



# Ocean Beach MainStreet Association FEBRUARY 2012 NEWSLETTER

Celebrating OB's 125th Anniversary All Year Long!



## **BOARD OF DIRECTORS**

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*Wizard of Paws*

**Chris Wilmot**  
*Christopher W. Wilmot, CPA*



## **STAFF:**

**Denny Knox, Executive Director**  
**Claudia Jack, Associate Director**  
**Liz Greene, Creative Director**



## **Farmers Market Staff:**

**David Klamon & Community Crops,**  
*Market Managers*  
**Angel, Mike, Brad & Tony**

## 2012 Business Development Series

### Annual Marketing Breakfast . . . a huge success!

Over sixty-five local merchants attended the first annual OBMA Member Marketing Breakfast held at Nick's at the



Pier on Tues., Jan. 10th. The Marketing Breakfast is the first in a series of new programs offered to members of the OBMA, called the **Business Development Series**.



Programs will take place once a quarter and offer resources and useful information to all types of local business owners. The first event each year will focus on marketing and promotions for the upcoming year. Shannon Brown of **Brown Marketing Strategies** and her team worked with the **OBMA Promotion Committee** (chaired by Tevia . . .



Photos by Joe Ewing

Continued pg 2 . . .



## **February Meeting Calendar**

- Fri. Feb. 3rd 8:30am Promotion Committee
- Tues. Feb. 7th 8:30am Design Committee
- Tues. Feb. 7th 2pm OBREL Meeting
- Wed. Feb. 8th 8:30am Finance Committee
- Wed. Feb. 8th Noon ER Committee
- Thurs. Feb. 9th Noon OBMA Board Meeting
- Tues. Feb. 21st 8:30am Crime Prevention Comm  
*At Nick's at the Pier*
- Tues. Feb. 21st 11am - 2pm OB Revitalization  
Steering Committee

*All meetings held at OBMA office unless otherwise noted.*

THE OCEAN BEACH MAINSTREET ASSOCIATION  
& **LAST DAYS TATTOO CO.**  
Invite you to an **OBMA Sundowner**



When: Thursday, February 16th  
Where: 4919 Newport Ave., 619-546-5150  
Time: 5:30pm - 7:30pm

Come and see their newly renovated space and enjoy some snacks and drinks with your fellow OB business owners!

Questions: 619-224-4906



# Ocean Beach Farmers Market

Every Wednesday  
4pm to 7pm

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



Continued from pg 1 . . . Marketing Breakfast

Schriebman, Wizard of Paws) and developed the program for the marketing event. They helped the OBMA outline their marketing assets and worked with many media outlets to develop co-op strategies that can be beneficial for small businesses. "There are so many ways to get in front of potential customers who may not be aware of the unique shops, restaurants and services OB has to offer. As a business owner it can be tough to hash through all the possibilities. We really hope providing this information in one setting helped streamline the opportunities for the local business community allowing each business to plan its marketing strategies for the year."



Each attendee went home with a notebook filled with marketing opportunities, deadlines and media kits. If you couldn't attend the event, please feel free to call our office and set up an appointment to review the highlights of the Marketing Breakfast. We recommend that businesses look at their marketing budget for the year and then pick the options that are the best fit for that business.

Thanks to **Nick's at the Pier** for the venue, **BK Printing** for sponsoring the printing and **CJ's Bakery & Catering, Super Max and Newbreak Coffee** for providing breakfast. We're looking forward to a great



series this year. **Don't miss the next event to be held at Electric Ladyland (4944 Newport Ave.), Tues., April 10th @ 7:30am. We'll be sending out more info.**

## 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. Mike Akey, Chairperson*

◆ **PROMOTION COMMITTEE:**

*Meets the first Friday of the month at 8:30 am OBMA Office. Tevia Schriebman, Chairperson*

◆ **ECONOMIC RESTRUCTURING:**

*Meets the 2nd Wednesday of the month at 12 Noon OBMA Office. Gary Gilmore, 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 City of San Diego 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.*



Watch our website for exciting news!

We've teamed with SDG & E for our

## Ocean Beach

### 2012 Energy Savings Make-Over

We're hoping that we will have at least 125 local businesses participate. An energy savings make-over will assess your facility and then give you a list of suggestions to make your business more energy efficient from a free change out to 0% loans to finance major equipment replacement. There is no obligation on your part other than getting a chance to see where you might save money and run your business more efficiently.

### 125 businesses for OB's 125th Birthday!

Interested? Call us at 619-224-4906 or email us at [info@oceanbeachsandiego.com](mailto:info@oceanbeachsandiego.com) for more info.

The OBMA tries to stay out of any political stuff but when it comes to our special events, we feel that those who would



seek to put **special events** through a CEQA review need to hear from all of us. The cost and time to apply for a CEQA review will be a huge event killer for all non-profits and practically all events. We believe that it makes no sense. Please help by

supporting our efforts. . . The San Diego Chamber of Commerce explains the issue very well. Make a difference! Go to [www.saveourevents.org](http://www.saveourevents.org)

Thank you! OBMA Board & Staff

# MEMBER BUSINESS ANNOUNCEMENTS

*If you want to publish a business announcement, please print the form from our website, email us 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?*

**Looking to learn a new skill this year? Pine Tree Road Soap**

**Shop** is offering one-on-one cold process soap making classes! Learn how to make your own soapy creations at home. Class includes: List of equipment, supplies & ingredients needed to make a 5 lb. batch of cold process soap, recipe for 5 lb. batch of soap and complete instructions on how to make your soap from scratch, personal instruction and 2 bars of handmade soap. Instruction class lasts approximately 1 1/2-2 hours. Cost: \$25 To schedule an appointment, please email Jackie at: [pinetreeroadshop@gmail.com](mailto:pinetreeroadshop@gmail.com) or call the shop at: 619-501-1627. Available to groups, as well. Just contact Jackie to set up a date and time!

**Pruett Realty** established in 1963. In Aug 2011 and after nearly 40 years of working at **Pruett Realty**, Jan Pruet retired as the acting broker and property manager of the business. The business transferred ownership to Brian Dunn. Brian had been at **Pruett Realty** since 2008. Although we have had a change in ownership the day to day business has not made any dramatic changes. Jill Salvati, 25yrs at Pruet, remains the office manager that many of you know and the rest of the staff has remained the same. Look for **Pruett Realty** to remain being a top notch local property management and real estate sales company sinking it's root even deeper into the OB community. Located at 1845 Sunset Cliffs Blvd. Ste A, 619-222-0316.

**February 4th** is the **Lions Club Spaghetti Dinner** at the Masonic Center, 1711 Sunset Cliffs Blvd. from 4pm to 8pm. All the proceeds benefit the Lions Community Projects, Sunset Cliffs Surfing Association and Correia Association. Tickets are \$10 & available at the door. For more info contact Bill or Marti Klees 619-225-8200. Raffle & Silent Auction.

**Shades Oceanfront Bistro** is offering their Buy One Get One Half Price special Friday, February 10th. Buy any regular price dinner entree and get a second entree of equal or lesser value HALF-PRICE! Visit them at 5083 Santa Monica Ave., 619-222-0501 or online at [www.ShadesOB.com](http://www.ShadesOB.com)

Every Friday listen for "Tunes at Tower Two" starting at sunset! **Tower Two** is located at 5083 Santa Monica Ave. Acoustic music in the restaurant!

## STOREFRONT IMPROVEMENT PROGRAM

*Do you want to give your building a face lift for the new year?*

For more information on the City's Storefront Improvement Program and other City of San Diego business assistance programs, visit the City's Web site at [www.sandiego.gov](http://www.sandiego.gov) and go to "Storefront" or call the City Planning and Community Investment Department at (619) 236-6700. *We've got info too at 619-224-4906.*

## Welcome New OBMA Members

*Century 21 Advantage has changed their name to*

**Century 21 United Brokers**

4851 Santa Monica Ave. Suite A 619-523-6421

**The Prayer Room**

has moved to 4967 Newport Ave. #6

**Crafts by Leslie** *has closed*

**Seth's Chop Shop & Tattooing**

has moved to 4967 Newport Ave #2 & 4

Did you know that **Ron Roberts** is now our SD County Supervisor? With redistricting, we are now in County District 4. A number of us met with Ron and we're off to a great start. A special welcome to **Portland Bates**, his rep.



## **The City of San Diego SMALL BUSINESS LOAN PROGRAMS**

The City of San Diego is working on a business finance program that offers small business gap financing loans to small business owners that require capital, but are unable to meet the terms of traditional banks. The programs are:

**San Diego Regional Revolving Loan Fund  
& Small Business Micro Revolving Loan Fund**

Check the OBMA website for more information on the  
Loan Programs/Fact Sheet

[OceanBeachSanDiego.com/ocean-beach-news](http://OceanBeachSanDiego.com/ocean-beach-news)

## **POLICE AUTHORIZATION FORM**

Please be sure to update your Police Authorization Form that the Crime Prevention Committee is recommending. Go to:  
<http://www.sandiego.gov/police/pdf/letterofagency2.pdf>

**The Inn at Sunset Cliffs** is the perfect spot for **Sea, Sky, Sun Celebrations** - They will be featuring ceremony and reception set ups, delicious food, a number of suggested vendors and their on site wedding coordinator. This free *get-to-know-us* event is from 3pm to Sunset on Sunday Feb. 19th at the Inn, 1370 Sunset Cliffs Blvd. For a chance to win a Free night at the Inn at Sunset Cliffs rsvp to 619-222-7901.

*There's a big contest!*

Come up with an idea or produce the App.  
The Mayor is looking for Apps that enhance  
City Services & the quality of life for San Diegans.

[sdappschallenge.com](http://sdappschallenge.com)



**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



Partially funded by the City of San Diego  
 Small Business Enhancement Program

**Happy Valentine's Day!** 



 **OceanBeachSanDiego.com**

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To learn more about advertising in the newsletter or on our web site please call Liz or Denny at 619-224-4906.

Check out the inserts in this newsletter



**Ocean Beach's 125th Anniversary Seal**



Celebrate 125 years in Ocean Beach  
 Tell us your story - what's unique about you and your business, your family - anything pertaining to Ocean Beach. We'll be running special stories about OB all year long, so please send us your most interesting story about OB.

**info@oceanbeachsandiego.com**

*Is it too early to mention the*  
**OB Street Fair & Chili Cook-Off Festival?**  
**20% vendor discount for local members of OBMA**

The application is available online. Plan early and make your presence known at the 33rd Annual **OB Street Fair & Chili Cook-Off on June 23, 2012**  
**OceanBeachSanDiego.com**



**FOLLOW US ON . . . .**

**Twitter:**  
<http://twitter.com/OceanBeachCA>  
**Facebook:**  
<http://facebook.com/obma92107>



619-222-0406 • 2296 Bacon Street • Ocean Beach, CA 92107

**DAY BREAK is now DAY BREAK ISLAND GRILL**

**Breakfast & Lunch Island Cuisine**



Aloha Burger

Maui Onion Soup

Luau Pancakes—Banana, macadamia nut, chocolate chips, coconut flakes & whipped cream

Island Eggs Benedict

Tropical Banana Split

Kahuna Chicken Sandwich

Spinach Salad with grilled shrimp

\*Order Banana Bread by the loaf

Real lump Crab & Gulf Shrimp

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Happy Hour: 12pm-close—\$2.50 Mimosas & Domestic Beers

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**Dining Green—We strive to be environmentally friendly.**

Take a BREAK in your DAY! Mahalo!





# Signs at Play!



Sign Language Fun for  
Babies, Toddlers & Preschoolers!

## Signing Story Time!

Every Wednesday @ 10:30am  
Day Break Island Grill in Ocean Beach

2296 Bacon Street, San Diego, CA 92107

Every 3rd Thursday of the month  
@ 3:00pm, Ocean Beach Library

4801 Santa Monica Ave., San Diego, CA 92107

Find out what's going on in your baby's mind by teaching your baby to sign. Strengthen your bond with baby and lessen frustration brought on by miscommunication. Great for toddlers and preschoolers too as a second language!

**Signing Story Time with Jennifer Duncan** uses the excitement and fun of signing with American Sign Language (ASL) to enhance the reading of well-loved children's picture books. This interactive 45-minute presentation also includes sing-a-longs and bubble time ending with a Question & Answer period.

Signs at Play! offers baby sign language classes and entertainment in San Diego. Join us for some signing fun!

Ages: Birth to 5 years.

[www.signsatplay.com](http://www.signsatplay.com)



# Sea.Sky.Sun Celebrations

Sunday February 19, 2012  
from 3pm to Sunset

1370 Sunset Cliffs Blvd San Diego, CA 92107

Come discover the casual elegance that is the Inn at Sunset Cliffs, made up as it could be on your wedding day! For our first annual wedding showcase, we are inviting brides, grooms and wedding professionals to the Inn at Sunset Cliffs to sample some delicious food, view ceremony and reception set ups, meet with our suggested vendors, and our on-site wedding coordinator!

## Featured Vendors

- Camellia Wedding Flowers
- Primo DJ's
- Therapie Day Spa
- Raphaels Party Rental
- Eco Cater Catering
- Best Beverage Catering
- San Diego Bay Flowers

**Hey Grooms!**  
Come check out our Put a Hole-In-One contest for a chance to win up to \$1,000 off your site fee! Rules do apply.

Admission is FREE!

Please R.S.V.P. to: [weddings@innatsunsetcliffs.com](mailto:weddings@innatsunsetcliffs.com)





# Tax Problems Solved!

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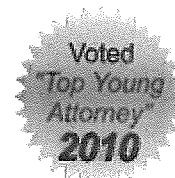
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- Tax Return Preparation
- Tax Evasion/Fraud Defense
- Offshore & International Tax
- Sales Tax Audits & Disputes
- Tax Planning & Strategy
- Foreign Bank Acct. Disclosure
- EDD Audits
- Delinquent Tax Filings
- Corporate/ LLC Formation



**About Attorney Ronson J. Shamoun**

**Voted Top Young Attorney in 2009 & 2010**



**Frequent Legal Commentator for ABC, NBC, Fox & KUSI News**

Active Member of OB Planning Board

Former OB Town Council Member

Owner of OB Subways, Café Bella & Newport Quik Stop

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—The Law Offices of—

**Ronson J. Shamoun JD, LL.M., APC**

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12oz bottles, 12 pack



**Spanish Tapena Wine**

**2 for \$6.99** +tax 750ml



**Chilean Natura**

**Wine**

**2 for \$6.99** +tax

750ml



**Cook's Champagne**

**2 for \$9.99** +tax 750ml



4921 Newport Ave • San Diego, CA 92107 • (619) 223-3317

Hours: 8:00 am-10:00 pm Sunday-Thursday

8:00am-12:00am Friday-Saturday

\*while supplies last