



Ocean Beach MainStreet Association May 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
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Smedley, Gallagher & Gee, LLP

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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, Projects Manager

**David Klamam & Community Crops,
Market Managers**

Mayoral Candidates Debate On Beach Area Issues May 9th, 6:30pm

Floyd Morrow

Eric Bidwell **Jerry Sanders**
Steve Francis **James Hart**

Moderated by Clyde Fuller and Susan Farrell
at La Jolla High School Auditorium

750 Nautilus St., La Jolla

Hosted by the San Diego Beach Area Coalition

Promote La Jolla - Mission Beach Town Council - La Jolla Town Council - Discover Pacific Beach - Pacific Beach Town Council - Ocean Beach MainStreet Association - Ocean Beach Town Council - Bird Rock Community Council - La Jolla Shores Association

The Spear Shack

Written by Alex & Mark Chrisman
With record temperatures and summer around the corner, beaches are getting crowded again. That's great news for Point Loma resident Mark Morgan. In September 2007, Morgan opened the first free diving retail shop in Ocean Beach. Spear Shack is located at 4810 Santa Monica Ave. and offers tons of gear for free diving and spear fishing, as well as kite boarding. Morgan grew up in or on the water and traveled the world on by sailboat from age 8 to 15. Once he picked up a spear, he said he was hooked. He managed a dive shop for 15 years be-



fore opening the **Spear Shack**. "I'm passionate about free diving and spear fishing," explained Morgan when asked why he chose to open his own shop in Ocean Beach. "It's close to the water so customers can test and demo equipment easily and Point Loma is one of the best places in San Diego for spear fishing". Morgan takes his customers and regulars out on his 18-foot boat to try new products and purchases. He also offers a retail line of kite boards. If you are interested in trying out kite boarding before committing to buying the equipment, Mark offers a 3-hour intro lesson for only \$100, which includes all equipment, at Dog Beach. If you get a chance, stop by the shop and check out Mark's photo albums and trophies. At the very least you will be amazed at some of the fish he caught, and possibly you'll get the bug to get in the water this summer and try it yourself. To reach Mark Morgan at the **Spear Shack**, call (619) 226-2406.

May Meeting Calendar

All meetings are held at OBMA Office unless otherwise noted.

Fri. May 2nd	8am	Promotion Committee
Tue. May 6th	8:30am	Design Committee
Wed. May 7th	8:30am	Finance Committee
Thur. May 8th	Noon	OBMA Board Meeting
Wed. May 14th	Noon	ER Committee
Mon. May 19th	8:30am	OB Clean Committee
		At Newport Ave. Antique Ctr, 4864 Newport Ave.
Mon. May 19th	6pm	Street Fair Committee
Tue. May 20th	8:30am	Crime Committee
		Newbreak Coffee Co at the Beach, 1959 Abbott St.

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 Scoop on Credit Cards

A story appeared in the news recently about consumers' rights to use their credit card without paying fees, so business owners must take extra caution when it comes to honoring credit cards. Whether according to Visa policy or California law, setting a minimum purchase amount or charging a fee for credit card transactions could cost business owners more than the swipe of a card: Visa policy states, "Imposing minimum or maximum purchase amounts in order to accept a Visa card transaction is a violation of the Visa rules." Surcharges are also prohibited, but Visa allows merchants to offer discounts to consumers who opt to pay cash. Even though a \$2 credit card purchase can cost in the short-run, Visa considers those transactions a cost of doing business, and may revoke any account they find attempting to cover those costs. The state of California just says it's illegal: California Civil Code 1748.1.a (of the Song-Beverly Credit Card Act of 1971) states, "No retailer in any sales, service, or lease transaction with a consumer may impose a surcharge on a cardholder who elects to use a credit card in lieu of payment by cash, check, or similar means." The code also offers the solution of offering discounts to those who pay by cash.

While policies and civil codes may be open to interpretation the scoop on credit cards is this: Charge fees or set minimums at your own risk! For more information, refer to www.usa.visa.com or www.leginfo.ca.gov to view the policies and regulations.

Newport Nights on Sat. May 31st
7pm—10pm www.NewportNights.org

Beach Dreams

Written by Rebecca Saffran

People in OB tend to live out their dreams. Whether they dream simply, of daily coffee by the water, or more precisely of owning a candy store by the water, people here do what they dream.

Laura Smith, co-owner of Beach Sweets, had precise dreams, and now lives them. Beach Sweets, OB's candy store, opened a year ago in June 2007. After dreaming of her store, Smith and her partner, Eric Thomson, now get to celebrate its first year in operation.

Smith said she dreamed of the everyday stuff: opening in the morning, sweeping the floors, and even being here at all hours. Yes, here. She dreamed the exact location. "I always wanted it right in this location where we are," she said, pat-

General Committee Info: *(check pg1 for more info)*

♦ **ORGANIZATION:** *(Executive Officers ONLY)*

♦ **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 8:00 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!



OB Rocks with Awards

Congratulations to all our
Members who were Winners
of the Beacon's
Readers Choice Awards
2008

Remember to recycle your cell phones, empty laser and ink jet print cartridges to benefit Point Loma High School Foundation and Alumni Association. Drop off places: Bone Appetit, Jungle Java, and OB MainStreet Association.

ting the counter.

Thomson literally shared her dream: "We'd walk by this place and I'd go 'yea, I know'. She had it all planned out." In fact, Smith and Thomson walked by this location for 5 years while dreaming of it. When it became reality he spent six months getting it ready to open.

Apart from dreaming, Smith had the business plan written and ready for potential landlords. She explained how she and Thomson saw the 'For Rent' sign during one of their frequent trips between Boston and San Diego, and immediately programmed the phone number into their cell phone as 'Candy Store'.

A year later, Smith, a trained chef, said she's still learning. When not in the store she studies chocolateering and other tricks so she can add to her eclectic creations. When not working on her art, Smith works with Thomson on their business.

Continued on page 3

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?

In response to the enthusiastic interest in the expansion and transformations undertaken by Carolyn Stankaitis, of **Belle Maison Seacoast Interiors**, Carolyn and her staff proudly invite area residents to their official Grand Opening celebration. The event will be hosted on **May 22**, at their new location at 4896 Newport Avenue from 3pm to 6pm. The beautiful window displays merely hint at the treasures found inside the store. Carolyn has scoured the country to gather a unique assortment of gift selections, home accessories, rugs, furniture, and bedding. Carolyn's reputation within the industry as a gifted designer with a distinctive eye for creating beautiful space has made Belle Maison Seacoast Interiors a coveted sales venue to some of the top-rated national companies. Company C, Ralph Lauren, Sid Dickens Collectibles, Fremarc Furniture, and Pine Cone Hill Bedding are among many of the companies who handpicked Belle Maison Seacoast Interiors to promote their products. The Grand Opening will be a true celebration as Carolyn introduces the store to the community. Please stop by for refreshments and a chance to meet Carolyn and her design and sales associates. A custom bag containing an assortment of gift items will be raffled off at the party. For more information call 619-221-1948. ++++++

Waves of L.I.F.E. at 4966 Santa Monica Ave., Suite E, invites you to ask how Biofeedback can benefit your health. Mention this posting and receive a \$35 discount off your first session before May 31st. The human body is very capable of healing itself - provided that it is not overloaded with stressors. Stress overload allows disease, fatigue, fuzzy thinking, and

depression to take over, and most of us have 80 to 100 different things stressing our bodies at any time. Our body resources are extraordinary, but our immune systems can get bogged down coping with high stress loads. Biofeedback measures the body's subtle signals and reactivity to indicate areas of stress, and it can then neutralize many of these stressors. Call 619-226-2662 to schedule a session or demo. www.wavesoflife.biz ++++++

Summer Special . . . Rejuvenate and reenergize throughout the month of June . . . Come enjoy a **MASSAGE by Mary's Therapies**. One hour for \$55. Located in Ocean Beach. Call Mary for an appointment. 619-224-1843. Offering professional massage therapy, restoring body & mind, providing pain relief in a safe & comfortable environment. Buy a gift certificate and reserve this price. Visa/MC accepted. www.marystherapies.com ++++++

Sunset Cliffs Body Therapies presents their Take Wing Benefit Saturday, May 3rd 1pm - 6:30pm, 4870 Santa Monica Ave., Ste. 2c. Call 619-518-6608 for more information. ++++++

OBSTRUCTING OUR SIDEWALKS!

Many of you may have noticed large groups of seemingly homeless individuals lying around on our sidewalks in front of our businesses. If you and your customers need to step over these people or if you are panhandled by them, what are your rights? We asked Paige Hazard from the City Attorney's Office about people obstructing our sidewalks. Here is the code that deals with this:

647c. "Every person who willfully and maliciously obstructs the free movement of any person on any street, sidewalk, or other public place or on or in any place open to the public is guilty of a misdemeanor. Nothing in this section affects the power of a county or a city to regulate conduct upon a street, sidewalk or other public place or on or in a place open to the public."

Paige Hazard, San Diego City Attorney's Office, Neighborhood Prosecutor, Western Division, 619-533-5844

Continued from page 3

Beach Sweets offers 80 bulk candy bins and carries top-quality known brands not found in large chain stores. OB's candy store also offers nostalgia candy and other beach-themed novelties such as caramel apples and salt-water taffy.

Smith said she's gearing up for summer and bringing in an Icee machine for those hot summer days. During June the store will feature raffles and offer prizes to celebrate their first year.

The store's current raffle offers prizes for guessing the amount of Jelly Bellies in a jar. Proceeds will benefit Robert Schneider, a visitor from Australia injured in OB a couple months ago. The house



specialty at Beach Sweets is the Wipe Out: a sweet and simple concoction of white chocolate, peanut butter, marshmallows, and Rice Krispies. But Smith loves all her creations and is proud of everything she offers—even if she thinks her chocolate-covered strawberries are a bit messy that day.

"I always thought OB needed a candy store and a bakery," said Smith. She dreamed her store, and now she and Thomson celebrate it. "And", added Smith, "it's even better than I dream—although I still think OB needs a bakery."

Beach Sweets, located at 5022 Newport Ave., is open everyday from 11am to 8pm. They can be reached at 619.222.3322.



Ocean Beach MainStreet Association

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What's Inside this Edition?

Calendar of Meetings	1
Mayoral Candidates Forum	1
Spear Shack article	1
Membership/Committee Info	2
Farmers Market	2
Beach Sweets article	2 & 3
Recycling PLHSAA	2
Readers Choice Awards	2
Newport Nights	2
Member Announcements	3
Obstructing our Sidewalks	3
OB Street Fair	4
OB Exposed	4
Insert: OB Historical Society	
Blue Parrot	

OceanBeachSanDiego.com . . . For all your information!

13th Annual *OB Exposed* May 15th at 6pm

Photo Exhibition and Competition

*To help preserve the photographic history of the area
and create an archive of photos.*

Deadline to submit photos: Friday, May 9th (submit photos to James Gang Graphics, 1931 Bacon St.). **Entry fee** is \$1 per photo.

For more info please call 225-1753.

Event Location: Masonic Center, 1711 Sunset Cliffs Blvd.

RICH JAMES

It is with great sadness that we announce the passing of **Rich James** on Sunday, April 27th. Rich and his brothers started the **James Gang**, a much loved local business. Rich had retired from the business but was active in the community, designing all the murals that have been painted each summer at the OB Street Fair. Our hearts go out to his family.

**The OB Street Fair
& Chili Cook-Off Festival**

is just around the corner!

Watch for the June newsletter with lots more information about all kinds of fun during the festival. *Save the Date . . .* **Sat. June 28th**

