



Ocean Beach MainStreet Association November 2006 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

Mike Stifano, Treasurer

Winston's

Nedia Bacon, Secretary

Theo's Restaurant

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

Cordelia Mendoza

Cottage Antiques

Craig Gerwig

Newport Avenue Antique Center

STAFF:

Denny Knox, Executive Director

Claudia Jack, Associate Director

David Klamon &

Community Crops,

Market Managers

November Meeting Calendar

All meetings are at the OBMA office
unless otherwise noted.

Fri. Nov. 3, 8:00am - **Promotion Committee**

Tue. Nov. 7, 8:30am - **Design Committee**

Wed. Nov. 8, 8:30am - **Finance Committee**

Wed. Nov. 8, Noon - **ER Committee**

Thur. Nov. 9, Noon - **OBMA Board of Directors**

Tue. Nov. 21, 8:30am - **Crime Prevention Committee**
at Lighthouse Ice Cream, 5059 Newport Ave.

Congratulations to all of our OBMA Award Winners

It was a festive evening on Oct. 26th during our Annual OBMA Awards Celebration. Congresswoman Susan Davis, Assemblywoman Lori Saldana, County Supervisor Greg Cox, Mayor Jerry Sanders, Councilman Kevin Faulconer, Capt. Sarah Creighton SDPD, and Rich Grosch District 3 Trustee of SD Community College were all in attendance. Susan Davis, Mayor Sanders and Kevin Faulconer spoke about how much they appreciate the efforts made by members of the OBMA and especially the huge number of volunteer hours devoted to improving the commercial district.



Jerry Sanders, Susan Davis & Kevin Faulconer with the OBMA Board

When Mayor Sanders stood up at the podium he looked out at the audience and noticed a sea of people holding a Jerry Sanders face on a stick. It was an inside joke but about 20 of us had played this same gag on

the Mayor years ago when he was with SDPD and spent a lot of time with us in Ocean Beach.

Yvonne Cruz had kept the original photo that we used one more time. Great idea Yvonne!

Councilman Kevin Faulconer gave a special commendation to the OBMA Board of Directors for their commitment to the community & October 26th, 2006 was named Ocean Beach MainStreet Association Day in the City of San Diego.

(Story continued on pg 3)





**Ocean Beach
Farmers Market**
Every Wednesday
4pm to 7pm

TRASH TALK AND MORE . . .

You may have read the letters to the editor in the Beacon over the last few months. Most of the letters, but not all, have really blasted the state of the sidewalks, beachfront and the pier.

Thankfully in the Oct. 26th edition of the Beacon, the cover story about the cleanliness of Ocean Beach is pretty much right on. Hope you all read it.

The OBMA spends somewhere in the neighborhood of \$55,000 to \$60,000 per year (much of it coming from the Newport Ave. Maintenance Assessment District) to empty trash (5 times per week), replace trash cans and lids, maintain the landscaping, power wash the sidewalks (once a month), empty the ash cans and sweep the gutters.

Maintaining the commercial district in a beach community is a major challenge and we can use all the help we can get. If all businesses check the front and back of their buildings each day and tidy up, it would be a great addition to what the Association already does. Thanks for your help.

General Committee Info: *(check pg 1 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. David Smedley, Chairperson

◆ **DESIGN COMMITTEE:**

Meets the first Tuesday of the month at 8:30 am OBMA Office. Cordelia Mendoza, Chairperson

◆ **PROMOTION COMMITTEE:**

Meets the first Friday of the month at 8:00 am OBMA Office. Nedra Bacon, 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 Graffiti 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!

The Crime Prevention Committee says to be safe this winter you should lock your windows and your doors and install more exterior lighting.

Super Saver Rebates Now Available

SDG&E® has made it easier and more affordable than ever before to improve the energy efficiency of your business – and save money, month after month – with the **Small Business Super Saver (SBSS)** rebate program.

SBSS offers small and mid-size businesses larger rebates for the installation of energy-efficient equipment. Qualifying upgrades include lighting, refrigeration, food service, natural gas and other technologies for businesses with a monthly electric demand of less than 100 kilowatts (kW), and/or natural gas usage of less than 4,166 therms per month.

Businesses can either install and apply for the qualifying measures themselves, or have a contractor perform the work and apply for the rebate—in many cases, SBSS rebates may eliminate out-of-pocket expenses for retrofitting equipment that can help lower energy costs.

NEW IN 2006 – On-Bill Financing

Qualifying business customers can receive zero-percent financing to help pay for energy-saving upgrades under certain rebate programs and apply the monthly payments to their SDG&E bill. Restrictions apply.

Visit www.sdge.com/sbsupersaver for more information about the rebates, or call SDG&E's Energy Information Center at **1-800-644-6133** to learn about On-Bill Financing. The Small Business Super Saver program is one of the ways that SDG&E is developing energy solutions to help the region.

These programs are funded by California utility customers and administered by SDG&E under the auspices of the California Public Utilities Commission.

Continued from page 1 . . . Awards Celebration

Many thanks to the **Bar-B-Que House, Theo's Restaurant, S D Catering, Jungle Java, OB Services, San Diego Bay Flower Co., Fuentes Flower Shop** and **Floral Fantasia** for all that they donated for the event.

The following well-deserved awards were given:

Scott Allgaier (for his 3 years as President), **Union Bank** (Hosting the 2006 Annual OBMA Awards Celebration), and **Point Loma Masonic Center** (Community Award for supporting their neighborhood and providing a place for the community to meet). Barbara Ayers gave Julie Klein & Denny Knox certificates for completing the CERT training program.

Sophia Hahl Mitchell (Volunteer Coordinator for the 2006 OB Street Fair), **Dog Beach Dog Wash** (Volunteer Award for their work to preserve Dog Beach), **Surfrider Foundation, San Diego Chapter** (for volunteering to donate & install new ashcans for downtown OB and to promote "KEEP OB-eautiful!"), **Bone Appetit Ocean Beach Pet Supply** (Volunteer work with rescue animals), and **OB Historical Society** (For their countless hours of volunteer work to preserve and document the History of Ocean Beach).

Starbucks (Community Player Award for donating their parking lot for our events), **Seth's Chop Shop** (Community Player Award for donating their parking lot for our events), **Bone Appetit** (for investing in Ocean Beach by providing a locally owned full service pet store), and **Rock Paper Scissors** (Innovative & Creative Business Concept Award). **Kim Howell, Muralist** (for her Excellence

in Neighborhood Beautification), **Rock Paper Scissors** (Outstanding Creativity in Building Remodeling), **Ocean Beach Antique Mall** (Design Award for Exterior Color Usage & Signage), **OBCDC** (For the continuation of the Entryway Median Landscaping Project), **Pt. Loma Landscaping** (For designing and maintaining the landscaping at the Ocean Beach Sign), and . . .



The 3rd Corner Wine Shop & Bistro (for excellence in interior design).

Set Free (Community Partner Award for maintaining police trailer), **Baylor Paint** (Community Partner Award for painting the police trailer) and **Thiesen Builders** (Community Partner Award for repairing the police trailer).

We had a huge turnout and loads of fun celebrating all the accomplish-



ments of the past year. A big thank you to the Awards Committee: **Dave Smedley, Beth Turner, Heather Clarke,** and **Mike Akey** and everyone who helped decorate the hall. A special thanks to **Joe Ewing** who took all the pictures of the event. The beach cruiser donated by **O B Services** was won by **Mike Saffran,**

Saffran Packaging. Congratulats! Thanks to everyone for making the OBMA Awards Celebration so enjoyable!

Denny Knox

O.B. TREE FESTIVAL EVENTS



2006



- NOVEMBER 14th: Restaurant Walk "Taste of OB" 5-9 pm
- NOVEMBER 28th: OB Tree Arrives before noon
- NOVEMBER 30th: Christmas Tree Decorating
9am to Noon at the foot of Newport
- NOVEMBER 30th: Holiday Auction at Sunshine Co Saloon
6:30-9:30pm
- DECEMBER 1st: Storefront Decorating Contest Judging
Winners announced at Christmas Parade
- DECEMBER 2nd,9th,16th & 23rd: Santa Visits 11am-2 pm at the tree
- DECEMBER 2nd: Toy Run Fun Zone at Pier Lot and
Craft Fair at Veterans Plaza 9am-3pm
- DECEMBER 2nd: Parade "A Storybook Christmas" 5:05 pm OB Time
- DECEMBER 6th: OB Holiday Music Festival/Food & Toy Drive (week 1)
at the OB Farmers Market, featuring 15 of San Diego's hottest performers (4-7)
- DECEMBER 9th: Craft Fair (again) at Veterans Plaza 9am-3pm
- DECEMBER 10th: Sandy Claws at Dog Beach 9am-12pm
- DECEMBER 11th-15th: Food Sorting & Toy Wrapping 4pm-8pm
Masonic Center, 1711 Sunset Cliffs Blvd.
- DECEMBER 13th: OB Holiday Music Festival/Food & Toy Drive (week 2)
at the OB Farmers Market, featuring 15 of San Diego's hottest performers (4-7)
- DECEMBER 16th: Holiday Homes Decorating Contest Judging
(call 619-316-3403 to participate)
- DECEMBER 16th: Food & Toys Distributed 9am-11am

Don't Forget about Santa every Saturday!

DEC. 2nd,9th,16th & 23rd:

Santa Visits 11am-2 pm at the tree



OB Tree Festival is hosted by The OB Town Council

Contact Numbers: Claudia 226-8613 or 846-6269
OR Gerry 1-858-518-8517



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?

Warren-Walker School is CELEBRATING 75 YEARS of service to children in this community. We are honoring our founder, Nellie Warren-Walker, and her daughter, Ruth Walker Sweeney, at several events throughout the year with an Open House in February. Details to follow! Warren-Walker School is located at 4605 Pt. Loma Ave. Their phone number is 223-3663.

Submarina Ocean Beach has just opened their shop at 4991 Newport Ave. (inside Max's 99 Store). There is also an entrance around the corner on Bacon Street. Submarina Ocean Beach is committed to serve "The Best Subs Under the Sun." Their phone number is 222-2255.

Change of Ownership at The Good Life! After 28 years of fun in the sun, Sandra Kersulis is ready to travel and relax even more! Please welcome the new owner of **The Good Life**, Cassandra Rodenhauser. You will probably recognize Cassie as she has been a long time employee at the shop, located at 4967 Newport Avenue. Phone 619-222-9374. Thanks to all my customers for 28 great years! *Sandra Kersulis*

Darla's Studio has lessons again. Art Lessons on Wednesdays from 1 – 5 pm and on Thursdays from 1 to 5pm. The current rate for each 2 hour window is \$25 for adults and children (supplies have increased in cost). 24 hour advanced notice for lessons. Call Darla at 224-4199.

Call Now for a FREE Spinal Exam \$245.00 Value. Patch Spine Center in Ocean Beach, One of the First in San Diego to offer **Non-Surgical Treatment** for Your **Herniated/ Bulging Disc and Sciatica**. Find out if you are a candidate for this amazing painless, safe, and surgery-free, FDA-Approved Treatment. **CALL 619-224-3301 TODAY!** **www.PatchSpineCenter.com** 1952 Sunset Cliffs Blvd. San Diego, CA 92107

Claytime Ceramics has an *Appetizer Special* every Friday. They provide the appetizers, you bring a companion, the wine and paint ceramics. It's a great way to start your weekend. No extra charge! You just pay for the ceramic and sales tax. Offered by reservation. It's a great way to start painting gifts for the holidays! **Claytime Ceramics** is located at 1863 Bacon St. Their phone number is 223-6050.

San Diego Bay Flower Company celebrated its 25 years in business in the Ocean Beach community by moving to a fantastic new location. With the move came a fresh new look. The flower shop now carries a full line of cards, gifts, bath and body products, jewelry, vintage items and as always the freshest plants and flowers in town. San Diego Bay Flower Company will hold a Grand Re-Opening the evening of Tuesday, November 14th from 5 to 10 pm in conjunction with the annual OB Restaurant Walk. Check out their new location at 4822 Santa Monica Avenue (across from the post office) or view their updated website at www.sdbayflowers.com. 619-222-5400

Welcome New OBMA Members

Ace Bobcat Service

Acebobcat@cox.net 606-7814
Contractor

AAA San Diego Roof Co. Lic. 843263
221-0912 Roofing

Amy L Burns—Artist & Life Coach
312-9268

Appearance Specialist Mobile Detailing
Auto Service, Washing 548-7598

David De Rosier DDS

3019 Emerson, San Diego 92106
www.drderosier.com 222-7400
Dentist, Cosmetic Dentistry & TMJ Facial Pain

Devin Properties

3265 Midway Dr. #B, San Diego 92110
www.pickglick.com 980-6963

EcoCleaning Services

www.ecocleanservices.com 985-8767
Cleaning Services

e-fi Mortgage

www.bypropertywithme.com 222-4551
Mortgage Loans

Embassy Cleaners

4320 Voltaire St. 223-6621
Dry Cleaning and Laundry

High Grade Java

4892 Voltaire St. 955-8209
Coffee House

Ocean Beach Auto Body

4856 Voltaire St. 223-1232

Merry Go Round Preschool

4735 Santa Cruz Ave. 225-0344
Daycare, Childcare, Early Childhood Development

Sunlight Window Cleaners

& Pressure Washers 546-4640

Sunshine Smoothies

5020 W. Pt. Loma Blvd. 222-2503
Juice Bar

Taylor Brothers Painting

459-8055 Painting Contractors

Trolley Times/3 Dog Publishing

Www.3dogpublishing.com 997-6746
Newspaper

Waves of Life Alternative Health Care
4966 Santa Monica Ave. #E 379-2662



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



Happy Thanksgiving!!!

OceanBeachSanDiego.com . . . For all your information!

What's Inside this Edition?

Calendar of Meetings	1
OBMA Awards Celebration	1
Membership/Committee Info	2
Farmers Market	2
Trash Talk	2
SDG&E Super Saver Rebates	2
OBMA Awards continued	3
OB Tree Holiday Events	4
Member Announcements	5
New OBMA Members	5
Storefront Decorating Contest	6

**There will be
 No General Meeting
 this month but all
 committees will meet.
 Happy Thanksgiving!**



**HOLIDAY STOREFRONT
 DECORATING CONTEST
2006 THEME**

"A Storybook Christmas"

WINNERS WILL RECEIVE

- ◆ Photo in the Beacon
 - ◆ An Article on OceanBeachSanDiego.com
 - ◆ Framed Award and an announcement at the Tree Lighting Ceremony, Saturday, December 2nd after the Parade
- Make sure you are ready for the window decorating contest. Judging is Dec. 1st so have your windows done by Nov. 30th.**

- 1st Prize - Best Overall Window wins \$200
- 2nd Prize—Best Theme wins \$150
- 3rd Prize—Best Use of Lighting wins \$150

Call the OBMA Office for 224-4906 for more info.