box 7336 92167 619-507-7769 Cont. License #863333
Electrician, Contractor

Mississippi Fish Fry

4921 Newport Ave. 619-223-3317
Restaurants, Southern Cuisine

Old Time Photo Company

1853 Cable St. 858-220-6885 www.Old-timephoto.com
Photographer

Point Loma Tax Preparation

Liz Kinsell 619-275-2424 Ljkfinancialservices.com
Tax Preparation

Ricardoughs - Ricardo Sampaio

2163 Abbott St. 619-807-9341 www.ricardoughs.com
Bakery - Natural

RJS Law, The Tax Law Office of Ronson J. Shamoun

406 9th Ave. Suite 212, 92101 619-595-1655 www.irssolution.com
Attorney, Tax Services, Tax Preparation

San Diego Partytime DJ's - Gregory Gomez

619-850-9016 www.sdpartytimedjs.com sdpartytimedjs@yahoo.com
Music, Wedding DJ, Entertainment

Silva - Ortiz Contracting

1859 Bacon St. 619-501-4659 www.SilvaOrtizContracting.com
Contractors, Construction, Remodeling

Silvercrest Realty Group

PO Box 7455, 92167 858-405-5627 ChristinaEnriquez.com
Real Estate, Real Estate Sales

Stacy Tinsley - Salon Mint

1259 Rosecrans, 92106 619-787-0435 salonmint.com
Hair Salons, Hair/Nail Salons, Beauty Supplies

Stop Slavery 2011

Philip Cenedella 1915 Cable St. 888-206-3264
Social Services, Computer Consulting, Human Rights

Sun Tints - Robert Nichols

619-226-6484 Suntints@cox.net
Window Tinting, Glass Coatings, Graffiti Glass Protection



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: info@OceanBeachSanDiego.com



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



 **OceanBeachSanDiego.com** 

What's Inside this Edition?	
Calendar of Meetings	1
Cameras Might Help	1
OBREL - what's new!	1
Membership/Committee Info	2
Farmers Market	2
OBREL <i>continued</i>	2
OB Street Fair Vendors	2
Storefront Improvement Grants	2
OB Local Business Directory	2
Member Announcements	3
New OBMA Members	3
Sunset Cliffs Trunk Sewer Line	4
OB Beach Ball event 5-21-11	4
Industrial Lock & Key	4
Inserts: OB Business Center	
Intrepid Network	
Chris Wilmot, CPA	

To learn more about advertising in the newsletter or on our web site please call Liz or Denny at 619-224-4906. Check out the inserts in this newsletter



Sunset Cliffs Trunk Sewer Line
 The City is making a presentation to the **OB Planning Board on March 2 at 6pm at the OB Rec Center.** Apparently, the City would like to work through August and lift the summer construction moratorium. Sunset Cliffs Blvd. would be closed from Del Mar Ave. to Pt. Loma Ave. while they work though June, July and part of August. Traffic will be re-routed to Ebers St. This would affect our merchants on Pt. Loma Ave. and Sunset Cliffs Blvd.the most. Be sure to attend the meeting and then please let us know whether you support construction during the summer months in order to get the project done. Give us a call at **619-224-4906 OR** Email Denny at **info@oceanbeachsandiego.com.** Thanks.

OB Beach Ball Vendor Applications available now!
 Check it out on our website: OceanBeachSanDiego.com
 Saturday, May 21, 2011
Another fantastic event in Ocean Beach!

FOLLOW US ON
Twitter:
<http://twitter.com/OceanBeachCA>
Facebook:
<http://facebook.com/obma92107>

Many thanks to **Industrial Lock & Key** for their generous donation to the OB MainStreet Association. If you are ever in need of new locks and keys, please give Mark a call at **619-276-7474.**





OCEAN BEACH BUSINESS CENTER



OB'S CENTER FOR ALL YOUR BUSINESS NEEDS

4876 SANTA MONICA AVENUE

Saffran Packaging + OB Centric + Copy Center = OBBC

Ocean Beach's One Stop Shop Just Got Bigger & Better...



Now under one umbrella & equipped with new state of the art copy machines Saffran Packaging and OB Centric Art Gallery now offers a complete One-Stop Shop to meet all your needs. Pack it. Ship it. Print it.

Let us help you attract new business, build brand awareness, improve communication with your customers, promote sales and events, reduce costs while improving overall production.

Business presentations? Personal projects? Whatever your needs and goals, Ocean Beach Business Center is here to make you shine. Our broad range of copying, printing and finishing services and expertise can help you not just complete your projects, but bring them to life. Come find out what it really means when business meets pleasure.

- Photo-quality prints, High Resolution Photo Scans, Scan to PDF
- Sizing, Layout, Handling & Formatting of Files
- Print from email & USB
- Fax Services, including fax to email
- Menu matrixing for restaurants NEW!
- Finishing, binding, laminating
- High-volume digital printing and copying
- Computer rental & WiFi access
- Brochures, flyers, newsletters, cards & calendars
- Document creation services
- Office & art supplies



Canon



New state-of-the-art Canon copy machines, & DIY Workstations. "We can scan, copy, attach, and email your documents directly to your phone in a matter of seconds. Amazing."

Personal Mailboxes Available



** Special: Buy a year get 3 months **FREE***



Come use our top-of-the-line and secure document shredder...your documents will never get read again, nor will they sit in a landfill.

60 seconds FREE
with this ad



OCEAN BEACH BUSINESS CENTER

OB'S CENTER FOR ALL YOUR BUSINESS NEEDS

4876 SANTA MONICA AVENUE

Did you know? That you can **SAVE MONEY** on most packages using

FedEx



No more long waits at the Post Office, WE sell **stamps** here at OBBC

Coming soon.. *Conference Room Rental*

Need a quiet spot to conduct some business away from your business? Our conference room will come equipped with a conference table and comfortable chairs, along with a white board and free wireless internet access.

“Saffran Packaging hasn’t gone away,
we’ve grown”

Different name, with same award winning service you can count on...

We still offer full **FedEx** shipping and our award-winning packing services!



Standard and fragile packing. Let us determine the right packaging for your needs. We offer an assortment of packs, boxes and cushioning material to protect items in transit. Or bring in your item already packed and we'll confirm it's properly protected.



Custom packing. Sometimes an item won't fit in a standard box. We can customize a box on-site to meet your needs, even for large or odd-shaped items.



High-tech packing. Trust us to pack your technology. We have boxes specially designed to protect your laptop, cell phone, MP3 player or other wireless handheld device.



We sell packaging materials. Want to pack it yourself? Great! We carry all the packaging materials you need. Bubble wrap, peanuts, boxes, tubes, tape, bubble mailers, etc.

OBBC is a proud member of the Plastics Loose Fill Council.. We want your packing peanuts!





INTREPID NETWORK[®]
PRODUCING FOR THE FUTURE™



*"Would you like to update your own website as easy as you update your **facebook**?"*

~ Founder & CEO, Joshua Utley



RSS Feeds

Leverage other websites



Twitter Integration

Leverage Twitter from your website



Improve Your Google Rank

Learn about: SEO, SERP, SEM, Maps and Places



Facebook Integration

Post content to Facebook from your website



Video Integration

Need to display videos? We have the solution

MULTIMEDIA SERVICES & BUSINESS SOLUTIONS

"I will help you redesign your website to leverage the Internet. Give me a call."

joshua@intrepidnetwork.net | www.intrepidnetwork.net | Office: (619) 929-0762

CHRISTOPHER W. WILMOT

CERTIFIED PUBLIC ACCOUNTANT

Do you need affordable help with business or personal accounting and income taxes?

Highly Trained and Educated
"I help my clients become better business people by speaking to them in a language they can understand." ~ CWW

Interested?

Learn More

Consider the advantages of using a CPA to oversee your business and personal financial transactions.

- ▶ **Evaluation of the "health" of your business and/or personal finances** ~ This includes reviewing prior years for any oversight (tax savings/refunds) and planning for the future.
- ▶ **Preparation of independent financial statements** ~ Having a formal track record of financial performance can help when trying to acquire financing from lending institutions.

Call: (619) 252-5883 • www.CWWCPA.com • 4789 Narragansett Ave. • San Diego, CA 92107