



Ocean Beach MainStreet Association SEPTEMBER 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

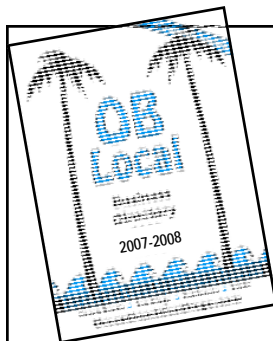
STAFF:

- Denny Knox, Executive Director**
- Claudia Jack, Associate Director**
- David Klaman & Community Crops,**
Market Managers
- Internet Service by **Nethere**

OBMA ANNUAL REPORT

Our Mission is to find a unique balance of economic development within a neighborhood setting and, through special events, to contribute to the health, welfare and pride of our coastal community!

This has been another wonderful year for the Ocean Beach MainStreet Association. Our active committees have accomplished so much. We have had many changes and improvements over the last fiscal year. Here is a list we have put together for you. This information is from July 2005 to June 2006 and starts with our Special Events > >>>>... see page 2 for more



2007-2008 OB Local Business Directory

You have **4** terrific opportunities to **Promote Your Business!**

Remember, over **20,000** copies will be printed. 13,000 of those copies are delivered

door to door.

The deadline is Sept. 29, 2006. Please don't miss out! This has been a terrific tool for our residents and visitors alike.

NOTE!

Call the OBMA Office for more information: **619-224-4906.**

September Meeting Calendar

- Fri. Sept 1 - 8:00 am Promotion Meeting
- OBMA Office
- Tues. Sept. 5 - 8:30 am Design Meeting
- OBMA Office
- Wed. Sept. 13 - Noon ER Meeting
- OBMA Office
- Thur. Sept. 14 - Noon OBMA Board Meeting
- OBMA Office
- Tue. Sept. 19 - 8:30 am Crime Prevention Meeting
- Newport Ave Antique Center, 4864 Newport Ave.
Come to the entrance off the alley

Congratulations on the election of our new Executive Officers

- President is Mike Akey, Pacific View Realty**
1st VP is Julie Klein, Julie Designs
2nd VP is Heather Clarke, Union Bank
Treasurer is Mike Stifano, Winston's
Secretary is Nedia Bacon, Theo's Restaurants

Many thanks to Scott Allgaier who has served for 3 years as our President. He is taking some needed time off and has stepped off the Board for a while. The Board of Directors has appointed **Craig Gerwig** from Newport Avenue Antique Center to finish Scott's term.



Ocean Beach Farmers Market

Every Wednesday
4pm to 8pm

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

Annual Report continued from page 1

SPECIAL EVENTS THAT WERE HELD: (from July 2005 thru June 2006)

Weekly OB Farmers Markets: A terrific weekly event that brought thousands of visitors and shoppers to the commercial district every single week. Many thanks to Apple Tree Market, Seth's Chop Shop and Starbucks who donated their parking lots for the event.

4th of July Ocean Beach Fireworks off the Pier: Another spectacular display and a continuation of our commitment to ongoing community events.

1st Annual OB Jazz Festival: A unique partnership between Jazz88 and the OBMA that brought a great music event to the Ocean Beach Pier parking lot. It was so successful, we decided to do it again this year.

5th Annual Antiques on the Avenue: OBMA was a partner with the OB Antique Association. This expanded event included a large classic car show.

Women's World Longboard Championship: This one-time event was held at the foot of Newport Avenue. Both the OBMA and OB Community Foundation were involved in the event.

OBMA Awards Celebration: Union Bank again hosted and underwrote this lively and well-attended event that honored those who made this organization a strong and well-respected association.

OB Restaurant Walk: OBMA co-hosted this event for the OB Tree Committee (OB Town Council). Local restaurants participated.

Holiday Toy & Food Drive: We again formed a partnership with the OB Tree Committee to help with this important effort.

OB Community Workshop: We co-hosted a terrific community meeting with our new councilman, Kevin Faulconer, and discussed important local issues and possible solutions.

27th Annual Ocean Beach Street Fair & Chili Cook-Off Festival: This event ran so smoothly it scared us! It also proved that 130 volunteers can make terrific things happen.

SPECIAL PROJECTS FROM 2005-2006

Ocean Beach Tile Project: Completed phase 6 and started phase 7. We had a delay in the project due a discontinued tile color and our contractor was unavailable. We should be back on track soon.

2005-2006 OB Local Business Directory: Continued to distribute the remaining copies (of the original 20,000 copies). This has been the single most effective advertising vehicle for the OBMA.

Newport Avenue Maintenance Assessment District The OBMA continues to manage the Newport Ave. MAD which is financed by property owners fronting on Newport Ave.

Last year we . . .

- Emptied 51 trash cans 5, and when needed, 6 days per week
- Power washed the sidewalks as often as financially possible (once monthly and for special events)
- Replaced all the trash can lids with new ones
- Maintained the planter beds around the palms
- Repaired fencing around palms
- Detailed (swept) the gutters and sidewalks twice weekly
- Repaired and replaced electrical boxes on lampposts
- Painted the curbs around the planter beds

. . . Continued on page 3

Every Day should be Hold On To Your Butt Day!!!

The 6th annual Hold On To Your Butt Day embraces grassroots activism and calls for supporters to raise awareness about the Hold On To Your Butt anti-cigarette litter campaign. The kick-off was on Aug. 17th. In addition to holding signs to raise awareness volunteers were also cleaning along Newport Avenue and at the park as well.

A press conference at the foot of Newport Ave. unveiled the new outdoor ashtrays for OB and raised awareness about the upcoming smoking ban for San Diego City beaches and parks. Surfrider San Diego has generously purchased 30 outdoor ashtrays for a pilot rollout, and has partnered with the Ocean Beach MainStreet Association and local businesses to maintain them. The outdoor ashtrays are self-contained, rustproof, stainless steel with an upscale polished finish. Each will carry a message encouraging smokers to do their part to prevent cigarette litter. If Surfrider is successful in Ocean Beach, they will roll out the program countywide.



L to R: Councilman Madaffer, Julie Klein, John Little, Councilman Faulconer, Denny Knox, and Mike Akey

photo by Johnny Pappas

Ocean Beach MainStreet Association
STATEMENT OF ACTIVITIES
 July 2005 - June 2006

Ordinary Income/Expense

Income

42030 - LMD-REIMBURSEMENTS	38,845.85
41000 - SBEP GRANT	16,071.59
40020 - BID REIMBURSEMENT	19,294.18
40030 - ASSOCIATE MEMBER DUES	5,065.00
40040 - EVENTS & PROJECTS INCOME	232,181.37
40105 - CONTRIBUTIONS	1,282.50
40130 - GRANTS	15,958.00
40120 - PROMO PRODUCTS SALES	2,791.00
40115 - WEB & NEWSLETTER ADVERTISING	40.00
Total Income	331,529.49

Expense

55000 - LAND MAINT DISTRICT	39,358.38
60000 - EVENTS & PROJECTS	96,850.06
50010 - ORGANIZATION	165,878.69
51510 - PROMOTION (not including Events)	26,955.88
52010 - DESIGN	3,623.61
Total Expense	332,666.62

Net Ordinary Income

Other Income/Expense	-1,137.13
70010 - INTEREST INCOME	1,544.86
Total Other Income	1,544.86
Net Other Income	1,544.86

Net Income 407.73

DRAFT PENDING YEARLY AUDIT

STATEMENT OF FINANCIAL POSITION
 As of June 30, 2006

ASSETS

Current Assets

Checking/Savings

10015 - SD NATIONAL BANK CD	41,823.71
10020 - UB SPECIAL PROJECTS ACCT 0994	7,941.06
10060 - UB OBMA GENERAL- 0952	6,784.75
10070 - UB LMD-0960	1,042.09
Total Checking/Savings	57,591.61

Other Current Assets

10132 - LOAN RECEIVABLES - LMD	3,000.00
Total Other Current Assets	3,000.00

Total Current Assets 60,591.61

TOTAL ASSETS 60,591.61

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

20275 - Loan Payable - OBMA	3,000.00
21010 - PAYROLL LIABILITIES	2,466.08

Total Other Current Liabilities 5,466.08

Total Current Liabilities 5,466.08

Total Liabilities 5,466.08

Equity

30010 - FUND BALANCE 54,717.80

Net Income 407.73

Total Equity 55,125.53

TOTAL LIABILITIES & EQUITY 60,591.61

DRAFT PENDING YEARLY AUDIT

Ocean Beach MainStreet
 Association's



Annual Report *continued*

The following goals of the Association are reflected in the work done by our outstanding committees:

- Improve the physical appearance of the commercial district.
- Build coalitions of diverse partners to meet the Association's goals.
- Offer promotional and marketing assistance.
- Strengthen the commercial district's economic base.
- Address quality of life issues.

OUR COMMITTEES ARE WORKING FOR THE BENEFIT OF THE ENTIRE COMMUNITY.

Promotion Committee:

- Developed a major marketing and promotional campaigns for summer special events and winter Holiday activities. Ran monthly ads promoting the Farmers Market and shopping locally. Ran event ads on TV, The Beacon, Union Tribune, Reader, and CityBeat.
- Promoted Ocean Beach as a great place to shop, dine and stay through rack cards that were distributed throughout San Diego and up to Orange County. Ran ads and calendar of events in *San Diego This Week*, *The Visitors Guide*, and *Peninsula Platinum Map* to reach visitors.
- Organized and promoted the Storefront Decorating Contest as well as distributed the Rockin' & Shoppin' in OB Holiday Advertising Package to members.
- Developed Keep OB-eautiful! with Surfrider San Diego Chapter
- Collaborated with OBLife.com to provide community with more internet sites about Ocean Beach.
- Provided cross marketing for members through Business Announcements in both the newsletter and on the website.
- Monitored and recommended changes to the OBMA Website. Developed an online store and a new Calendar of Events. Continued to reinvent our website to keep up with technology.

Economic Restructuring Committee:

- Surveyed the shopping public in order to take the pulse of Ocean Beach. Worked to make sure your businesses had the information you needed to improve your business.
- Compiled and provided a packet of statistical data about Ocean Beach available to each member of the association who requested it. (Available electronically or in printed form.)
- Attended Business Development Workshop.
- Reviewed and made recommendations about parking enforcement concerns.
- Organized the OBMA Awards Celebration
- Reviewed, promoted and finalized the PROW (Public Right of Way also known as the Café Seating ordinance)

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- Reviewed the goals of OBMA.
- Researched and discussed influx of ADA lawsuits in the area

Design Committee:

- Reviewed and made recommendations for plant and irrigation replacement/maintenance and streetscape changes.
- Reviewed and updated the Design Guideline Brochure. Brochures are available online or in printed form from the Office.
- Banners were ordered to replace worn banners, a new lighted holiday swag was purchased to span Newport Ave, and holiday decorations were changed to enhance their appearance.
- Worked with Cal Trans to install an Ocean Beach sign on I-5. Cal Trans said no but the committee is still working on it.
- Coordinated tree cleanup in commercial district.
- Developed OBMA Office mural with artist, Kim Howell.
- Reviewed problems with trash receptacles and made the decision to replace all the lids.
- Continued to work on solutions for the sign clutter and general disrepair of signage in the commercial district.
- Worked on the "Keep OB-eautiful!" campaign with Promotion Committee and Surfrider Foundation San Diego.
- Monitored the Tile Project and worked to find solutions to problems encountered.

Crime Committee:

- Worked closely with law enforcement to use police resources available to Ocean Beach. The number of police officers had declined and we fought for every hour that we had coverage in Ocean Beach.
- Oversees Police Trailer and allocates funds for maintenance of the restroom inside and trailer rental. Volunteers cleaned the trailer on a regular basis. This partnership with SDPD showed that we are part of the solution to solving crime in OB.
- Worked with SDPD for traffic & crowd control on 4th of July, Labor Day and Memorial Day.
- Reviewed, discussed transient related crimes.
- Provided incident reports for OBMA members to report criminal activity. Assisted SDPD with numerous criminal activity complaints from local residents and businesses.
- Worked with Graffiti Task Force
- Worked on problems with oversized vehicles

Finance Committee:

- Reviewed all financial issues and the previous month's financial statements before each monthly Board Meeting.
- Discussed and reviewed unusual expenses or special needs.

IN A NUTSHELL, LAST YEAR . . .

We learned from our surveys that the **best event** is the **OB Farmers Market** with the **OB Street Fair & Chili Cook-Off Festival** a close second. When asked the question "What brings you to OB?" the number one answer was the OB Farmers Market. Also, 37% either walked, rode a bike or took the bus to the market. That's incredible! It was exciting to know that thousands of shoppers and new visitors came to the Farmers Market every week this past year.

We also learned that the **number one concern** of residents was the need to have the sidewalks cleaned more often. Last year, along Newport Ave. sidewalks are cleaned once a month with some areas

spot cleaned in the middle of the month. This was paid for by the property owners through the Newport Avenue Maintenance Assessment District (MAD). Any increase in the number of cleanings would need to be part of a future fundraising campaign.

We spent nearly \$40,000 in the **Newport Avenue Maintenance Assessment District** which included gardening, sweeping, sidewalk cleaning and trash removal. We also invested another \$4400 in trash pick up and cleaning in the business district before and after special events.

We calculated the **number of volunteer hours** spent on behalf of our business district and community. It was a staggering 4,300 volunteer hours and it always seemed as though everyone was having fun doing it.

We invested \$34,600 in **general marketing and promotion** as well as Farmers Market, Street Fair, Fireworks and Holiday promotions.

We had **246 BID members** paying \$55 to \$90 per year in BID fees and **72 Associate members** paying \$70 per year in dues. The OBMA collected a total of \$24,359 in BID fees and Associate member dues. . . . yet, we spent \$108 per business just in marketing and promotion . . . not to mention all the other projects and the directory.

Our **Website** was a phenomenal success. We are happy to say that in the last 12 months we had over 217,000 site visits with 826,956 pages accessed. We also had a total of 8,037,850 hits. June and December were our highest months overall with July close behind them. Our **online business directory** was accessed more often as people spent more time on the site. The Association spent approx. \$6,604 to maintain and promote the website.

We sent out 12 issues of the **OBMA Newsletter** to over 325 businesses as well as local, state and federal representatives and other local civic organizations.

We printed **70,000 rack cards** promoting Ocean Beach and had them distributed throughout San Diego and Orange Counties to attract visitors to our shopping district.

We made over **160 member announcements** in our Newsletters and on the website in the past year. We listed another **36 new OBMA members** in our newsletters during the year.

The OBMA **supported many community organizations** by contributing funds and often volunteers to OBCDC Entryway Beautification Project, Robb Field, OB Tree events, Set Free and the OB Elementary School PTA . . . just to name a few.

We invested another \$3,114 in maintaining and paying the rental on the **Police Trailer** in the OB Pier parking lot. This resulted in an marked increase in police presence in our community.

We had the **newest community mural** (created at the 27th Annual Ocean Beach Street Fair & Chili Cook-Off Festival) installed at Rock Paper Scissors at 4976 Newport Ave. OBMA paid for the installation. We also worked on refurbishing many of the old murals.

Again, we met the requirements and received our **National Main Street Accreditation** as a National Main Street Association.

So yes, it was a terrific year and we are very thankful to our Board of Directors, all our committee members, event volunteers and merchants who donated goods and services to make Ocean Beach a great place to live, work and play. We are looking forward to another great year.

Denny Knox, Executive Director

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?

Dr. Warren M. Patch: A family practice for all ages and conditions, the Patch Spine Center offers traditional chiropractic, physiotherapy, exercise and posture training, diet and nutritional counseling, all in an inviting and comfortable beach setting. Grounded in the holistic principles of chiropractic science and philosophy, this is a fully integrated clinic with x-ray and therapy facilities. Plus, we provide Non-Surgical Spinal Decompression utilizing the Axiom Worldwide DRX9000, the most advanced combination of rocket science and common sense. From simple backache or headache to herniated disc with sciatic pain, you never have to leave OB to get professional, caring and personalized help. Serving the people of Ocean Beach since 1984. Located at 1952 Sunset Cliffs Blvd at Santa Monica Ave. 619-224-3301 or PatchSpineCenter.com

PLNU hosts the Third Annual Community Day. For the last 3 years, Point Loma Nazarene University has extended to the entire community an invitation to visit campus and experience all that PLNU has to offer. Saturday, Oct. 14th, is your chance to see it all for yourself as the school hosts the annual President's Community Day. From 10 am to 2 pm, men, women and children of all ages are invited to come enjoy a day food, fun and festivities. Activities include Free lunch and concert, Inflatable bounce houses, puppet shows, storytelling, athletic clinics for children, three stages of musical performances, Point Loma Artists painting on campus scenes in real time, prizes and a Red Cross blood donation drive. There will be presentations on the history of Point Loma and Madam Tingley. According to Joe Watkins, VP of community development, the purpose of the Community Day is to "help raise awareness of how the university contributes to the fabric of the community in a positive way." For more information please visit www.pointloma.edu/communityday

World Famous Dog Wash has a new owner! Her name is Carolyn Clinton and she is very excited about being a part of the OB Community. She brings 20 years of retail experience and a passion for animals. She has three dogs and a cat. Her services include: self and full serve dog washes and nail trims. She sells Frontline Plus and Advantage, toys, treats, dog food, leashes, collars and much more. Located at 4893 Voltaire St.. Her phone number is 225-1000.

Fredz Handyman Service is happy to announce their expanded weekend hours to better serve their community. They are the small job specialist for work around your house. Proudly serving the coastal areas for over 18 years. Interior painting, plumbing, small carpentry jobs, etc. Please call Fred for a free estimate at 619-223-9236.

Commercial Property Rental available Sept. 1, 2006. 1000 square feet for \$2100 per month located on Santa Monica Ave. For more information please call David at 619-252-9515. Aguilar Beach Homes

Welcome New OBMA Members

Alexander's Upholstering

4034 Wabaska Drive, San Diego, CA 92107 222-1345
Upholstering

Baby Me Forever

2180 Chatsworth Blvd., San Diego, CA 92107 225-2300
www.babymeforever.com Baby Boutique and Gifts

Dr. Pablo Liciaga, DDS

2115 Bacon Street, San Diego, CA 92107 224-2986
Dentistry, Cosmetic Dentist, Medical Services

Morland Apts, LLC

orementerprises@msn.com Apartment Rentals

Music As You Like It

Keith Danon 223-5732
Music and Entertainment for all your Events

Pat's Liquor

5096 Voltaire St., San Diego, CA 92107 223-3798
Liquor Store

Rosecrans 76

1076 Rosecrans, San Diego, CA 92106 224-2578
www.jmhoil.com Automotive Service, Gas and Smog Station

Saffran Packaging and Supply

4876 Santa Monica Ave, San Diego 92107 222-4876
www.saffranpackaging.com fax: 760-560-1616

Bone Appetit Ocean Beach Pet Supply located at 4845 Newport Ave. is now open 7 days a week to serve you! Hot? Sticky? Bored? Itchy? - We can solve ALL your pet's problems this summer! Bone Appetit stocks some of the most important items you'll need for your pets this summer - Advantage, FronlinePlus, Capstar, and flea control products for your home, hot-spot relief, de-wormers, sunscreen for pets, stress-relief products, and more! Don't forget a little indulgence - Frosty Paws ice cream for pets, Real Beef Marrow Bones, new Doggie Desserts, and over 50 kinds of biscuits and treats. Stop in with your pet for a FREE treat! 619-226-6250.

OB People's Organic Food Co-op asks that you please join them during the dinner hour for some of the best acoustic music in town. Never a cover and always delicious. Friday nights never sounded better. Bring the family, a friend or come alone and make new friends. Free of charge. Remember, Live Acoustic Music on Friday nights from 5:30pm to 7:30pm at OB People's Organic Food Co-op, 4765 Voltaire St. 224-1387

Supervisor Greg Cox invites you to attend

Point Loma and Ocean Beach Earthquake Safety Workshop

Tuesday, Sept. 12, 2006 from 6:30pm to 7:30pm

Ocean Beach Masonic Center

1711 Sunset Cliffs Blvd.

For more information: sdcounty.ca.gov/oes



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

OceanBeachSanDiego.com . . . For all your information!

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Save the date for our

Annual Awards Celebration

Thursday, October 26th, 2006

Masonic Center

1711 Sunset Cliffs Blvd.

6pm to 8pm

Hosted by Union Bank & OBMA

**Ocean
 Beach
 Jazz Festival**

**Sunday, Sept.
 10th**

**Tickets Avail-
 able
 at the Door!
 \$50 each**

**Hope to See
 You There!**

