



Ocean Beach MainStreet Association May 2007 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

Genoa Dickson
Ocean Beach Hotel

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

David Klamam &
Community Crops,
Market Managers
Internet Service by **Nethere**



Photo by Joe Ewing

OBMA Marketing = More Customers for *your* business

You will be happy to know that your Promotion Committee is hard at work. It meets the 1st Friday of the month at 8 am (yes, that is 8 AM). This lively group researches and works on marketing options for the business community. *You might be surprised to know that:*

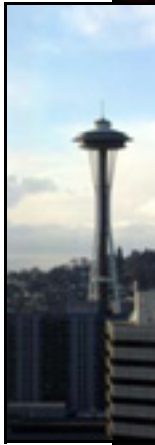
- Every year the OBMA produces **70,000 4-color rack cards** distributed through hotels, rental car agencies, travel agencies, tourist attractions, etc from Orange County to San Diego.
- Twice a month we place an ad, editorial and calendar listings in **San Diego This Week** with huge distribution in hotels/motels.
- The OBMA published over **21,000 OB Local Business Directories** in January. 15,000 copies were hand delivered in 92107, 92106 and 92110. 7 business in OB continue to hand out directories as well as at the Farmers Market and our office.
- During the **winter holidays**, the Promo Committee produces ads and promotes all the activities in the community.
- For the **OB Street Fair & Chili Cook-Off Festival**, the OBMA places ads in The Beacon, Reader, CityBeat, and Union Tribune along with posters and other promotional material.
- The Promo Committee is redesigning the official OBMA website **OceanBeachSanDiego.com** which has thousands of hits monthly. The committee keeps the information current.
- The OBMA is running 1/2 page ad in the **San Diegan** and will have a special Ocean Beach section, calendar listings and editorial to help promote Ocean Beach as a destination.
- The OBMA publishes a monthly **newsletter** which also appears on the OBMA website and is sent to 470 recipients.
- OBMA runs monthly ads in the **Beacon** along with a discounted full page for co-op advertising.
- OBMA places a full page ad in the **Visitor's Guide** along with editorial and a listing of events.
- OBMA is working with M.A.P.S. to produce a 4-color **OB map**.

WOW! THAT IS AMAZING!!!

May Meeting Calendar

Tues. May 1	8:30am	Design Committee
Fri. May 4	8:00am	Promotion Committee
Wed. May 9	8:30am	Finance Committee
Wed. May 9	12noon	ER Committee
Thur. May 10	12noon	Board of Directors
Tues. May 15	8:30am	Crime Prevention Lighthouse Ice Cream

All meeting will be at the OBMA office,
1868 Bacon St. unless otherwise noted.



A clear winter day in Seattle ... Priceless!



Denny Knox, Executive Director and Mike Akey, President of OBMA, attended the annual National Main Street Convention held in Seattle on March 25-28th.

Over 1500 participants from all over the country representing 1600 Main Street organizations gathered to take classes and learn more about keeping small town America alive and well in the coming years. A quick tour of Seattle's interesting and unique small communities was fantastic opportunity to see how other towns cope with

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.
It is always more fun to be involved in your community!



similar issues. A special State Main Street dinner allowed the representatives from California to meet and talk about challenges affecting our neighborhoods. OBMA's designation as a Main Street organization has given the Association a great foundation on which to build for the future.

SDG&E HAS BIG REWARDS FOR SMALL BUSINESSES

Through its Small Business Super Saver (SBSS) program, SDG&E® helps eligible nonresidential customers replace existing equipment with newer, high-efficiency equipment. SBSS provides cash rebates to eligible small business customers for energy-efficient upgrades such as lighting, refrigeration, foodservice, natural gas, and other technologies. In many cases, the rebates may also cover installation costs, meaning no out-of-pocket expenses are incurred. In addition, eligible customers can pay for energy-efficient upgrades through their SDG&E bill.

Customers eligible for the SBSS program are defined as any small business on a valid SDG&E commercial, industrial, or agricultural rate with a monthly electric demand below 100 kW and/or an average monthly natural gas usage below 4,166 therms.

To participate, equipment must be purchased and installed between January 1, 2006 and December 31, 2007. Visit www.sdge.com/energysaverbonus for more information or call 1-800-644-6133.

And, for a limited time, if you sign up for a demand response program designed to help the region save energy on hot summer days, you may qualify for cash bonus.

Enrolling in our programs can help you manage your energy costs so you can focus on what is important – running your business.

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 are having a big sale or anniversary.

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

Blue Frog has landed!

A great place to find unique, colorful, whimsical gifts, cards, local art, garden art, fine jewelry and more! Treat yourself and friends to the many great items that reflect the fun and unique feel of Ocean Beach. In addition to local art, some of our quality products include: Bert's Bees, Holly Yashi, Illume, Adaya, Tree Free Greetings and Pre de Provence. Shop, gift-wrap, pack and FedEx – all in one location! The Saffran family is proud to join the other fine merchants of Ocean Beach in offering a unique shopping experience! Blue Frog is located inside the Saffran Packaging building at 4876 Santa Monica Ave. See our website at www.bluefrogsden.com. The phone number is 619-222-4876.

Graffiti Problem is Growing in OB

Please make sure you take a digital photo of any graffiti on your property. Email the photo to me along with the date, address and approximate cost of painting it out. We are asking property/business owners to paint out the graffiti within 48 hours although 24 hours would be preferable.

I will forward the information to the Graffiti Task Force (SDPD). Let's see if we can arrest these people. Graffiti is costing this community a bundle. My email address is obid@nethere.com. Thanks, *Denny Knox*

Welcome New OBMA Members

Leslie L. Brock

619-252-3107

Massage Therapy by Appointment

Novara Studios

858-344-5923

Graphic Design

One Love Ocean Beach

Chocolate Company

508-264-6979

Direct Retail/Multiple Locations

Deep Transformations

619-342-3115

Personal Growth & Hypnotherapy



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!

THE OB BUZZ . . . SPREAD THE WORD

There have been lots of exciting changes in Ocean Beach with much more to come. **O'Bees** is remodeling their location. **Theo's** is changing hands and will be remodeling soon. **Nick's at the Pier** is almost done with construction and wow! what a fabulous design and menu! **Sunshine Co. Saloon**, **Livington's Chicken** and the soon-to-open **Ocean Beach Sweets** have undergone a terrific new look with new paint jobs, new awnings and signage. **Super Max's Discount Store**, **Submarina OB** and **Julie Designs** have updated their signage, installed new awnings, painted the entire building. **Saffran Packaging** has added the quirky **Blue Frog Gift Shop** to their location. **Gallagher's Irish Pub** is set to open soon and should be a fun addition. Ortega's Tamaleria has changed owners and is now **The Blue Parrot** serving the same great menu as before. All these changes will be a terrific asset to the community. If I have inadvertently left your business out, *please let me know what you are doing and I will be happy to include your business in The OB Buzz!*

Many thanks to all the businesses who have chosen to remodel and spruce up their buildings. It always improves business when people enjoy being in our community. Having interesting and inviting storefronts, colorful easy to read signage and eye-catching window displays can make all the difference.

If you are thinking about remodeling your business inside or outside, please give us a call. We can put you in touch with many helpful City employees who will work to make your life easier. . . *Really!*



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Happy
 Mother's
 Day!

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EMAIL WARNING LIST
 Please notify our office if you would like to be on our **Email Warning List**. We often receive warnings about counterfeit money, graffiti artists, shoplifters, water main breaks, etc. We have been hand delivering flyers to notify merchants but it is time consuming and we don't always have volunteers to walk the commercial streets at a moment's notice. Email is a great alternative. If you would like to be on the **Email Warning List**, email me at obbid@nethere.com with your request.

OceanBeachSanDiego.com . . For all your information!

Ocean Beach Street Fair & Chili Cook-Off . . .



On **Saturday, June 23rd** Newport Avenue in Ocean Beach will host the **28th Annual Ocean Beach Street Fair & Chili Cook-off Festival** – a celebrated and eagerly anticipated yearly community tradition. This free festival will entertain visitors and residents alike! **Five stages** of continuous music including the **Local 92107 Stage!** **Artists Alley** will host unique handmade creations by talented artisans plus you can make a *free* **Fat Hat!** **Community Mural Project** – Join in the fun

and paint a square of this mural.

Wonderland Children's Area – Tons of fun for the little ones! **Pony Rides** –(ages 6 months to under 100 lbs.) **The Climbing Wall, Nicita Carnival Games** and **Rides** for kids and adults of all ages. Don't forget the **Chili Cook-Off** 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. **Smart & Final** will again participate making the "Committee Chili"! Our **Beachside Beer Garden & Liquorland** will be located right next to the Main Stage for all those thirsty adults! A tantalizing array of terrific **Food Vendors. Vendor Booths** full of colorful merchandise will line all three blocks and the side streets! A terrific **Skateboard Exhibition** from **Ocean Beach Surf & Skate Shop.** *Free fun and frolic for all at the Ocean Beach Street Fair & Chili Cook-off Festival on Saturday June 23rd from 10 am to 8 pm.*

28th Annual Ocean Beach Street Fair & Chili Cook-Off Festival
 Saturday, June 23rd, 2007
Vendor Applications
OBMA Members get a 20% Discount
Applications available online at
OceanBeachSanDiego.com **OR** OBStreetFair.com
OR the OBMA Office, 1868 Bacon Street, Suite A
 Please call 619-224-4906 for more information.