



Ocean Beach MainStreet Association November 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
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 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, Program Manager
David Klaman & Community Crops,
Market Managers

Annual OBMA Awards Celebration was a huge success!

In a record turnout Thursday, October 23rd, the **Ocean Beach MainStreet Association** marked its Annual Awards Night and 30th Birthday Celebration. Over 160 people enjoyed the evening that was sponsored by Union Bank.

Executive Director, **Denny Knox** opened the presentation by saying, "Thirty years ago we had 5 members who each went out and got 5 more. It was tough going. Almost no one we talked to really believed we could make a difference. Today we have well over 425 members, staff and an office."



State Senator Christine Kehoe, a former *Obeacian*, shared fond memories of her days as a waitress on Newport Ave., then presented the Board of Directors with a resolution to the OBMA in appreciation of its 30 years of service to Ocean Beach. "Throughout its history, the Ocean Beach MainStreet Association stood firm to its goal of serving as a leader in the local community," said Kehoe in her presentation. "Its positive impact on the businesses and people of Ocean Beach deserves acknowledgment and praise."
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November Meeting Calendar

Tue. Nov. 4	8:30am	Crime Prevention Committee
Wed. Nov. 12	8:30am	Finance Committee
Wed. Nov. 12	12noon	ER Committee
Thurs. Nov. 13	12noon	OBMA Board of Directors
Mon. Nov. 17	8:30am	Clean OB Committee <i>Newport Ave. Antique Center</i>
Tue. Nov. 18	8:30am	Crime Prevention Committee Cottage Antiques—4873 Newport

All meetings are held at the office unless otherwise noted.
Don't forget Election Day is Tuesday, November 4th and Turkey Day is Thursday, Nov. 27th.



Help us decorate the downtown business district for the holiday season at 7:00am on Saturday, Nov. 22nd. We're meeting at the OBMA Office. The Sunset Cliffs Surfing Association is helping us again this year. *Don't forget about decorating YOUR windows for the holidays—the contest is Dec. 3rd after 5pm!!!*

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Special Volunteer Awards went to **Chuck Schiele** and posthumously to **Rich James**. **Chuck Schiele**, of Beach Music Mafia, received "Outstanding Graphic Design Work" for his talent and countless hours spent on special events and promotional/marketing material, along with a certificate of appreciation from Kehoe.



Mike Akey presented the **Spirit of OB Award**. Sadly, **Rich James** passed away in April. His brother, **Pat James** accepted the award on his behalf. Reminders of Rich can be found around Ocean Beach in each Community Mural. Kehoe also presented an award of appreciation in Rich's honor.

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General Committee Info: (check pg1 for more info)

- ◆ **ORGANIZATION:** 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.**



Ocean Beach Farmers Market
 Every Wednesday 4pm to 7pm
 Fresh vegetables, fruit, flowers, jams and jelly, plus fresh baked goods not to mention all the other fun things at the **OB Farmers Market!**



It's time to turn up the heat on energy savings

Early fall is an ideal time to prepare for winter heating. This is especially true if you're concerned about natural gas prices, which are expected to be higher this winter than last winter.

Get cash back on new equipment

One of the smartest ways to ease the impact of higher natural gas prices on your company's operations is to improve energy efficiency.

Among the 140 gas and electric measures that may qualify for rebates through SDG&E's Small Business Super Saver and Express Efficiency programs are: tankless (instantaneous) water heaters that conserve both natural gas and water; storage water heaters; boilers; insulation for pipes and tanks; and commercial food service equipment such as ovens, steam cookers, fryers and griddles.

Take advantage of 0% financing

Energy-efficiency upgrades also may qualify for **SDG&E's On-Bill Financing**. This program offers 0% financing for up to five years – and the convenience of paying on your SDG&E bill – for measures that cost \$5,000 to \$50,000.

Before buying new equipment or starting energy-efficiency projects, be sure to call SDG&E's Energy Information Center at **1-800-644-6133** to verify that your upgrades qualify for available rebates or incentives. You'll also find rebate information and applications posted online at the Energy Savings Center, www.sdge.com/esc, along with links to training opportunities, online tools and tips, all designed to help your business save energy.

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

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District 2 City Councilman Kevin Faulconer and **County Supervisor Greg Cox** each expressed appreciation for the OB MainStreet Association and its Board and volunteers.



- **Newport Quik**, “Best New Patio Dining “
- **OB Surf & Skate Shop**, “Excellence in Customer Service”
- **Roots**, “Best New Vegetarian Cuisine”
- **The Closet**, “Best Major Renovation”

David Smedley, Chair of the Clean OB Sub-Committee presented



- **Jungle Java**, “Pride of Proprietorship” for keeping its storefront clean and well-kept on a daily basis
- **Donna & Alf Kargaard**, “OB Volunteer Clean Up Award”. The audience gave the couple a standing ovation as Smedley explained the Kargaard’s travel from Temecula to OB on a regular basis to clean the Sea Wall at the foot of Newport Ave.

Cordelia Mendoza, Chair of the Promotion Committee, presented awards to businesses that brought people and business to Ocean Beach”

- **South Beach Bar & Grill**, “National Spotlight on OB”
- **Hodads**, “National Spotlight on OB”
- **Olive Tree Marketplace**, for its efforts in promoting and marketing “Shop Local”
- **The Black**, for celebrating 40 years of successful business in OB
- **Winstons**, for bringing National Entertainment Talent to OB
- **OB People’s Food Co-op**, for “Promoting Healthy Community Lifestyle”
- **Noah Tafolla**, for his work in documenting the ongoing history of Ocean Beach



St. Madeline’s Sophies Center, an organization based in San Carlos for adults with developmental disabilities also received a standing ovation when they accepted their Appreciation award for their “Beach Cleanup Efforts”.

Mike Akey, on behalf of Design Committee Chair **Barbara Iacometti**, presented Design awards to:

- **The Arizona**, for its “Interior and Exterior Historic Renovation”
- **Pirates Cove Coffee** for its “Creative Theme Design”
- **Cottage Antiques**, “Most Creative Use of Commercial Space”
- **Belle Maison Seacoast Interiors**, for “Best Interior & Exterior Design”



Julie Klein, of the Crime Prevention Sub-Committee, presented **Officer Gerry Waclawek**, **SDPD**, with his award for “Community Service & Commitment to OB”.



Mike Akey, President of **OBMA** presented a special award to **Point Loma Masonic Center** - Community Partnership Award.

All photos provided by **Saffran Photography**

Heather Clarke, Chair of the Economic Restructuring Committee presented awards to

- **OB Noodle House**, “Best New Ethnic Restaurant”



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Once again, the OBMA staff would like to thank its 14-member Board of Directors, its many volunteers, the Awards Night sponsor, businesses who donated and all who attended for all their support.



Huge thank yous to our Awards Night Sponsor:

Union Bank



Food, Drinks and More from Donors

The Vine Wine Bar

Jungle Java

Beach Sweets

Crave's Café

CJ's Bakery

OB Peoples Food

Subway

Olive Tree Marketplace

Roots

Bar-b-que House

Livingston's Chicken

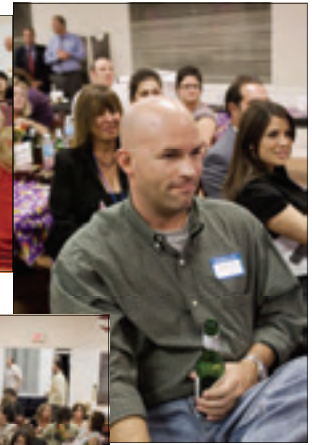
O'Bistro

Alessandra's Flower Garden

Fuentes Flowers

San Diego Bay Flower Co.

Their generosity made the night really special.



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?

Surf Side Cuisine Professional Services "With a Personal Touch" just wanted to remind everyone to book their Holiday Party ASAP. If you're hosting a company gathering, private dinner party or have guests flying in from out of town, let Surf Side Cuisine custom design a gourmet feast without having to do all the shopping, cooking and cleaning. For more information, visit our website at www.surfsidecuisine.com or call Chef Billy Joyce at 619-992-SURF (7873).

Cape Construction, Inc. is locally owned and operated in Ocean Beach. 20 years of service and detail oriented. New construction to kitchen and bathroom remodels as well as room additions. No job too small. Contact Mike at Cape Construction at 619-225-9917

November is a time to stop and give thanks to all who have been a significant part of our lives. Show gratitude to those you love by giving the gift of MASSAGE! As my gift to you, throughout the month of November, buy a gift certificate and take \$10 off! Hurry . . . The holidays are just around the corner. **Marys Therapies**, 619-224-1843.

Reprinted excerpts from Chicago Tribune online story.

New TV show "The Ex List" blooms with vintage style

Beachy vintage style makes 'Ex List' apartment a star

By Shaila Wunderlich | Chicago Tribune reporter
October 12, 2008

INSPIRATION: Beach girl Bella Bloom has been tipped off by a psychic that somewhere among her many ex-boyfriends lies her future husband. Watching her revisit one old flame after another as she works in her flower shop and chills in her unassuming apartment, viewers learn that her design taste is as eclectic as her taste in men. "Bella's look is Southern California with accents of Polynesia, Japan and [Hawaii](#)," says Gary Frutkoff, production designer. "It's eclectic seashore."

"Bella lives in Ocean Beach, an area of [California](#) full of fun little antiques stores," Brownell says. "Bella is laid-back just like everyone else in Ocean Beach. They tend to care more about lifestyle than they do about material possessions."

Welcome New OBMA Members

Cape Construction

4855 Voltaire St.

619-225-9917

Contractor & Handyman Services

George Murphy

Cable Street Property

619-224-8898

Property Owner

OB Oktoberfest was fabulous this year!

Lots of great weather, lots of people and lots of shopping made a great day of fun in Ocean Beach. We heard from many merchants who had a banner day on Oct. 11th. Thanks for letting us know! We love to hear good news.

Indulge in a Fall Ritual at **Peak Performance Holistic Therapies**. Three unique services to balance body and mind and keep you feeling great throughout the season. Our rituals include a pumpkin and oatmeal body scrub complete with a head to toe massage to revitalize dry skin and ease muscle tension (90 minutes \$115), a pumpkin enzyme facial that is packed with antioxidants to renew and soften the skin (60 minutes \$75), and an immunity boosting acupuncture session (30 minutes \$40). Book all three and save \$15. Contact Peak Performance to reserve your ritual (619) 222-5559. www.peakperformancemassage.com

OB Local Business Directory 2009-2010

If you haven't updated your listing or placed your ads, don't delay. Contact the OBMA Office at 224-4906 or drop by and we will help you with any questions. 1868 Bacon Street. 23,000 copies will be printed and distributed.

SHOP LOCAL

AND IMPROVE THE ECONOMY!

How much of your shopping dollar is retained in your community?

6 cents of every dollar spent with a Big Box retailer is retained/recirculated in a community.

Source: Rocky Mountain Institute

20 cents of every dollar spent with a chain store is retained/recirculated in a community.

Source: Small Business Administration

60 cents of every dollar spent with a sole proprietorship is retained/recirculated in a community.

Source: Small Business Administration. Reprinted from Barbara Wold, Professional Speaker's email.



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 THANKSGIVING!

OceanBeachSanDiego.com . . . For all your information!

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Parade Applications



are available from
Kelly at 619-339-5325
or email

obparade@yahoo.com
Applications are in our
office. The more busi-
nesses that have a float, the better.

What's Happening Around Town !

- | | |
|---------------------|---|
| Wed. Nov. 5 | OB Farmers Market 4pm-7pm |
| Tue. Nov. 11 | OB Restaurant Walk 5pm-9pm |
| Wed. Nov. 12 | OB Farmers Market 4pm-7pm |
| Wed. Nov. 19 | OB Farmers Market 4pm-7pm |
| Wed. Nov. 26 | OB Farmers Market 4pm-7pm |
| Thur. Nov. 27 | Thanksgiving All Day |
| Sat. Nov. 29 | Newport Nights Art 7pm-10pm
Happening in downtown OB |
| Tue. Dec. 2 | OB Tree arrives in town at noon |
| Wed. Dec. 3 | Holiday Storefront Decorating Contest
Judging after 5pm |
| Wed. Dec. 3 | OB Farmers Market 4pm-7pm |
| Thur. Dec. 4 | OB Tree Auction at Sunshine Co. (21 & up)
6:30pm-9:30pm |
| Sat. Dec. 6, 13, 20 | OB Craft Fair 9am-3pm, foot of Newport
See Santa from 11am-1pm. |
| Sat. Dec. 6 | OB Parade at 5:05pm OBST |
| Sun. Dec. 7 | Sandy Claws at Dog Beach 10am-1pm |
| Sun. Dec. 16 | Holiday Homes Decorating Contest—the
best dressed 92107 homes will be judged
Call Mike at 316-3403. |

