



Ocean Beach MainStreet Association NOVEMBER 2010 NEWSLETTER

BOARD OF DIRECTORS

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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

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Smedley, Gallagher & Gee, LLP

Yvonne Cruz
Surf'n Sea Wetsuits

Gary Gilmore
Gary Gilmore GOLDSMITH

Dave Martin
Shades Oceanfront Bistro

Barbara Iacometti
Details SalonSpa

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
Rebecca Saffran, Program Manager
David Klamam & Community Crops, Market Managers



November Meeting Calendar

Tues. Nov. 2	2:00pm	OBREG Meeting
Fri. Nov. 5	8:30am	Promotion Committee
Tues. Nov. 9	8:30am	Design Committee New date this month
Wed. Nov. 10	8:30am	Finance Committee
Wed. Nov. 10	Noon	ER Committee
Thur. Nov. 11	Noon	OBMA Board Meeting
Tues. Nov. 16	8:30am	Crime Prevention Meeting
Sat. Nov. 20	7am -	Decorate downtown OB
Office Closed - Thanksgiving Day & Fri. Nov. 26th		
Meetings in OBMA Office unless otherwise noted.		



Annual OBMA Awards Celebration

During their Annual Awards Celebration, the Ocean Beach MainStreet Association said "Thank you" to outstanding businesses and community members who made significant achievements in the last year. With food donated from over 30 local restaurants and an amazing turnout, a great time was had by all.

Awards for the Promotion committee:

- Hodad's: CNN Award for their national recognition
- Terriers: Community Partner Award for their spotlight on Ocean Beach and cooperative filming efforts with local businesses.
- Dreamgirls Clothing Co.: Business Award for their many years in business in downtown Ocean Beach.
- Shannon Brown, Brown Marketing: Community Volunteer Award for her work with OBMA and the new OB Restaurant & Entertainment Group (OBREG).
- Dave Martin and Kevin Alsobrook, OBREG: Best New Marketing Promotion Award for their efforts in getting OBREG established.

Awards for the Design committee:

- Young At Art Children's Creative Center: Beautification Award for their work on the corner of Newport Ave. and Cable St.
- Pizza Port: Best Remodel Award for their interior and exterior remodel of an old building.

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We know you are all busy but please, please **decorate** your windows, stores and offices inside and out for the holidays.

We suggest that you make a plan, gather all your decorations, order any banners you might need, and test all your strands of lights. Decorate either

the weekend before Thanksgiving or the Friday after Thanksgiving. Enlist some friends to help you!

We will have lots of folks in town during Thanksgiving and it makes most people feel happier when merchants and business owners take the time to make their shops and businesses festive.

Let's face it. It has been a tough year for many people . . . so let's celebrate our good fortune of doing business in Ocean Beach.

You might consider some holiday smells like gingerbread cookies or spices that make people smile. Pick some holiday music to play in your shop or office that reflects your musical tastes and gives your business its own personality.

Leave your lights on during the evening hours with a timer set at midnight. We have many shoppers walking around at night and they like to look at store windows that are decorated for the holidays.

Watch for your OBMA Holiday Packet next week.

And remember, the Holiday Storefront Decorating Contest judging is at 5pm on Wed, Dec. 1st.

Ocean Beach Farmers Market

Every Wednesday

Nov. 3 - 4pm - 8pm

Nov. 10 starts - 4pm to 7pm

Fresh vegetables, fruit, hummus, pizza, flowers, jams and jelly, plus fresh baked goods not to mention all the other fun things including music at the OB Farmers Market!



We're all watching . . . TERRIERS



Our new TV series produced by Twentieth Century Fox starring Donal Logue and Michael Raymond-James is heating up. **Terriers** airs **Wednesday nights at 10:00pm** and previous episodes can be viewed on <http://vod.fxnetworks.com/watch/terriers>. The show is edgy and fresh and of course Ocean Beach looks terrific. Locations throughout San Diego have been featured including Balboa Park, Black's Beach, the Del Mar Fairgrounds and the Santa Fe Train Depot. Many local businesses have also been seen such as the Cohn Restaurant Thee Bungalow as well as the Old Townhouse Restaurant in OB. Check out <http://terriers.blogs.fxnetworks.com/> for behind the scenes production videos from *Terriers*.

Nov. 9th Annual OB Restaurant Walk

Over 40 Local Restaurants and businesses participating!

Tickets are \$15 each and are now available at:

Dog Beach Dog Wash, 4933 Voltaire St. 523-1700

Bone Appetit Pet Store, 4845 Newport Ave. 226-6250

Indulgence Hair Salon, 4956 Newport Ave. 225-8854

Lucy's Tavern, 4906 Voltaire St. 224-0834

San Diego Bay Flower Co., 4822 Santa Monica Ave 222-5400

Sunshine Company, 5028 Newport Ave. 222-0722

Surf n' Sea Wetsuits, 1874 Bacon St. 222-1231

OB MainStreet Association, 1868 Bacon St. 224-4906

O.B. Farmers Market, Wed. 4900 Newport Ave.

General Committee Info: (check Calendar pg 1)

◆ **ORGANIZATION:** (Exec. Officers meet 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 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



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!

Congratulations to winners of the OB Town Council Annual Awards

Last Tuesday night, October 1, the Ocean Beach Town Council and members of the OB community gathered at Shades Oceanfront Bistro for their annual appreciation banquet. Shades closed their establishment that night to host the banquet. The OB Town Council, with the help of Ocean Beach residents and volunteers, works to provide a forum for the community to discuss important issues, promotes beautification of Ocean Beach through special projects. In honor of Ocean Beach residents and OBTC members who went above and beyond, **Certificates of Appreciation** went to: Retiring OBTC Board members Mark Shields, Susan Reed, Larry Wasserman and Ronnie Shamoun; along with Katherine Fortner, Susan Davis rep since 2007; SDPD Western Division Community Relations Officer David Surwilo; and Tony George, of Pt. Loma Landscape.

Special 2010 "OBie" Awards went to:

Community Partner: Ocean Beach MainStreet Association (accepted by Mike Akey, OBMA board president)

Cultural Contribution: Janis Ambrosiani, for her work on the OB Community murals

Programs for Youth: OB Rec Center (accepted by Monica Honore)

Volunteer Service: Jerry and Carol Sanders

Clean Beaches: St. Madeleine Sophie's Center (accepted by Martin Breceda)

"Green" Building: hanna gabriel wells ARCHITECTS (accepted by Randy Hanna)

Gardens and Parks: Louis's Secret Garden

Community Renewal: Gary Wallace

Humanitarian Service: Claudia Jack

Citizen of the Year: Denny Knox

Kevin Faulconer, Susan Davis, Lori Saldana, and Greg Cox also attended.

For more information about the Ocean Beach Town Council and their service to Ocean Beach residents, please visit <http://www.obtowncouncil.org>.

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?

FABULOUS FALL GARAGE SALE, November 6, 8am-1pm at **THE OASIS CHRISTIAN FELLOWSHIP**, 2051 Sunset Cliffs Blvd. (Bethany Lutheran Church parking lot), Fantastic bargains! Gorgeous holiday decorations! 619-249-0503

Tree of Life presents... A Holiday Handmade Gift Faire
A celebration of unique gifts and curios, designed and created locally. Magical treats and treasures! All manner of handmade wares! Unique hand crafted gifts! A one-day event showcasing several local purveyors of handcrafted goods. You'll find many unique, creative and high-quality gifts for all your holiday shopping! Avoid the malls, shop local! **Saturday November 6th** 12-7pm, delicious treats served all day! At Tree of Life, 4870 Santa Monica Ave., Ocean Beach. (619)223-3970 www.treeoflifestore.com

"Thank you, OBMA and Saffran Packaging, for helping us with our August Book Drive!" On September 1 **Mom to Madre** delivered 25 bags of books for low-income families at Ocean Beach Elementary School. Each bag had 10 books for kids (including one new one) and a cook book for the families. They also donated a complete set of Harry Potter Hardcover novels to the school. **Mom to Madre** hosted a literacy table at OB Elementary's Back to School Night on September 30 and donated 26 more books to families. Visit <http://momtomadre.org> or call 619 309-5151 for more information.

Happy Healthy High Horny Herbs Happy Healthy High Horny Herbs is a chain from Australia and has been around for 18 years in Australia with 25 shops there, covering every territory. They

Welcome New OBMA Members Happy Healthy High Horny Herbs

4810 Santa Monica Ave.

619-677-2739

happyhighherbs.com

Herb Store

OB Barber Shop

4966 Santa Monica Ave. #D

619-450-6565

Barber shop

went Global a year ago with our first international shop being Tempe, Arizona; shortly thereafter followed by New Caledonia and London... and now OB!! They have a vast range of herbs for all occasions, including romance, anxiety, health & wellbeing, magical, smoking, quit smoking & energy. Their mission statement is "Promoting the appreciation, education, benefits, culture and freedom for all natural plants. Amanda & Duane Costea at Happy Healthy High Horny Herbs, 4810 Santa Monica Avenue (opposite the Library) – Ocean Beach - San Diego –CA 92107
email: obstore.sd@happyhighherbs.com
Web: www.happyhighherbs.com

Sunset Cliffs Surfing Association will be helping the OBMA hang holiday decorations (bows and garland). If you want to help, we will be decorating downtown Ocean Beach for the holidays on Saturday, November 20th at 7am. Yikes! That is early!
Please call Claudia at 224-4906 and let her know you will be coming! We'll have coffee and donuts!

OB Oktoberfest was a resounding success!

The crowds were huge and we have never seen so many attendees in costume! Everyone



seemed to be having a ball! The music was great, the crowd really enjoyed the sausage toss, the stein holding and the sausage eating contests. Many thanks to all of our volunteers



who worked the event including Joe Ewing who took lots of great photos! This event raises funds for the OBMA and OB Community Foundation to spend specifically in Ocean Beach.



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



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OceanBeachSanDiego.com for all your local information

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Follow us on Twitter:

<http://twitter.com/OceanBeachCA>

Fan us on Facebook too!

<http://www.facebook.com/OBMA92107>

Annual OBMA Awards . . . Continued

- **Ciao Bella:** Best Themed Remodel Award for their interior remodel.
- **Margarita's:** Interior Remodel Award for their interior revitalization.
- **Zed Electric:** Community Volunteer Award for their work on the OB Community murals.

Economic Restructuring committee:

Pizza Port was awarded again with the Positive Economic Impact Business Award. Community Player awards went to **Masonic Center, Starbucks, Torrey Pines Management, Seth's Chop Shop, and US Bank** for their various contributions to the Ocean Beach community.

The Clean OB committee recognized **Greg Hankins** for his work, while the Crime Prevention committee recognized the **SDPD Western Division, San Diego Park & Rec and Sunset Cliffs Surfing Association** for their efforts.

The Organization committee then recognized **Union Bank** and the **OB Town Council** as Outstanding Community Partners. Special awards were presented to **Heather Clarke, Cordelia Mendoza and Barbara Iacometti** for their exceptional leadership.



The OBMA said a sad farewell to **Heather Clarke**, manager of the **OB branch of Union Bank**. Clarke dedicated many hours outside her duties as bank manager to the community of Ocean Beach. She has recently been promoted to manage the Golden Triangle branch, and will be sorely missed in Ocean Beach.

Cordelia Mendoza, owner of **Cottage Antiques**, dedicates many hours chairing the OBMA Promotion Committee. The OBMA thanked her for her outstanding efforts and innovative approach to marketing and promotion of the OB business community.

Barbara Iacometti, co-owner of **Details SalonSpa**, chairs the OBMA Design Committee, along with the OB Street Fair committee. The OBMA recognized her for her generous efforts.

Thank you to all who volunteered, helped decorate, donated food, and made this event possible!

Watch our website for photos of the event. We will get them posted by Nov. 2nd. And thank you to all who attended, and hope to see you next year!

Holiday Spa Gift Package

Your package includes...

- Peppermint Foot Massage
- Chocolate Enzyme Facial
- 25 Minute Head, Neck and Shoulder Massage

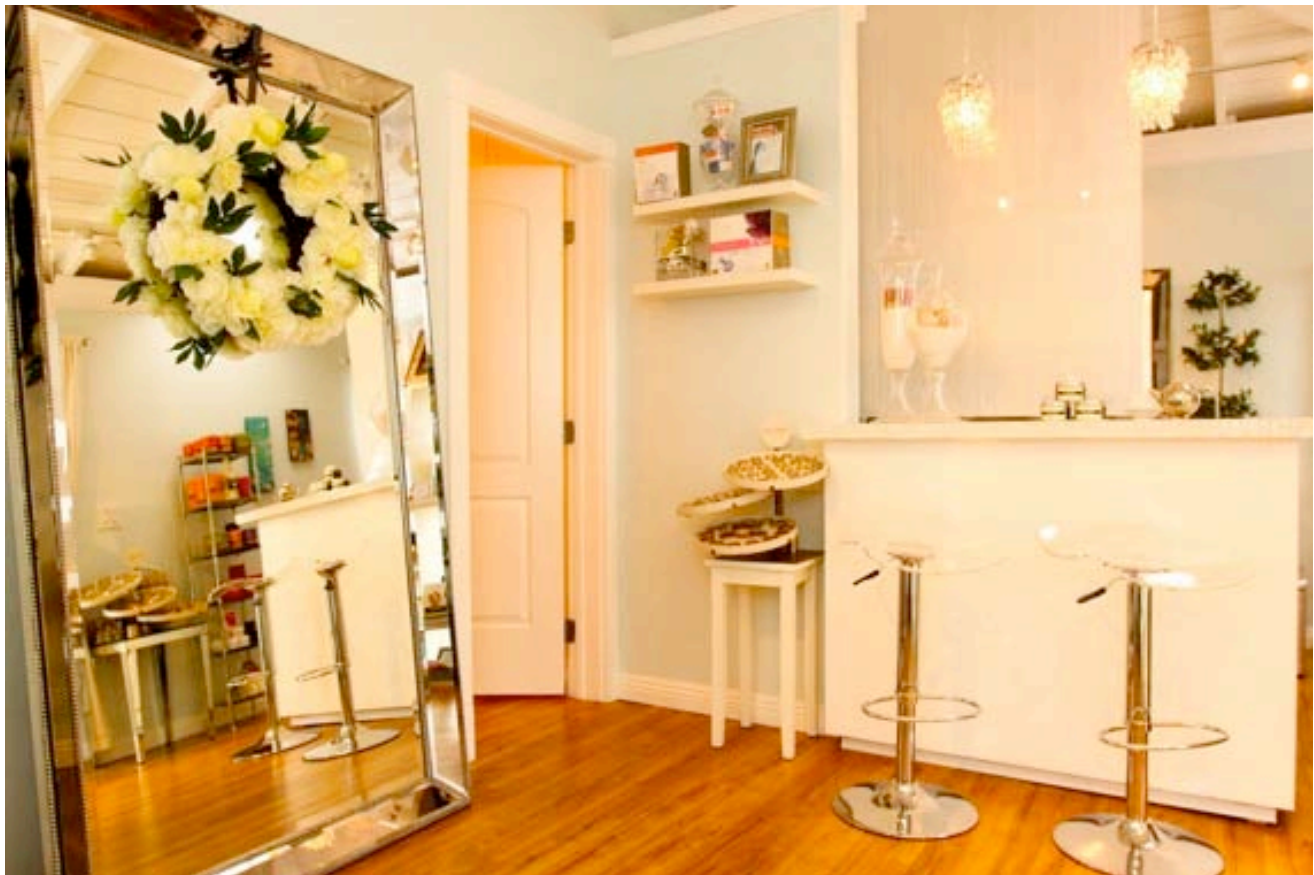
Only \$99

You save \$60



THE
SANCTUARY
Day Spa • Boutique • Tea

Voted best spa in 2010 by
Riviera Magazine



SAN DIEGO BAY FLOWER COMPANY



OPEN HOUSE



TUESDAY, NOVEMBER 9TH

5:00 pm– 9:00 pm

Wine and hors d'oeuvres

Live music

Fresh Flowers - Cards - Candles

Jewelry- Vintage & Handmade Gifts

**Stop by and check out our new look
& new holiday products!**

4822 Santa Monica Avenue (across from the post office)

San Diego, CA 92107 619-222-5400

O C E A N



B E A C H

MAINSTREET ASSOCIATION

**www.oceanbeachsandiego.com REACHES YOUR TARGET MARKET
Advertise Your Business on the OBMA Website Today!**

Online Advertising Opportunities:

- ✓ Quarterly Static Ad Placement
- ✓ Horizontal Leaderboard Premiere Placement
- ✓ Vertical Tile Ad Placement
- ✓ Business Highlight in the Online OBMA Directory



Your Ad Here



Ocean Beach MainStreet Association

 Search

- HOME
- ANTIQUES
- THINGS TO DO
- RESTAURANTS
- HOTELS
- EVENTS
- PHOTOS
- WEB CAM
- MAP
- CONTACT



OB LOCAL

- » Business Directory
- » Local Happenings
- » Business Specials!



LOCAL ADS

Elsbree House
Bed & Breakfast
Vacation Condo

UPCOMING

- » **Farmers Market WEDNESDAYS**
Wed, 10/20/2010 - 4:00pm - 8:00pm
- » **Dive-In Theater Wed. nights @ 10pm!**
Wed, 10/20/2010 - 8:00pm - 11:00pm
- » **TERRIERS on FX, WEDNESDAY NIGHTS @ 10pm!**
Wed, 10/20/2010 - 10:00pm - 11:00pm
- » **Pearl Pumpkin Carving CONTEST 8.30PM**
Thu, 10/21/2010 - 8:30pm

Welcome to Ocean Beach

- Farmers Market EVERY WEDNESDAY**
- Holiday Parade Saturday, Dec. 4th 5.05pm**
- Street Fair & Chili Cook Off Summer 2011**
- Oktoberfest Saturday, Oct. 9th**

OXYGEN

Olive Tree Marketplace
Buy 4 Bottles
Save 10% (Wine)
Click Here

#EATTON ACCOUNTANCY, INC

O C E A N



B E A C H

MAINSTREET ASSOCIATION

Why Should You Advertise on the OBMA Website?

- ✓ More than 38,000 unique visitors used our site last quarter
- ✓ Online visitors spend a little over 3 minutes on our site at one time
- ✓ Besides San Diego viewers, we show strong visitor penetration from:
 - Los Angeles
 - La Jolla
 - Poway
 - La Mesa
 - San Francisco
 - El Cajon
 - Del Mar
 - Bonita
- ✓ Almost half of the viewers that visit the site are driven by interest with the:
 - General Home Page
 - Web Cam
 - Chili Cook-off/Festival
 - Farmers Market
 - Restaurants
- ✓ OBMA uses social outreach like Facebook, Twitter and e-blasts to drive additional traffic to the site
- ✓ It's cost effective and easy to get started!



MAINSTREET ASSOCIATION

FIVE SIMPLE STEPS TO GET STARTED

1. Choose the ad size you would like to run / months:

- General Leaderboard Ad Placement (742w x 110h)
 - 3 months = \$150
 - 6 months = \$300
 - 9 months = \$450
 - 12 months = \$600

Total: \$ _____

- General Right Side – Tile Ad Placement (150w x 360)
 - 3 months = \$99
 - 6 months = \$198
 - 9 months = \$297
 - 12 months = \$396

Total: \$ _____

**Ads are randomly rotated to provide shared distribution placement*

2. Choose if you would like to pay for premiere positioning on our top 5 pages:

You can run on multiple pages with either size web ad, please add an additional \$20 per page that you would like to have your ad on. Check the additional boxes below.

- Home page
- Web cam
- OB Street Fair & Chili Cook-off
- Other _____
- Farmers Market
- Restaurants

Total: \$ _____

3. Mail this form and a check from total above to OBMA to secure ad space:

- Mail to 1868 Bacon Street, San Diego, CA 92106 **Final Total: \$ _____**

Submitted by: Contact: _____ Phone: _____

Business: _____ Email: _____

4. Email OBMA your ad in JPG format to info@oceanbeachsandiego.com

5. Receive an email confirmation from OBMA of receipt and posting of your ad.

Thank You!

If you have questions regarding advertising on the OBMA website, please call: 619-224-4906 or email: info@oceanbeachsandiego.com