



Ocean Beach MainStreet Association September 2007 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 Klamam & Community Crops,**
Market Managers
- Internet Service by **Nethere**

**Buy your Tickets at www.objazz.org
for Sunday, September 9, 2007**

Jazz 88

JAZZ FESTIVAL

Sunday, September 9, 2007 • Tickets on Sale Now!

Poncho Sanchez Band • Joey DeFrancesco Quartet
The Duke Robillard Band
Dave Pike Quartet with Mundell Lowe • Jazz 88 All Stars

Info and tickets: www.objazz.org

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 our Year in Review. This information is from July 2006 to June 2007 and starts with our Special Events. . .

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September Meeting Calendar

All meeting will be at the OBMA Office unless otherwise noted.

Tue. Sept. 4	8:30am	Design Committee
Fri. Sept. 7	8:30am	Promotion Committee
Wed. Sept. 12	8:30am	Finance Committee
Wed. Sept. 12	12 noon	ER Committee
Thur. Sept. 13	12 noon	Board of Directors
Mon. Sept. 17	8:30am	OB Clean Committee Newport Ave Antique Center
Tue. Sept. 18	8:30am	Crime Prevention Committee Jungle Java

Market your business

on the OBMA Web site at
www.OceanBeachSanDiego.com

Don't be left out . . .

**Call Rebecca at 619-224-4906
for an appointment to learn more!**



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SPECIAL EVENTS THAT WERE HELD:
(A year in review from July 2006 thru June 2007)

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.

2nd Annual OB Jazz Festival: A unique partnership between Jazz 88 and the OBMA that brought a great music event to the Ocean Beach Pier parking lot. The next one is coming up in a week or so.

OBMA Awards Celebration: Union Bank again hosted and underwrote this lively and well-attended event held at the Masonic Center that honored those who made this organization a strong and well-respected association. Attended by Mayor Jerry Sanders (who is really an Obecian at heart), City Councilman Kevin Faulconer, Congresswoman Susan Davis, and Assemblywoman Lori Saldana, everyone had a great time and a terrific dinner. Wow . . . it's almost time for the next one.

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

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

Congratulations on the election of our 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 Cordelia Mendoza,
 Cottage Antiques

OBMA hires Rebecca Saffran

We are so excited to have Rebecca on the team. She will be handling the advertising on our Web Site and will be working on the Tile Project among other jobs. Rebecca is a very talented journalist/photographer which brings a new dimension to our staff.

General Committee Info: (check pg1 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. Mike Stifano, Chairperson

♦ **DESIGN COMMITTEE:**
 Meets the first Tuesday of the month at 8:30 am
 OBMA Office. Beth Turner, Chairperson

♦ **PROMOTION COMMITTEE:**
 Meets the first Friday of the month at 8:00 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.



It is always more fun
to be involved in your community!

28th Annual Ocean Beach Street Fair & Chili Cook-Off Festival: This event ran so smoothly it scared us! It also proved that 140 volunteers can make terrific things happen.

SPECIAL PROJECTS FROM 2006-2007

Ocean Beach Tile Project: Completed phase 7. Although we had a delay in the project, we were able to complete phase 7 and make repairs to many of the broken tiles.

2007-2008 OB Local Business Directory: Our updated and expanded, newly improved business directory was another huge hit with both local advertisers and the community. We often hear that people refer to the directory as their "bible" for the community. What a nice complement!

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

Last year we . . .

- Emptied 38 trash cans five, and when needed, six days per week;
- Power washed the sidewalks as often as financially possible (once monthly and for special events);
- Power washed the sidewalks in the 4900 block every week after the Farmers Market;
- 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;
- And painted the curbs around the planters.

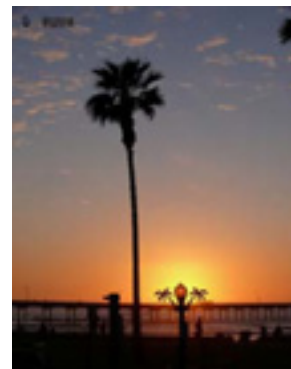


Photo by Joe Ewing

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Ocean Beach MainStreet Association
STATEMENT OF ACTIVITIES
 July 2006 - June 2007

Ordinary Income	
BID Assessments-reimbursements	17,586.95
Contributions	1,700.50
Grants	33,507.60
LMD—Reimbursements	50,180.90
Events/Projects Income	286,317.39
Association Member Dues	7,704.00
PROW Fees	525.00
Promo Products Sales	3,042.00
Web & Newsletter Advertising	1,774.00
Interest Income	<u>2,447.79</u>
TOTAL INCOME	404,786.13
Expense	
Organization	100,189.14
LMD	47,858.73
Events/Projects	125,924.07
Marketing & Promotion	<u>76,806.50</u>
TOTAL EXPENSE	377,484.69
Net Ordinary Income	27,301.44
Other Expense	
Depreciation	<u>2,583.00</u>
NET INCOME	24,718.44

Draft pending yearly audit

STATEMENT OF FINANCIAL POSITION
 As of June 30, 2007

ASSETS	
Current Assets	
Checking & Savings	68,514.60
Accounts Receivable	23,360.31
Other Current Assets	<u>14,000.00</u>
Total Current Assets	105,874.91
Fixed Assets	
Office Furniture & Equip.	16,572.08
Leasehold Improvements	1,107.47
Accumulated Depreciation	<u>-6,347.00</u>
Total Fixed Assets	11,332.55
Other Assets	
Security Deposit	600.00
TOTAL ASSETS	117,807.46
LIABILITIES & EQUITY	
Current Liabilities	
Accounts Payable	1,608.65
Credit Cards	963.14
Loan Payable—OBMA	3,000.00
Deferred Income	<u>2,249.00</u>
Total Current Liabilities	7,820.79
Equity	
Unrestricted Net Assets	85,268.23
Net Income	<u>24,718.44</u>
Total Equity	109,986.67
TOTAL LIABILITIES & EQUITY	117,807.46

Draft pending yearly audit

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The following goals of the Association are reflected in the work done by our out-standing 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 WORK FOR THE BENEFIT OF THE ENTIRE COMMUNITY.

Promotion Committee:

- Developed 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 our newly designed rack cards distributed throughout San Diego and up to Orange County. Ran ads and calendar of events in *San Diego This Week*, *The Visitors Guide*, and *the San Diegan Magazine* to reach visitors.
- Organized and promoted the Storefront Decorating Contest as well as distributed OB Holiday Advertising Package to members.
- Built and decorated the OBMA Christmas Parade float. It was awesome!
- Developed and reissued the 2007-2008 OB Local Business Directory; The most successful directory to date, with many improvements and the most ads ever sold. Delivered 16,000 door to door directories with volunteers and as an insert in the Beacon Newspaper.
- Continued our Keep OB-eautiful! Campaign.
- Developed monthly Email Blasts designed to promote upcoming events and to make announcements.
- Provided cross marketing for members through Business Announcements in both the newsletter and on the web site.
- Monitored and recommended changes to the OBMA Web site. Developed a totally new look for our website and launched it in early June. Continued to reinvent our web site to keep up with technology. The committee poured its heart into providing an advertising vehicle for local businesses on our website. This will be rolled out this coming fiscal year.

Economic Restructuring Committee:

- Surveyed the shopping public in order to take the pulse of Ocean Beach. Worked to make sure businesses had the information they needed to improve business.
- Made available statistical data about Ocean Beach which is available to each member of the association who requests it. (Available electronically or in printed form.)
- Reviewed 2nd Annual Jazz Festival surveys and made recommendations regarding the 3rd Annual OB Jazz Festival.

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- Reviewed and evaluated sales tax figures from the Ocean Beach business district.
- Organized the OBMA Awards Celebration
- Developed an annual work plan which included revisiting the Tile Project, reviewing the OB Local Consumer Survey and notifying members of issues that could affect them.
- Sent letters telling restaurants and bars about SDG&E's offer of rebates for low usage food service equipment.
- Reviewed and promoted the PROW (Public Right of Way also known as the Café Seating ordinance)
- Set up a basic Disaster Plan outline.
- Established the Clean OB Sub-committee
- Met with a window protection company and reviewed anti graffiti window films to help merchants deal with graffiti.
- Met with gift card company and analyzed benefits of a community gift card.
- Researched other non-profit organizations to see if OBMA could be improved.

Design Committee:

- Reviewed and made recommendations for plant and irrigation replacement/maintenance and streetscape changes. Paid special attention to planter box issues.
- Established the Green Sub-Committee to work on recycling and conservation of resources in the business district. Looked for ways to go solar and to encourage more recycling.
- Worked on a long term plan to rehab Veteran's Plaza.
- Provided the Design Guideline Brochure. Brochures are available online or in printed form from the Office.
- Replaced worn banners and hired new company to store and install banners and holiday decorations.
- 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.
- Completed two more phases of the Tile Project and worked to find solutions to problems encountered.

Crime Committee:

- Networked with all agencies including police, lifeguards, and Parks and Rec.
- 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.
- Oversaw Police Trailer and allocated 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 report forms 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
- Liaison with District Attorney's Office, City Attor-

ney's Office, District 2 City Councilman's Office as well as community resources and other business districts.

Finance Committee:

- Reviewed all financial issues and the previous month's financial statements before each monthly Board Meeting.
- Discussed and reviewed unusual expenses and/or special needs.
- Sought advice and made changes to accounting that would accommodate the Association's growth.
- Assisted with a full audit by Batten Accountancy.

Organization Committee:

- Employee reviews
- Organized Board of Directors retreat in Temecula
- President and Executive Director took classes and seminars at the National Main Street Convention in Seattle.

IN A NUTSHELL, LAST YEAR . . .

We learned from surveys, letters, emails and awards we received that the **best event in OB** is the **OB Farmers Market** with the **OB Street Fair & Chili Cook-Off Festival** a close second. It was exciting to find out how much people enjoy their time in OB. Thousands of shoppers and new visitors came to the Farmers Market every week during this past year.

Again, 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 were cleaned once a month and the 4900 block was cleaned every week after the Farmers Market. This was paid for by the property owners through the Newport Avenue Maintenance Assessment District (MAD) and the Farmers Market. The new Clean OB Sub-Committee was formed to look at doing the most with the least amount of money.

We spent nearly \$50,000 in the **Newport Avenue Maintenance Assessment District** which included gardening, sweeping, sidewalk cleaning and trash removal. Additionally, we also invested another \$4,400 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. Again, it was a staggering **4,500** volunteer hours and it always seemed as though everyone was having fun doing it. In fact, often volunteers just gave us a call at the office and wanted to know what they could do to help. That's the definition of "community" in my book!

We invested **\$57,224** in **marketing and promotion** which includes print and radio advertising, the Directory, newsletters, posters, our website as well as Farmers Market, Street Fair, Fireworks and Holiday promotions.

We had **266 BID members** paying \$55 to \$90 per year in BID fees and **113 Associate members** (the most we have ever had) paying \$70 per year in dues. Each member of the Association averaged \$151 in marketing and promotion benefit!

Our **web site** had another phenomenal year. We are happy to say that in the last 12 months we had over 240,000 site visits with 830,000 pages accessed. June and December were our highest months 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. \$8,675 to maintain and . . .

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?

At **Flex Loan Funding** we give our customers exceptional service with competitive rates. Our philosophy is simple: make our customers happy by treating them well, being honest, and finding the best loan with the best rate. Because we deliver this promise everyday, over 75% of our business is referral and repeat business, which in turn enables us to keep our rates low. As local OB residents, we're proud to help our community and its surrounding area. If you're looking for a refinance, purchase or home equity loan, call us today at 866-586-8911 for a free, no-obligation quote or visit us at www.flexloanfunding.com

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Welcome New OBMA Members

The Pelletier Company

4028 Wabaska Drive 619-222-1750

www.thepellco.com

Upholstery

Sea Trader Liquor & Deli

4696 Pt. Loma Ave. 619-223-3010

Blue Heron Cottages

Cable St. & Santa Monica Ave

619-546-5160

Vacation Rentals, Hotels/Lodging

Flex Loan Funding

Mark Chrisman

866-586-8911

www.flexloanfunding.com

relief from pain, better sleep, mood enhancement, and more. Call for a free phone consultation at 619-518-6608. Visit at www.sunsetcliffsbodytherapies.com

Saffran Packaging & Blue Frog has GONE POSTAL!

Saffran Packaging is now an Authorized United States Postal Service Retailer. We now offer US Postal Service in addition to FedEx Ground and Express services. Compare Domestic and International rates and services; choose what's best for you. We can put the correct postage on your mailings and send it on the way for easy mail services. Save time and let us do the work! New services include personalized Postage for Business and Family. Your postage can feature your business logo or family portrait. Each sheet of stamps has 24 imaged stamps that won't be overlooked by the recipient. - Call 619-222-4876 for information.

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promote the website. We sent out 12 issues of the **OBMA Newsletter** to over 425 businesses and local, state and federal representatives as well as 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 **90 member announcements** in our Newsletters and on the website in the past year. We listed another **70 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, OB Tree events, and the OB Kiwanis Kite Parade . . . just to name a few.

We invested another \$2,586 in maintaining and continued paying the rental on the **Police Trailer** in the OB Pier

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Ocean Beach MainStreet

Green Committee

supports the Point Loma High School

Foundation and

Alumni Association

You can help by

recycling your

used cell phones and

empty inkjet/laserjet cartridges

at the following locations:

OBMA Office

1868 Bacon Street, Ste A
San Diego, CA 92107

Please help us

KEEP **OB-EAUTIFUL!**

Bone Appetit

4845 Newport Ave.
San Diego, CA 92107

Java Jungle

5047 Newport Ave
San Diego, CA 92107





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

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OceanBeachSanDiego.com . . . For all your information!

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Insert: **AA San Diego Roof Co.**

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 lot. This resulted in a marked increase in police presence in our community even with the decrease in the number of officers available.
 We had the **newest community mural** (created at the 28th Annual Ocean Beach Street Fair & Chili Cook-Off Festival) installed at Newport Avenue Antiques, 4836 Newport Ave (in the parking lot). OBMA paid for the installation. We also worked with Rich James to refurbish many of the old murals.
 Again, we met the requirements and received our **National Main Street Accreditation** as a National Main Street.

The President, Mike Akey, and Executive Director, Denny Knox, traveled to Seattle to attend classes at the National MainStreet Conference in the spring.



So yes, it was another fabulous year and we are very thankful to our volunteer Board of Directors, all our committee members, event volunteers and merchants who donated goods and services to make Ocean Beach a greater place to live, work and play. We are looking forward to another prosperous and enjoyable year in such a unique community.

Denny Knox, Executive Director



2007 Annual
OBMA Awards Celebration
 Thursday, October 25th
 6:00pm til 8:30pm Awards at 7:15pm
*Come and Enjoy an evening of fun,
 food and spirits!*

Save the Date