

BOARD OF DIRECTORS

Barbara Iacometti, President

Details SalonSpa - Executive Comm Chair

Julie Klein, 1st Vice President

Julie Designs - Crime Prevention Chair

Michael Akey, 2nd Vice President

Pacific View Real Estate - Design Chair

Mike Stifano, Treasurer

Winston's - Finance Chair

Mary Orem, Secretary

Villa de Loma Apartments

Yvonne Cruz

Surf'n Sea Wetsuits

Gary Gilmore

Gilmore Family Jewelers - ER Chair

Dave Martin

Shades Oceanfront Bistro - OBHG Chair

Craig Gerwig

Newport Avenue Antique Center

Matt Kalla

Matt Kalla Insurance Agency

Tevia Oskin

Wizard of Paws - Promotion Chair

Chris Wilmot

Christopher W. Wilmot, CPA

Ron Marcotte

Sign Diego

STAFF:

Denny Knox, Executive Director

Claudia Jack, Office Assistant

Liz Greene, Creative Director

Susan James, Directory Manager

FARMERS MARKET STAFF:

David Klamon & Community Crops

Market Managers

Tony, Glenn, Richee, Ben, & Evelyn



OB

OBMA EXECUTIVE BOARD UPDATES

At the August OBMA Board Meeting, Barb Iacometti was re-appointed to serve as President. Julie Klein 1st VP, Mike Akey 2nd VP, Mike Stifano Treasurer and Mary Orem was appointed as the new Secretary. Yvonne Cruz was the secretary for many years however she relinquished the title and remains a board member. Congrats to all!

Sept 2014 OBMA Meetings

Tue Sept 2 8:30am	Design Committee meeting
Fri Sept 5 8:30am	Promotion Committee meeting
Tue Sept 9 8 am	Business Development Series at OB Warehouse
Wed Sept 10 8:30am	Finance Committee meeting
Wed Sept 10 Noon	ER Meeting
Thurs Sept 11 Noon	OBMA Board Meeting
Tue Sept 16 8:30am	Crime Prevention Committee mtg.

All meetings at the OBMA office unless otherwise noted.



Ocean Beach MainStreet Association

September 2014 Newsletter

Please join us for the
September 2014 OBMA Sundowner hosted by



CATRINA RUSSELL

Direct 619-226-BUYS (2897)
Efax 619-330-4870
BRE #01229742
Www.CatrinaRussell.com

VOTED #1
2013 Ocean Beach
Customer Service
Business of the Year



and

BAR 1502: OB Noodle House

4993 Niagara Ave. | OB 92107

Thursday - September 25th - 5:30pm - 7:30pm

Free Drawing: Bring your business card . . . get to know your neighboring businesses and have some delicious munchies and drinks

Open to all OBMA members & their employees

OCEAN BEACH SECURITY PROGRAM UPDATES

Many thanks to the 80 plus businesses who contributed to the three month trial period for our own security patrol. We have been very pleased with the progress we have seen. Sadly, the SDPD continues to grapple with dwindling numbers. We have a new Captain, Sergeant and Lieutenant for the Ocean Beach area as of Aug 1st. It seems even more important for us to continue Continued on pg 2

2014 Business Development Series

presented by the

Ocean Beach MainStreet Association

2015-16 OB Local Business Directory & more

Many thanks to



for providing their restaurant space, a light breakfast and electronic presentation equipment for this workshop.

Tues. Sept. 9, 2014
4839 Newport Avenue
8:00am to 9:30am - Free

- 8:00 am - Registration and light breakfast
- 8:15 am - Program begins
- 9:15am - Q & A
- 9:30am - Adjourn

Pick up your directory packet!

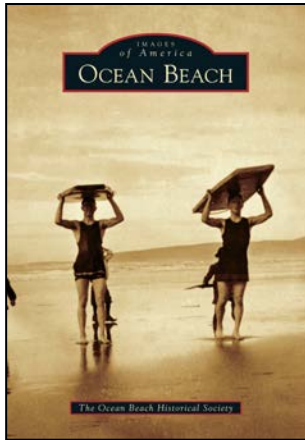
Learn all about the OB Local Business Directory & what's new this year!

All OBMA members & their employees are welcome to this FREE event!



Please RSVP by phone or email to the OBMA Office:
619-224-4906 - creativedirector@oceanbeachsandiego.com
But as always, if you forget to RSVP don't worry, just show up!

Member & Community News



NEW BOOK ABOUT OCEAN BEACH AVAILABLE ON OUR WEBSITE AT \$21.99 PLUS TAX
If you haven't seen the book yet, it is really a great addition to our community's historical information from the OB Historical Society. We have it for sale at our office at 1868 Bacon St. and on our website store.



Thanks Amber from OB People's Co-op for telling us about this photo from the **Christian Science Monitor** website-

Image 10 / 24 : A group of junior lifeguards, the youngest at nine-years-old, take the plunge off a pier at Ocean Beach, California as part of their summer class and to help raise funds for the San Diego Junior Lifeguard Foundation. Mike Blake/Reuters



Hey, we made the national news!

Saturday, September 6, 2014 - 9:00am Join Raglan Public House, CSI-OB, San Diego Coast-keeper and South Coast Surf Shops for another great beach clean-up event! Saturday, Sept. 6th - 9am meet-up at Raglan Public House. Cleaning up from the Pier to the Jetty with an after-party on the Raglan Patio. **Raglan Public House:** 1851 Bacon St., 619-794-2304



San Diego Humane Society and SPCA



Pawprints

PET ADOPTION

Sat. Sept 13

10am - 2pm

@ **SHADES Oceanfront Bistro**

5083 Santa Monica Ave in **Ocean Beach**

Ocean Beach Oktoberfest



Fri, October 10
4:20 p.m. - 10:00 p.m.

Sat, October 11
9:00 a.m. - 10:00 p.m.
Beer Garden opens at 11:00 a.m.

Celebrating our 10th Year in OB!

All the music, beer, contests, and fun, you have come to love and expect. Be part of the general zaniness that is OB Oktoberfest. Come early for OB's own Brat Trot & join us for So Cal's only Oktoberfest at the beach.

Saturday on the lawn
food, vendors & entertainment



www.OBOktoberfest.com

OB Security Program continued from page 1

our efforts and work to perfect our Security Program. We have also applied for an \$8,000 CPPS grant through our Councilman Ed Harris to help extend the time frame and to supplement the funds raised from our members. Here are some things we have learned about the program in just the first 2 months:

- Security members made 418 contacts (1.56 contacts per hour)
- 8 more major incident reports were written up
- 75% of issues were Code 647 (Disorderly conduct including loitering on private property, drunk in public, and illegal lodging on private property)
- Other common issues included blocking the sidewalk, aggressive solicitation, and dogs without leashes.
- There are approximately 25 "regular" repeat offenders
- We had 268 hours of coverage patrolling up to Dog Beach and the Voltaire area and down to Narragansett with majority of time in the downtown area.
- In mid July, security started reporting and dealing with - 22 large items like sofas and they also cleaned up 11 taggings.
- Busiest days are Wed & Friday nights.
- 1 dog was found and reunited with owner, 1 lost child was reconnected with parents, and one chronic bad behaviorist was taken in by a group in Venice Beach.

We also learned that we need a few more hours of coverage per day and possibly one more day of patrolling to be even more effective. The bike patrol has been very helpful in identifying areas that need to be cleaned up (illegal dumping of sofas, chairs, building materials, junk and so on). We've learned more about some of our chronically bad behaviorists through personal contact and it should continue to translate into less problems as we go forward. It is also important that our security officers have identifiable uniforms and also visit with local business owners on a regular basis. As always, we look to our members for suggestions and participation in the OB Security Program.

We will be contacting our membership about renewing our crime prevention efforts so that we can continue this very successful program.



Member & Community News

Oceanfront Yoga at the **INN AT SUNSET CLIFFS**. Come experience yoga on the ocean with our Yoga Instructor, Renee Gauthier. Yoga session is held on our lower terrace every Thursday from 6pm to 7:15pm. Classes are \$14 per person. You are invited to try San Diego's best oceanfront Yoga. Literally on the ocean, waves just feet away. We will be holding the sessions through September. Come check it out with us and let the sound of the waves take you away.

OB TOWN COUNCIL'S OB CRAFT FAIR

Enjoy the OB Craft Fair put on by the OB Town Council each year leading up to the holidays. Shop from local craft vendors and enjoy the beautiful oceanfront view. The holidays are right around the corner! This event helps support the OB Food and Toy Drive, a local fundraiser that supports over 80 families with children and seniors locally. For more information visit the OB Town Council website at www.OBTownCouncil.org. 9am-4pm at Veteran's Plaza (foot of Newport Ave.) The **2014 OB Craft Fair** dates are: September 20 | October 4 | November 8, 29 | December 6, 13, 20. Vendors contact Claudia Jack at obrebel1@yahoo.com.

OB NETWORKING GROUP - Chuck Hardwick and CC Summerfield (**Big Block Realty**) are meeting some great people in their recently formed OB Networking Group Meeting at 8:30am every Tuesday at Te Mana hosted by CC, and Chuck will host the 12 pm meeting also on Tuesdays. Meetings are somewhat structured: there is an icebreaker that includes introductions with people getting a chance to say what they do and why they came. There are also guest speakers who get 30 minutes to speak on a topic related to their expertise. There's about ten minutes left over for people to exchange contact information. They are currently looking for guest speakers. Learn more about the group through their Facebook Group by clicking here: <https://www.facebook.com/OBNetworking?fref=ts>.

SAVE THE DATE for the [Surfrider Foundation San Diego County Chapter's](http://www.surfridersd.org) 23rd Annual Paddle for Clean Water on Sunday, September 21st from 9am-12pm in Ocean Beach. The event will feature hundreds of surfers and ocean enthusiasts paddling around the Ocean Beach Pier in an effort to raise awareness about the need for clean water and healthy coastlines. As part of the festivities, there will be a donation-based yoga class starting at 8:30am, free breakfast for all paddlers, guest speakers, live music, and a raffle. This year's keynote speaker will be Shaun Thomson <http://shaunthomson.com/>. The event will be followed by an after party at [Wonderland Ocean Pub](http://wonderlandoceanpub.com) where participants wearing an event t-shirt will receive 20% off. Interested in sponsoring the Paddle for Clean Water? Contact info@surfridersd.org.

The OB Town Council's **Annual Pier Pancake Breakfast** is at 7:30am - noon on Saturday, September 20th on the OB Pier of course. You can buy your tickets from the following local businesses: Dog Beach Dog Wash, Raglans, and South Coast Surf Shop. If you have any questions, check out their website at OBTownCouncil.org



Don't forget the **OB Parade** on **December 6th** at **5pm!**

Welcome New Members/Member changes

TriPower Yoga

2183 Bacon Street 619-961-7289
www.tripoweryoga.org Melanie@tripoweryoga.org
Health & Wellness

Solar Home and RV

303-349-5926
Solarhomeandrv.com solarhomeandrv@gmail.com
Solar

The Holistic Science Co.

4852 Voltaire St. 619-365-9708
Info@theholisticscienceco.com theholisticscienceco.com
Health & Beauty, Retail, Skin & Personal Care

Teeter

5032 Niagara Ave.
www.shopteetersd.com
Home & Garden, Gifts, Paper Goods

OB Warehouse

4839 Newport Ave. 619-222-1700
www.ob-warehouse.com
Restaurants

Taika Sushi

4953 Newport Ave. 619-221-1288
www.taikasushi.com
Restaurants

Wes's Healing Hands

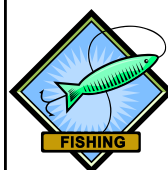
Has a new address. For appt. please call 619-634-4009
wesshealinghands@yahoo.com
Physical Therapy, Medical Services, Massage

Congratulations to **Blue Dot Refill** (4799 1/2 Voltaire St., OB 92107) for making Best of San Diego: Shopping for being a Planet Friendly Outpost. At Blue Dot Refill you can load up on everything from laundry detergent to body wash. Bring your own recycled containers or pick one up from them. Stop by and visit their shop today! Taken from the online San Diego Magazine dated August 2014: *Planet-friendly Outpost / Blue Dot Refill . . . When it comes to being earth-conscious, recycling is good but refilling is better. This new OB shop offers eco-friendly laundry, personal care, and general cleaning products in bulk, so you can bring in any container and fill it with products from EO, Shikai, Griffin Remedy, Bio-kleen, and more.* bluedotrefill.com (619)269-9911

Wondering about social media and your business?

Have questions about why it works or what to do? Aliro Marketing offers guidance on all things marketing. In fact, they get asked so many of the same things every day that they put a very helpful packet together called "[What is the Purpose of Social Media](#)". Call Aliro Marketing today

at 619-203-1565 or visit them online at AliroMarketing.com



OB KIWANIS CLUB is having their **Annual Fishing Derby** on October 4, 2014 on the OB Pier. 8am to 11am. Come out to the OB Pier for some REEL Fun! The contest is open to children 12 and under. Features prizes courtesy of Lighthouse Ice Cream. Free family fun, bring your own rod and Kiwanis provides the bait from the Pier Bait & Tackle Shop.

Last, but not least, many thanks to **Newport Farms** for donating the ice for our OBMA booths and Chili area booths. We just found out that they did not charge us. *Thanks again to Newport Farms.*



Ocean Beach MainStreet Association

PO Box 7990, San Diego, CA 92167

Office: 1868 Bacon Street, Suite A

San Diego, CA 92107

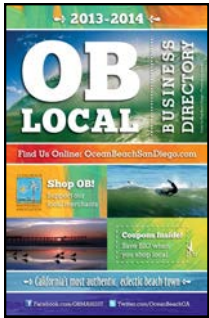
619-224-4906, Fax 619-224-4976

www.OceanBeachSanDiego.com

Email: info@OceanBeachSanDiego.com



Ocean Beach MainStreet Association is partially funded by the City of San Diego Small Business Enhancement Program



What's Inside this Edition?

Calendar of Meetings	1
2014 OBMA Business Dev Series	1
OBMA Sundowner Sept. 25th	1
Executive Board news	1
OB Security Program updates	1,2
OB Oktoberfest on 10-10 & 10-11	2
Community & Member news	2,3
OB Farmers Market mural installed	4
Ocean Beach-opoly games	4
Police Authorization Forms	4

Insert: Espresso Cucina

Follow us on Twitter:

<http://twitter.com/OceanBeachCA>

Like us on Facebook too!

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

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

POLICE AUTHORIZATION FORMS - EVERY 6 MONTHS!!

Attention LOCAL MERCHANTS

Be sure to fill out your Police Authorization form (letter of Agency), that you can access at: <http://www.sandiego.gov/police/pdf/letterofagency2.pdf> . . . You are in Western Division. Follow the instructions. Please do it today! **Thanks.**



\$40 + Tax

In Stock Now!

Available at:

- Beach Sweets
- Dog Beach Dog Wash
- The Black Bead
- The Black
- Details SalonSpa
- South Coast Surf Shop
- Wahine's
- Shades Oceanfront Bistro
- James Gang Company
- Newport Ave Antique Ctr
- Olive Tree Marketplace
- Ocean Beach MainStreet



The **OB Farmers Market Mural** was just installed on 1889 Bacon St. It looks great! Thanks to everyone who painted squares at the Street Fair and thanks to Mural artist, Janis Ambrosiani. We are hoping the OBoPoly mural will be in place within the month. More news to come soon.

1776 Sunset Cliffs Boulevard
Ocean Beach, CA 92107

ESPRESSO
CUCINA

Kitchen Hours: 4:00pm to 9:30pm
Closed Tuesdays
To-Go Orders Welcome

619-224-2227 | espressocucina.com

STARTERS

MAC & CHEESE *Four imported cheeses* **House Specialty**

PROSCIUTTO STUFFED MUSHROOMS *Prosciutto, green olives, bread crumbs, parmesan, EVOO*

BRUSCHETTA ALLA ESPRESSO *Fresh tomato, basil, fresh mozzarella, EVOO, on crostini*

OVEN ROASTED ARTICHOKES *Artichoke hearts with garlic, parsley, parmesan and provolone*

GRILLED SPICY ITALIAN SAUSAGE *with kalamata olive tomato ragu*

MEATBALL SLIDERS *Two sliders, meatballs, melted mozzarella, marinara sauce, ciabatta*

GRILLED VEGGIE SLIDERS *Two sliders, grilled eggplant, zucchini, peppers, onions, creamy pesto, ciabatta*

SALADS

GARDEN SALAD *Romaine, tomato, garbanzos, carrots, house red wine vinaigrette*

FIELD GREENS SALAD *Field greens, goat cheese, cranberries, candied walnuts, raspberry vinaigrette*

CAESAR SALAD *Romaine, parmesan, croutons, house made Caesar dressing*

CHICKEN CAESAR SALAD *Grilled chicken, romaine, parmesan, croutons, house made Caesar dressing*

SALMON CAESAR SALAD *Grilled salmon, romaine, parmesan, croutons, house made Caesar dressing*

SPINACH SALAD *Spinach, sautéed mushrooms, tomato, pancetta, gorgonzola, balsamic vinaigrette*

CAPRESE PLATE *Fresh mozzarella, tomato, on a bed of arugula, EVOO, pesto, balsamic glaze*

ANTIPASTO SALAD *Romaine, tomato, sopressata salami, mortadella, capicola, provolone, red onion, olives, giardiniera, house red wine vinaigrette*

PASTA

PENNE PUTTANESCA *Tomato, capers, anchovies, Kalamata olives, red pepper*

SPAGHETTI BOLOGNESE OR MEATBALLS *Choose either meat ragu or two meatballs with marinara*

SPAGHETTI CARBONARA *Pancetta, peas, EVOO, parmesan cream sauce*

SPINACH RAVIOLI *Porcini mushroom cream sauce*

FETTUCCINI CHICKEN ALFREDO *Grilled chicken, butter parmesan cream sauce*

LASAGNA AL FORNO *Meat ragu, ricotta, béchamel sauce*

RISOTTO PRIMAVERA *Asparagus, mushrooms, white wine and cheese*

SEAFOOD

LINGUINE ALLA VONGOLE *Linguine, clams, olive oil, garlic, tomatoes* **House Specialty**

GRILLED CALAMARI STEAK PICCATA *Lemon white wine caper sauce, capellini and seasonal vegetables*

SHRIMP SCAMPI *Jumbo prawns, mushrooms, white wine sauce, served over capellini*

SHRIMP FRA DIAVOLO *Jumbo prawns, Cognac, spicy marinara, served over spaghetti*

SALMON FILET *Champagne cream sauce, served over sautéed spinach, seasonal vegetables*

FRESH FISH OF THE DAY *Served with seasonal vegetables*

ENTREES

EGGPLANT PARMIGIANA *Breaded eggplant, melted mozzarella, marinara fresca, served with seasonal vegetables*

CHICKEN PICATTA *Butter, white wine caper sauce, served with capellini and seasonal vegetables*

CHICKEN PARMIGIANA *Melted mozzarella, marinara, served with spaghetti*

GRILLED TUSCAN HERB CHICKEN BREAST *Marinated grilled chicken breast served with seasoned vegetables and potatoes*

VEAL MARSALA *Mushroom & Marsala wine sauce, served with capellini and seasonal vegetables*

GRILLED FILET OF TOP SIRLOIN *Certified angus beef baseball steak, served with potatoes and seasonal vegetables*

SPECIALTY PIZZAS (GLUTEN-FREE CRUST AVAILABLE)

COLISEUM *Pepperoni, sausage, meatballs, mushrooms, onions, bell peppers*

MARGHERITA *Mozzarella, tomato, basil, oregano*

VEGGIE RUSTICA *Grilled eggplant, zucchini, onions, roasted peppers, mushrooms*

MEDITERRANEAN *Spinach, artichoke, sundried tomatoes, kalamata olives, feta*

SAN REMO *Alfredo sauce, grilled chicken, spinach*

CREATE YOUR OWN PIZZA *Artichoke hearts, bell peppers, black olives, kalamata olives, mushrooms, onions, spinach, sundried tomatoes, tomato, fresh basil, fresh garlic, jalapeños, pineapple, fresh arugula, feta, gorgonzola, mozzarella, pepperoni, Italian sausage, meatballs, Canadian bacon, anchovies, prosciutto, shrimp, chicken*

ALSO SERVING WINE AND CRAFT BEER

1776 Sunset Cliffs Boulevard
Ocean Beach, CA 92107
619-224-2227
esspressocucina.com

THE NEW
ESPRESSO
CUCINA

Kitchen Hours:
4:00pm to 9:30pm
Closed Tuesdays
To-Go Orders welcome

CLASSIC AND CONTEMPORARY ITALIAN CUISINE

Voted one of the Best New Restaurants in OB: Reader's Choice Awards

DAILY DEALS

HAPPY HOUR DAILY 4-6 PM

\$5 all appetizers + \$3 Sculpin and selected beers + \$5 wine

MANGIA MANGIA PASTA MONDAYS

Buy One, Get One FREE Selected Pasta Entrees

WINE WEDNESDAYS

Half-Off Selected Wine Bottles

TAKE-OUT THURSDAYS

\$7.99 Take-Out 14" Cheese Pizza (extra toppings additional charge)

\$6.99 Take-Out Spaghetti and Meatballs

(Offer not valid for dine in; Limit 4 per person on each)

SWEET FRIDAYS/SATURDAYS

One Free Tiramisu Dessert with the Purchase of Two Entrees

(Limit four per party)

SUNSET SUNDAYS

\$5 Happy Hour Appetizer Prices ALL NIGHT LONG!

Come before or after Sunset!

