



Ocean Beach MainStreet Association May 2011 NEWSLETTER



BOARD OF DIRECTORS

Michael Akey, President
Pacific View Real Estate

Julie Klein, 1st Vice President
Julie Designs

Barbara Iacometti, 2nd Vice President
Details SalonSpa

Mike Stifano, Treasurer
Winston's

Yvonne Cruz, Secretary
Surf'n Sea Wetsuits

David Smedley
Smedley, Gallagher & Gee, LLP

Gary Gilmore
Gary Gilmore GOLDSMITH

Dave Martin
Shades Oceanfront Bistro

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 Klamán & Community Crops, Market Managers
Angel and Chris



May Meeting Calendar

Tue. May 3	8:30am	Design Committee
Tue. May 3	2pm	OBREL Meeting
Fri. May 6	8:30am	Promo Committee
Mon. May 9	6pm	Street Fair Meeting
Wed. May 11	8:30am	Finance Committee
Wed. May 11	Noon	ER Committee
Thurs. May 12	Noon	OBMA Board Meeting
Tues. May 17	8:30am	Crime Prevention

All meetings at the OBMA office unless otherwise noted.

New Sports Oriented Event

O.B. BEACH BALL

Saturday May 21, 2011

Help Raise Funds for
OB Community Foundation!
Ride the Giant Ferris Wheel
next to the Lifeguard Tower
for 5 days beginning
Wed. May 18th at 4pm.
for more info see page 3



Save the OB Library

The Mayor & San Diego City Council are wrestling with the realities of a major shortage of funds to keep the libraries open to the public most days. We got word from George Murphy that Friends of the Library are getting together to collect petitions to save not only the OB Library but also the library system. If you would like to participate, they are planning to collect signatures on:

April 30th at the OB Library
from 12:30pm– 2:30pm, and from 4pm-6pm.

May 3rd at the OB Library
from 12:30pm– 2:30pm, and from 4pm-6pm.

May 4th at the OB Farmers Market
from 4pm to 8pm

Petitions will be taken to the Council on the 5th.

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!
 Music and sheer enjoyment abound!



General Committee Info: See Calendar pg 1.

◆ **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. Josh Utley, Chairperson

◆ **OBREL:**
 Meets the first Tuesday of the month at 2pm, OBMA office Dave Martin & Kevin Alsobrook, Chairpersons

◆ **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

Join one of our committees - Call 619-224-4906

Internet: 4 Major Benefits of SEO (Search Engine Optimization)

1. Americans spend more time on the Internet than watching Television (TNS).
2. 8x Greater ROI (return on investment) of **SEO Marketing** vs. Traditional Advertising Methods (SEMPO)
3. 1 Billion Daily Internet Searches (Jupiter)
4. 81% of US consumers use search engines to make purchase decisions (Forrester Research).

Josh Utley, owner of Intrepid Network sent this to us to highlight the importance of SEO (Search Engine Optimization) which plays an important role in any marketing campaign. The four facts above are just a reminder why SEOs should be high on your list of priorities when considering advertising methods.

OBMA Board Elections are coming up!

“Intent to Run” forms are available at our Office at 1868 Bacon St. Potential Board members must be members of the OBMA, should be very familiar with the organization and have served on one of the standing committees or special event committees for a year.

Board members should also have the time to devote to monthly board meetings, working on committees, and volunteering for special events. Board terms are for a minimum of 3 years.

Forms must be turned in to the OBMA office no later than June 15, 2011. Please call 619-224-4906 for more information.

OCEAN BEACH
 MAINSTREET ASSOCIATION
 INTENT TO RUN FOR OBMA BOARD OF DIRECTORS
 EXPIRES: JUNE 15, 2011

Date: _____

To: OB Mainstreet Association
 Secretary
 1868 Bacon Street, Suite A
 San Diego, CA 92117

Re: FY2011-2012 Board of Directors Election (3 year terms)
 To Whom It May Concern,
 I, _____, am a member of the OBMA Board of Directors.
 I am a member of the _____ Committee for at least _____ year(s) and have worked to improve the business community.
 I intend to devote to monthly Board meetings as well as work on _____ of the standing committees. I understand that I must also need to be available to chair or co-chair a committee during my three year committment as an OBMA Board Member.

Sincerely,

Your Name _____ Your Signature _____
 Please return this form to the OBMA office at the address below by June 15th, 2011.

1868 Bacon St., Ste. A, San Diego, CA 92117
 Tel: 619-224-4906 Fax: 619-224-4906
 Web: www.oceanbeachmainstreet.com Email: info@oceanbeachmainstreet.com

OCEAN BEACH GATEWAY PROJECT ZOOMS ALONG

There's a lot going on at the North Ocean Beach Entryway Project. After a brief delay, the project has resumed and you can now see the foundation being laid along what will be the tree lined Sunset Cliffs Blvd. side of the entryway.



In addition to enhancing local access to Robb Field, one of the project's goals is to 'Create entryway ... designs that reflect the unique character of the community.' We are looking forward to it! For more information on the project, visit: <http://obcdc.org/home>.



Photo by Liz Greene from her car window . . . not bad!



DESIGN COMMITTEE

Many thanks to Craig Gerwig, Newport Avenue Antique Center, and Gary Gilmore, Gilmore Family Jewelers. If you didn't notice, they painted all 37 trash cans along Newport Avenue a few days ago. We're so impressed! And, they look so much nicer with our new black trash can lids & brownish paint. If you see them, please say thanks!

“Those that say it cannot be done should not interrupt the person doing it.”

- Chinese Proverb

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 having a big sale or anniversary? Are you changing your hours or adding a new product line?

Cinco de Mayo!!! Meet at **The Blue Parrot** for the annual tequila worm eating contest!! Fill your gullet with worms for fun and grand prizes!!! Food and Drink Specials including: * Tequila * Margaritas * Mexican Beer * . Two-fer Thursday Special: \$2. Tacos, \$2 Domestic Drafts, \$2 Well Drinks. **Always a memorable time, see you there! Located at 4993 Niagara Ave. 619-222-1722.

Learn the Art of Japanese Flower Arranging with Design Master, **Ken Fernandes**. Ikebana classes on Wednesdays 7pm to 9pm. Three lessons for \$75 or \$35 per class. For info 619-223-5229 or 619-807-6222. Offered by **Coastal Sage Gardening**, 3685 Voltaire St. 92107. www.coastalsage.com

Join **Vignettes** 4828 Newport Avenue on Saturday, May 28th from Noon to 5:00 pm for a gala themed event of fabulous outdoor shopping to kick off the summer season. All dealers will be participating in their vision of 'Vintage Summer' as well as hosting an array of treats in our Frchampagnes will be pouring to complete the South of French experience. www.vignettesantiques.com 619-222-9244

WELCOME NEW MEMBERS

Liz Rincon, DRE# 01509420

2468 Historic Decatur Rd. #250 92106
www.lizrincon.com liz@lizrincon.com 619-417-5234
Real Estate

Camellia Flowers & Gifts

2232 Sunset Cliffs Blvd. 619-795-0611
Camelliaflowersandgifts.com
Atalanta@camelliaweddingflowers.com
Florist, Wedding Vendor

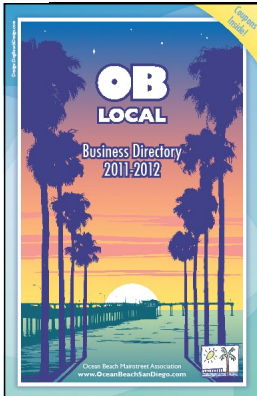
Ocean Beach Behavioral Health

4966 Santa Monica Ave. #H, 760-937-5361
*Health Services, Alternative Health Care,
Early Childhood Development*

Racer ID

www.racerid.com Scott@Racerid.com 323-469-1923
Advertising, Photographers, Web Design

Luminous Hair Design has now been beautifying Ocean Beach Residents for 10 Years and to celebrate WE ARE PAYING YOUR SALES TAX on all products purchased in the month of May! Visit our website today: www.luminoushairdesign.com & stop by to see us.



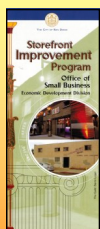
2011-2012 OB Local Business Directory!

Honest! It should be coming soon!
We've never had so many members or so any changes.
You're going to love it!

Sign up to help deliver the Directory from Sunset Cliffs Blvd to the Ocean. Free \$5 gift cards to local restaurants for delivery volunteers.

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.

OB Beach Ball Continued . . .

New this year is the **Giant Ferris Wheel** which will run from Wednesday May 18th at 4pm until 9pm, Thursday & Friday from noon to 9pm and Saturday from 10am to 9pm, Sunday noon to 5pm. Purchase tickets at the Wheel. All profits will go to the Ocean Beach Community Foundation which gives grants to local OB projects.

Ride the

Giant Ferris Wheel

Games on the Beach,
Human Haulin, Tug of War,
Mechanical Bull Riding
OB Surf & Skate demo & of course
Beer Garden for 21 and up
Vendors & Food

O.B.
BEACH
BALL

OBBeachBall.com

OB Beach Ball, another
fantastic event in Ocean Beach!
OceanBeachSanDiego.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: info@OceanBeachSanDiego.com



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



OceanBeachSanDiego.com

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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



OB Street Fair & Chili Cook-Off Festival



Hurry . . .

Local OBMA members get a 20% discount on booth space

Applications now available online

OB Street Fair & Chili Cook-Off on June 25, 2011

OceanBeachSanDiego.com

FOLLOW US . . .

Twitter:

<http://twitter.com/OceanBeachCA>

Facebook:

<http://facebook.com/obma92107>

STREET FAIR VOLUNTEERS! Volunteers unite and help out at the OB Street Fair & Chili Cook-Off Festival on June 25th, 2011. Please call 619-224-4906 . . . You'll get a free t-shirt for your time! Also, info@OceanBeachSanDiego.com

CHOOSE A RETIREMENT PLAN THAT WORKS FOR YOUR BUSINESS.



By having a business retirement plan, you've taken an important step in helping reach your long-term financial goals. Now is the time to take the next step by reviewing your plan to ensure it's the right fit for you and your business.

Edward Jones can help. Together we can explore whether you're receiving the choices, service, education and guidance you deserve. An Edward Jones business retirement plan review offers:

- Analysis of your present situation and goals
- Knowledge of current retirement plans and strategies
- Detailed descriptions of costs and fees

Call today for a free, no-obligation analysis of what makes sense for your business.



Brian V Schrock
Financial Advisor

5083 Santa Monica Ave Suite 1A
San Diego, CA 92107
619-223-8357

www.edwardjones.com Member SIPC

Edward Jones[®]
MAKING SENSE OF INVESTING[®]

YOUR BUSINESS AND EDWARD JONES

Do what you do best — run your business. Let us do what we do best — make sense of your business needs and identify potential solutions to help you reach your long-term financial goals. Some may think face-to-face business is old-fashioned, but it's the best way we know to provide the support you need, when you need it.

We know from experience that it takes hard work, sound planning and an eye on the future to run a successful business. We use these principles daily to bring quality investments and personal service to individuals and business owners like you.

Your time is valuable, so our branch offices are located in neighborhoods near you. And your time will be well-spent because our success is measured by yours. We are serious about long-term investment strategies — not the latest investment fads.

We Tailor Your Plan.

At Edward Jones, we extensively review your situation and then prepare a plan specific to your business. Whether it is selecting a retirement plan or assisting with business continuation or insurance planning, we can tailor a plan for your needs and goals.

We Help You Prepare.

Even prosperous businesses face challenges, including increased competition, advancing technology and changing regulations. No matter how hard you work, there are no guarantees. That's why it is important to have a retirement plan in place.

How well you retire depends on how well you plan today. Remember, Social Security will replace only a portion of your current income. Where will you get the rest? Our retirement plan can help.

This proposal was created specifically for your business to help you select a retirement plan best-suited for you.



Brian V Schrock
Financial Advisor

5083 Santa Monica Ave Suite 1A
San Diego, CA 92107
619-223-8357

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Edward Jones[®]
MAKING SENSE OF INVESTING[™]

Help Us By

Donating

Your

Used Cell Phones

and

Empty Laser

and Inkjet Printer

Cartridges!

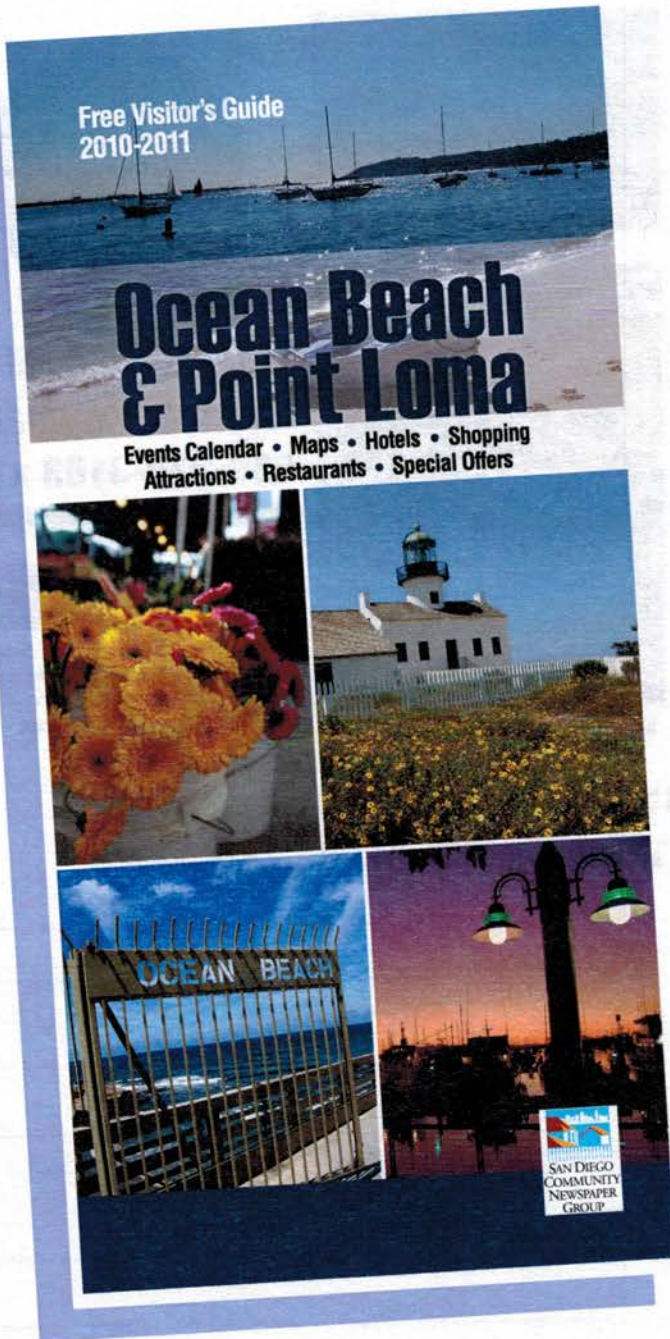
A Message from Our Coordinator

Help the Point Loma High School Pointer Association provide a "Green" Scholarship to a graduating Senior each June. For more info, call Pat Baker at (619) 223-9363.

Drop Off Locations

For empty cartridges and used cell phones.
Ocean Beach Mainstreet Association,
1868 Bacon Street

This is an ongoing effort--save this flyer and recycle your items all year long.



Be part of the 2011 Visitor's Guide!

These useful, colorful, pocket-sized guides will be filled with places to eat, shop, play and stay in Point Loma, Ocean Beach, and surrounding areas.

Reach local residents and the thousands of visitors who vacation here every year.

Guides will be distributed throughout San Diego to high traffic visitor locations.

For even greater coverage, advertise in the Downtown, Pacific Beach, and La Jolla Visitor's Guides at discounted rates!

Call today to reserve your space in these popular annual publications.

Mike Fahey
858-270-3103 x117

Ad Deadline is May 20, 2011

La Jolla Village News
 San Diego Downtown News



Beach & Bay Press
 Peninsula Beacon

SAN DIEGO COMMUNITY NEWSPAPER GROUP • 4645 CASS ST., 2ND FLOOR, SAN DIEGO, CA 92109 • 858-270-3103

VISITOR'S GUIDE RATES 2011

LISTING

YOUR BUSINESS NAME HERE

Address Telephone

1. **Listing includes:**
2. • Large, Bold Name
3. • Large, Bold Address
4. • Large, Bold Telephone
5. • Plus 5 additional lines

Listing\$235.00

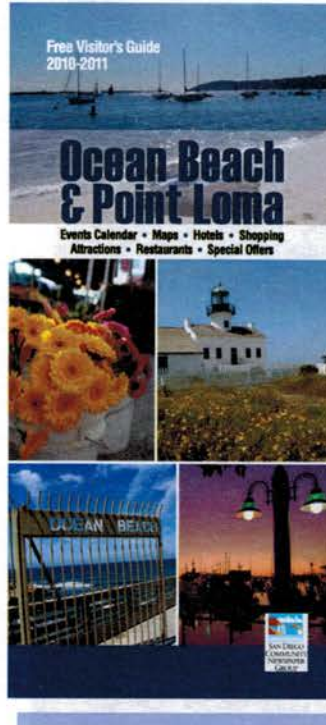
Includes name, address and telephone PLUS 5 additional lines. Each additional line after 5 lines: \$12.00

DISPLAY ADS

RESERVED POSITIONS. ASK FOR AVAILABILITY.

Back Cover	\$1600.00
Inside Back	\$1150.00
Inside Front.....	\$1300.00
Page Three.....	\$1300.00
Full Page (3"x8")	\$995.00
1/2 Page (3"x4")	\$650.00
1/4 Page (3"x2")	\$445.00
1/8 Page (3"x1")	\$315.00

All rates include a 5 line listing.



Contact Mike Fahey for more information:

858-270-3103 x117
mikefahey@sdnews.com



Receive a 20% discount on additional Visitor Guides.

La Jolla Village News
 San Diego Downtown News
 Beach & Bay Press
 Peninsula Beacon

Yes! I want to be a part of the new 2011 Visitor's Guides.
 Call (858) 270-3103 x117 or Fax (858) 713-0095

Size: _____ Price: _____

Paid: _____ Balance: _____ Signature: _____

Business Name: _____

Address: _____ Telephone: () _____

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

MAIL TO: PENINSULA BEACON VISITOR'S GUIDE • 4645 CASS ST., 2ND FLOOR, SAN DIEGO, CA 92109 • 858-270-3103 OR FAX 858-713-0095