



Ocean Beach MainStreet Association

May 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
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 SalonSpa

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



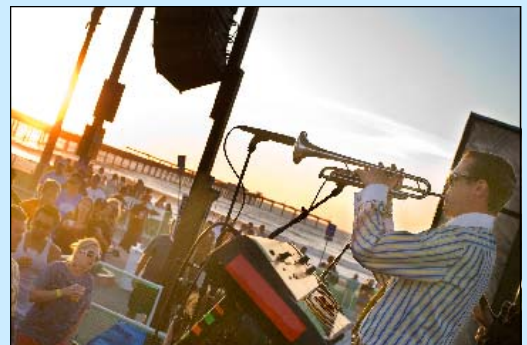
For more information about all the fun coming up at our
30th Annual OB Street & Chili Cook-Off Festival

Check out OBStreetFair.com

Booth spaces are still available for local merchants. Save 20%!

OB GLOBAL ROCK FESTIVAL! A BIG HIT!!!

April 18th marked OB's first-ever Global Rock Festival, and what an event! Approximately 5,000 people attended and all ages rocked out to a variety of music, including CASH'D OUT, Knights of Monte Carlo, and watched the sunset to C. Money and the Players Inc. Food and fun overflowed to Newport Ave. where merchants and vendors reported a "great day". Now, on to Street Fair!



May Meeting Calendar

Fri. May 1	8:30am	Promotion Committee
Mon. May 4	6pm	Street Fair Committee meeting
Tue. May 5	8:30am	Design Committee
Wed. May 13	8:30am	Finance Committee
Wed. May 13	Noon	ER Committee
Thur. May 14	Noon	OBMA Board of Directors mtg.
Mon. May 18	8:30am	Clean OB Committee @ Newport Ave Antique Center
Tue. May 19	8:30am	Crime Prevention Committee @ the OB Pier Café

All meetings take place at the OBMA office unless otherwise stated.



Photos by Becca Lyn

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 crafts & music at the OB Farmers Market!



OPENING
SUMMER
2009!

Young At Art

Children's Educational Art Center

*Drawing *Painting *Photography *Pottery
*Mural & Window Painting

Located in the  of Ocean Beach

"Our goal is to create a healthy, fun & artistic learning experience for the children of the community."

For more information call Kim Howell / "Artworks"
619-459-1955 or email obpainter1@yahoo.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. 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 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!

Police Authorization Forms

Many thanks to the huge number of business and property owners who have filled out and returned their Police Authorization Form. 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, 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.



MAYOR SANDERS ANNOUNCES HIS FY2010 BUDGET AT THE OB LIBRARY

Mayor Jerry Sanders held a press conference Tuesday, April 14 outside the Ocean Beach branch of the San Diego library to announce his decision to cut City employee salaries in favor of keeping libraries and other public services open.

"When I rode in the parade last December the community of Ocean Beach shouted 'Save our Library!'" said Sanders. "Well, I heard you loud and clear....of all the difficult decisions to make this one was easy."



Community members cheered at Sander's announcement, and many vowed their support in the upcoming

battle over the City's budget.

"It's not over yet", said Councilman Kevin Faulconer in his speech following the mayor's, "but it's a good day for Ocean Beach."

After a unanimous decision by the City Council that evening to cut benefits and keep libraries and other services open, Mayor Sanders presented his budget (in its entirety) at his Budget meeting Monday, April 20 at the OB Rec Center on Santa Monica Ave.

Approximately 30 local community members and business owners attended and showed their support. *Story & photo by Becca Lyn.*

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?

Single Mom Business Owner Organizes Free Holistic Spa Day for Homeless Youth. Amid the struggle of getting her business off the ground in a bleak economic climate, Heidi Brockmyre, owner of **Sunset Cliffs Body Therapies** and single mom, still makes a priority of improving her community. In conjunction with San Diego Youth Services' Take Wing Transitional Living Community, Heidi will host a day of free holistic therapies for homeless youth, including acupuncture, massage, reiki, yoga and qigong classes, while local artists provide live music.

Ms. Brockmyre has been a long-time supporter of the organization. Heidi Brockmyre is a licensed acupuncturist and owner of Sunset Cliffs Body Therapies. She specializes in fertility enhancement, cosmetic acupuncture, women's health, and pediatrics. Massage, Reiki, and Herbal Medicine is also offered at the clinic. To learn more about Ms. Brockmyre and Sunset Cliffs Body Therapies, you can visit <http://www.sunsetcliffsbodytherapies.com>.

Tempress is excited to announce that we now offer 30 day Lay-away. It's taken off so well, since we began doing this last summer that I think it's here to stay for a while at least. Tempress is now also extending 10% to 92107 OBeacians with ID or utility bill to prove residence (Locally) will be required. We also offer 15% off to Military (Active or Dependents) Must have ID. Tempress is located at 1918 Bacon St. Phone 224-2284.

HODADS & OBMA partner with OB Elementary School!

With the help of the OBMA, Hodad's, and local businesses, the students of OB Elementary will compete in the **AT&T Yellow Pages Project Redirectory Phone Book Recycling Art Challenge**.

With donated *Yellow Pages* from AT&T and foam core and poster board donated from Hodad's and the OBMA, students will undergo the challenge of creating works of art out of recycled materials with an 'ocean' theme.

AT&T will judge the artwork on May 28, and finalists' pieces will go on display throughout the community in June. So far, Sweet Salon, OB Surf and Skate, and People's Co-op agreed to display the children's art. Since approximately 175 pieces will be created, teachers at OB Elementary hope more local businesses will display some art in June after the competition.

If you have extra window space and would like to hang a piece (or a few), please email Donna Lamb at dlamb@sandi.net.

Welcome New OBMA Members Casablanca Heating & Air Conditioning

License #526487 619-222-0917

Heating & Air Conditioning

Ciao Bella

4953 Newport Ave. 619-225-9509

Restaurant

Designer Style Sunglasses

4919A Newport Ave. 619-677-2222

Sunglasses & Fashion Accessories

The Credit Insiders

619-400-6775

Consulting & Financial Services

FastAction.net

619-962-1526

Web Design & Internet Marketing

Economic Woes Not Spoken Here Prospering During a Slow Economy

As the recession sets in and consumers continue to tighten their belts, retailers and restaurants are left wondering how to pull more customers through their doors. While many merchants' immediate reaction is to cut their marketing budgets or lower their prices, there is a better way.

Knowledge is golden: Businesses that can identify their individual customers' preferences and make targeted, personalized offers can expand their business in a down economy and keep customers loyal.

- Customer Satisfaction is worthless—customer loyalty is priceless.
- Short-term & long-term strategies for keeping customers
- What the current economy means for your customer loyalty programs.
- Improve your bottom line through effective customer-driven strategies.
- Prioritize customer experience touch points when budgets are cut.

While consistently delivering an excellent product or service is the biggest key to a successful business, loyalty programs help attract new customers and, most important, ensure repeat visits from your current patrons. Change it up: Evolve promotions to encourage customers to try new products. Keeping your patrons engaged leads them to come back for more!

Reprinted from Barbara Wold Newsletter

Barbara Wold, Business Speaker bwold@ix.netcome.com



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: obbid@nethere.com

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

Happy Mother's Day

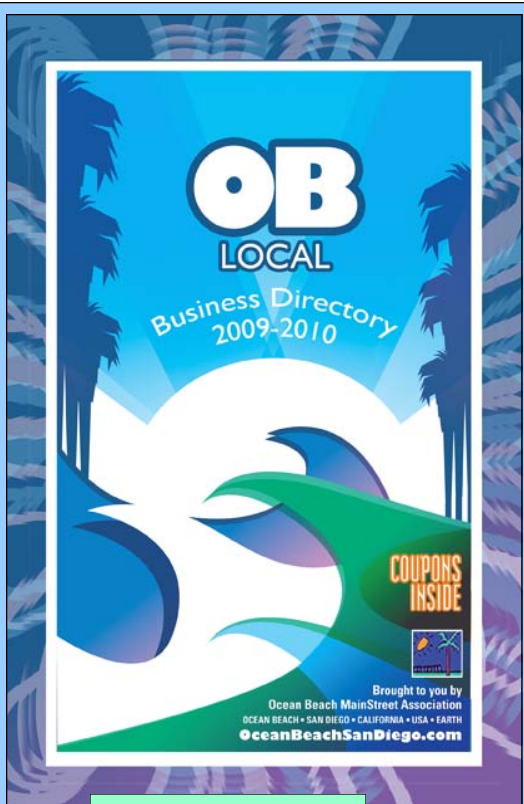
OceanBeachSanDiego.com . . . For all your information!

What's Inside this Edition?

Calendar of Meetings	1
Street Fair information	1
OB Global Rock Festival	1
Membership/Committee Info	2
Art Classes	2
Farmers Market	2
Police Authorization Forms	2
Mayor Sanders/City Budget	2
OB Elementary School Art	3
Member Announcements	3
New OBMA Members	3
OB Local Business Directory	4
Newport Nights	4
Insert: Blue Whale Jewelry	
Ace's Bobcat	



NEWPORT NIGHTS
The last Saturday of each month
7 pm to 10 pm
For Info: 619-222-0836



DIRECTORY DELIVERY

It's been a long time coming, but the new OB Local Business Directory will be delivered door to door throughout OB! Look for your new edition of the OB Local Business Directory during the 2nd & 3rd weeks of May. Make sure you shop locally and use the coupons in the back of the directory!