



# Ocean Beach MainStreet Association

## SEPTEMBER 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, Programs Manager**
- David Klamam & Community Crops,**  
Market Managers

### **September Meeting Calendar**

- |                 |   |
|-----------------|---|
| Tue. Sept. 2    | 8.30am Design Committee                               |
| Fri. Sept. 5    | 8.30am Promotion Comm.                                |
| Wed. Sept. 10   | 8.30am Finance Committee                              |
| Wed. Sept. 10   | 12pm Economic<br>Restructuring Committee              |
| Thurs. Sept. 11 | 12pm OBMA Board                                       |
| Mon. Sept. 15   | Clean OB Sub Committee<br>Newport Ave. Antique Center |
| Tues. Sept. 16  | Crime Prevention SubComm.<br>Lighthouse Ice Cream     |

*Meetings are in the OBMA Office unless otherwise noted.*

**So Much Happening in OB . . .**  
Despite a tricky economy, Ocean Beach keeps humming along with new, exciting events & projects coming your way:



**Sunday, Sept. 7 -**  
**OB Jazz Festival**

Noon—7pm

*Tickets still available (as we went to press).*

**Friday, Oct. 3 -**  
**CBS TV**  
**"Ex List" Pilot airs**  
9pm

*We are putting together an event that night in many of the businesses that have TVs so we can watch the show together as a community. More info & plans to come.*



**Saturday, Oct. 11**  
**OB Oktoberfest**  
10am-8:30pm

**Thursday, Oct. 23**  
**Annual OBMA**  
**Awards Celebration**

6pm to 8:30pm

PL Masonic Center, 1711 Sunset Cliffs Blvd.



# No place like home . . .

By Rebecca Saffran

Hollywood seems to like this town, but no one loves it like a native. Noah Tafolla, creator and host of the *Wonderland* series on KPBS, grew up on Muir Ave., and made it his mission to show everyone he can just how wonderful his town is.

Still giddy from his latest editing session for his Del Mar episode, set to air Aug. 25, Noah said he covered the racetrack, and got to hold a million dollars. "It was amazing...bricks of \$100,000, five on each arm."

Called a "rare commodity" by CityBeat's Jonathan Rosenfeld, Noah's reputation lies in his genuine delight and an almost child-like curiosity about his surroundings: "I don't care how much money's coming in and out of there. I don't want to know the operation, I don't want to know all the technical stuff...I just want



to have fun, you know? Lay on the money, play with the money...be fun and goofy about it."

While Noah loves filming everywhere in San Diego, he explained "there's nothing like filming OB because I know every little nook and cranny and every little spot of this place, which is cool. That's why I've done 3

episodes here over the last 2 years...it just comes easy... I love it. I just love it."

"OB III", as Noah calls his latest installment of the OB series, includes some history, but moves into what makes OB what it is today—including bursts of Noah's signature spontaneity: while filming a story about açai bowls at OB Smoothie, he came across an electric skateboard. "I got to ride it, and was surprised at its power. It was random, and made it into the show. None of that is fake. Stuff just happens."

The most rewarding part of his work, Noah explained, is after the show airs. Small business owners featured in Noah's documentaries call him and say, 'People saw us on your show...we're busier than we've ever been.' That, for me, is the best."

Despite everything, Noah said he's nowhere near done with San Diego. "I've only just started. I love being an avenue for small businesses, and other personal interest stories. There's just so much."

With his natural curiosity, Noah proves just how much fun it can be to discover your hometown. To catch up with him and his *Wonderland* episodes, visit [www.wonderlandsd.com](http://www.wonderlandsd.com).

## 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. Barbara Iacometti, 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!



Recycle your used cell phones,  
empty laser &  
inkjet print cartridges

to benefit Point Loma High School Foundation and Alumni Association. Drop off places:

- OBMA Office, 1868 Bacon St.
- Bone Appetit, 4845 Newport Ave.
- Jungle Java, 5047 Newport Ave.

Visit the PLHSFAA web site at [www.plhsfaa.org](http://www.plhsfaa.org)

For more information, call Pat Baker, 619-223-9363

## NEWPORT NIGHTS

### Ocean Beach Art Walk

The last Saturday of each month

Sept. 27th - 7 pm to 10 pm

For Info: 619-222-0836 [www.NewportNights.org](http://www.NewportNights.org)



## Ocean Beach Farmers Market

Every Wednesday 4pm to 8pm

Fresh vegetables, fruits, flowers, jams and jelly, plus fresh baked goods including all the other fun things at the OB Farmers Market! We have all kinds of new things happening at the OB Farmers Market with exciting artisans in the craft section. We have a Farmers Market Subcommittee, chaired by Gary Gilmore, that will help



David, our Market mgr, with all the artisans in the Market. Also, we have done a facelift on the market over the last 4 weeks. It is looking better than ever.

We don't know if you noticed but Bravo TV had *Top Chef* here last month and *Apple Computers* filmed a commercial on site last week.

The office staff is busy fielding calls from visitors interested in coming to the Market. Our targeted visitor advertising is really working.

# 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?

Janet Pena, owner of **Tempress**, had a couple of great things happen. Recently, her store was featured on *San Diego Living on Fox 6 News*. You can see the video at this link . . . Just find the one called "Celebrate National Underwear Day in Style" <http://www.sandiego6.com/content/sandiegoliving/default.aspx> Also, her band, the Corvelles <http://www.corvelles.com> got nominated for a San Diego Music award for "Best Cover or Tribute Band"! Congratulations to Janet. Tempress, 1918 Bacon St. 619-224-2284.

**The Sanctuary OB** . . . This celebrity spa haven is embraced for it's private allure and pampering, from the complimentary foot massage to the world class organic tea bar. The Sanctuary OB is fit for a king and tied up in a bow for his queen. Visit them at 1955 Cable St., San Diego, CA 92107 619-861-8351 or book online at [www.thesanctuarytoday.com](http://www.thesanctuarytoday.com)

**Point Break Finance** is helping sponsor the **Rock Against Leukemia & Lymphoma Concert Benefit @ Dreamstreet** on Sat. Sept. 20th, 7pm-1am. All proceeds benefit the Leukemia & Lymphoma society. We are proud to have some of San Diego's best in rock music helping the cause, including OB's Own Silver Side with special guests. Thanks for all the support from local OB businesses. If you are interested in sponsoring a raffle package or donation, please contact Saira Jhutti by phone 619-222-9359 or e-mail [sairajhutti@hotmail.com](mailto:sairajhutti@hotmail.com) <http://pages.teamintraining.org/sd/nikesf08/sjhutti> Point Break Finance is a new member. Welcome.

## Welcome New OBMA Members

### Beauty and the Beach Hair Salon

4727 Point Loma Ave., 221.9192  
Hair Salon

### The Sanctuary Day Spa

1955 Cable St., 861.8351  
[www.thesanctuarytoday.com](http://www.thesanctuarytoday.com)

### Turtle Dubbs

4914 Voltaire St., 961.6434  
[www.TurtleDubbs.com](http://www.TurtleDubbs.com)

Retail and Resale Clothing and Fashion

### Procoat Painting Lic 806008

[www.ProcoatSanDiego.com](http://www.ProcoatSanDiego.com)  
619-454-7043

Painting Contractor

### Point Break Finance

4870 Santa Monica Ave. #1c, 619-222-9359  
[www.PointBreakFinance.com](http://www.PointBreakFinance.com)

Real Estate Loans

### Ocean Beach Equipment Rentals

2186 Bacon St. 619-224-2977  
Equipment Rentals

### The Tilted Stick

4970 Voltaire St. 619-222-6895  
Bar & Restaurant

## 2009-2010 OB Local Business Directory

*We are just starting to get out the renewals & applicatons for the upcoming printed directory. Please watch for it in the mail!*

## Ocean Beach Welcomes Azúcar

Open since July 3, 2008, Azúcar has enjoyed a positive reception by OB residents and visitors alike. The warm, inviting custom paint and modern lighting as well as the giant plasma screens that display their coffee and food selections create a friendly, relaxing atmosphere to grab coffee and a pastry in the morning, or a quick bite for lunch or dinner.

When you have the chance to check out Azúcar, definitely try their mojito cookie, which has received rave reviews from its patrons. According to owner Vivian Hernandez-Jackson, the mint used for the cookies is ground with sugar to get the oils out, creating a lighter, cleaner flavor. It's blended with the perfect



amount of sugar and baked to a crisp lightness on the outside and moistness on the inside.

Aside from their famous mojito cookies, there are other "can't leave OB without trying it" items that include their coconut cupcakes, scones (especially their ginger variety), diablo dessert for chocolate lovers, and for a more traditional dessert, flan, which comes from a recipe handed down to Hernandez-Jackson from her mother. The secret ingredient in her flan is cream cheese, which makes the traditionally custard-like consistency thicker and denser.

From traditional Cuban to Cuban with flair, Azúcar offers something for everyone.

Hours Mon-Sat: 7 a.m.-7 p.m., Sun: 8 a.m.-5 p.m.  
Location: 4820 Newport Avenue, San Diego, CA 92107

[www.ILoveAzucar.com](http://www.ILoveAzucar.com) Telephone: 619-523-2020

Article by Mark & Alex Chrisman, Photo by R. Saffran





### Ocean Beach MainStreet Association

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OBMA Annual Report will be in the October Newsletter

## OceanBeachSanDiego.com . . . For all your information!

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### Merchants! Let's throw a party for the pilot episode of The Ex List

The new CBS show **The Ex List** airs on Friday, Oct. 3rd at 9pm. Please let us know if your business has TVs and if you want to participate in a community event to watch the new show that features all kinds of places in Ocean Beach. The show could be a huge success and we want to help you participate in that success. **Call us at 619-224-4906.**

**Check out the new sign** at Newport & Sunset Cliffs Blvd. It was donated by the **OB Community Foundation.**



Many thanks to **US Bank** for giving us the wall to put it on.

**www.OBoktoberfest.com**