



# Ocean Beach MainStreet Association

## April 2009 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 SalonSpa
- 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 Klamon &  
Community Crops,  
Market Managers**



### April Meeting Calendar

Fri.	Apr 3	8:30am	Promotion Committee
Mon.	Apr 6	6pm	Street Fair Committee
Tue.	Apr 7	8:30am	Design Committee
Wed.	Apr 8	8:30am	Finance Committee
Wed.	Apr 8	Noon	ER Committee
Thur	Apr 9	Noon	OBMA Board Meeting
HAPPY EASTER ON APRIL 12TH			
Mon	Apr 20	8:30am	Clean OB Committee
Tue.	Apr 21	8:30am	Crime Prevention Committee <i>Lighthouse Ice Cream</i>

All meetings are at the OBMA Office unless otherwise noted.

## OCEAN BEACH



## FESTIVAL

### Ocean Beach Global Rock Festival 2009

We invite you to the first annual Ocean Beach Global Rock Festival. This carbon neutral festival will take place on Saturday, April 18, 2009 from 9:00 am to 8:30 pm at the foot of Newport Avenue and Abbott Street. This event is a fundraiser for the Ocean Beach Mainstreet Association and will support local initiatives that will improve people's quality of life in the community.

The day will begin with a Beach Clean Up at 9:00 am sponsored by the Stay Classy Foundation and The Surfrider Foundation, San Diego Chapter. The festival beginning at 10:00 am will be an all age's event that will include a 21+ beer garden. The all-ages grassy area adjacent to Abbott Street will host a variety of earth conscious vendors and live music throughout the day. The pier parking lot located at the end of Newport Avenue will showcase a beer garden and a solar stage with performances by Cashd Out; C. Money and the Players Inc featuring members of Slightly Stoopid; The Electric Waste Band; Ishmael and the Peacemakers; and Knights of Monty Carlo. Working in cooperation with The County of San Diego Environmental Health and the City of San Diego Environmental Services, our goal is to reduce the overall carbon footprint left by residents and businesses through an annual comprehensive and measurable program.

A free shuttle will run every half hour between 710 Beach Club at 710 Garnet Ave. in Pacific Beach and Winston's in Ocean Beach. We also encourage alternative forms of transportation to the event such as walking and bicycling. For additional information about the Ocean Beach Global Rock Festival, contact OBMA at (619) 224-4906 or check our website at [www.obglobalrock.org](http://www.obglobalrock.org)

## SPECIAL NOTICE

Sales & Use Tax Rate Increases on April 1st, 2009  
*Really . . . it's not an April Fool's Day Prank!*

As of April 1, 2009, you will need to reprogram your cash registers and computers to reflect the new rate of 8.75 percent. This is a full 1% increase. The first 3 months of the calendar year will be at 7.75% and the last 9 months will be at 8.75%. If you have any questions, please call toll free 800-400-7115. State Board of Equalization Customer Service Reps will be available weekdays from 8am to 5pm.

## Ocean Beach Farmers Market

Every Wednesday 4pm to 8pm

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



## Storefront Improvement Program

The Storefront Improvement Program (SIP) was created in 1986 and is designed to enhance and revitalize older commercial neighborhoods throughout the City of San Diego. As part of a comprehensive approach to small business assistance and neighborhood revitalization, the City of San Diego will rebate small businesses or property owners as an incentive for them to improve their storefronts consistent with design standards for their commercial areas. The Storefront Improvement Program stimulates private investment and customer patronage in the City's commercial districts by focusing on revitalizing building façades visible to customers, neighboring merchants, and residents.

### Program Goals

The goals of the Storefront Improvement Program are to:

- Work in partnership with the private sector to stimulate private investment in the City's commercial neighborhoods
- Generate additional revitalization by focusing the investment on visible improvements
- Beautify the districts so that they positively reflect on neighboring residential areas Increase business by generally making the district more attractive

In doing so, the City has instituted some basic design parameters, which include:

- Respect for the original features of the building including the use of color and suitable materials
- Limiting additional signage by incorporating it into the building's design
- Use of suitable landscaping that will aid in the preservation of community scale and character

### Program Rebates

The City of San Diego offers three different rebate options through the SIP:

- **Standard Projects:** rebates the applicant for one-third of the construction costs up to a **maximum of \$5,000**.
- **Historic Projects:** rebates the applicant for one-half of the construction costs up to a **maximum of \$7,500**. To qualify for the historic rebate incentive, the subject property must be designated by the City's Historic Resources Board as a historic structure and either classified as a contributing structure to a historic district or included on a locally defined historic building inventory. Furthermore, improvements must be consistent with the historical character of the property.

## 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 8:30 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 Graffiti 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!*

- **Multiple Tenant Building Projects:** rebates property owners with a commercial building that leases to multiple small business tenants up to a **maximum of \$10,000**. Large office buildings in excess of 80,000-square-feet are excluded from the program.

### Eligible Criteria

The Storefront Improvement Program will accept applications from small businesses (with 12 or fewer employees) and property owners who lease space to small businesses. All applicants must possess a valid City of San Diego Business Tax Certificate.

The City's Office of Small Business administers the program and selects projects that provide the greatest public benefit to commercial districts in need of revitalization. Each application is subject to review for eligibility. The SIP Program Manager considers one or all of the factors listed below:

- Current condition of the building/façade
- Complements City's public improvement strategies
- Community need/demand for change
- Neighborhood code compliance issues
- Conformity to community design guidelines
- Creative value of the project

### Program Exclusions

National franchises, large office buildings in excess of 80,000-square-feet, residential rental buildings (apartments), home-based businesses, government owned and occupied buildings, churches and other religious institutions.

For further information please contact OBMA at 619-224-4906 or SIP at 619-236-6460.

# 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 having a big sale or anniversary?

Are you changing your hours or adding a new product line?

Tracy Anderson from **Carefree Vacations** sent us an email to remind everyone about the **20th Annual Chamber Chomp/Taste of Shelter Island Restaurant Walk** on April 21st from 5:30pm to 9pm. The cost is \$15 per person and tickets will be available for sale. Check [www.peninsulachamber.com](http://www.peninsulachamber.com) for more information.

The Old Ocean Beach Café space at **4967 Newport Ave.** (upstairs) is available for rent. Some office TI's have been made. Owner will consider up to three tenants. Note: This space is not ADA compliant. Contact: Shoja at 760-436-6624.

## Moving Green

At the beginning of April, **ARCHITECTS hanna gabriel wells** move from their Niagara Ave. location to a former auto shop. The former auto shop at 1955 Bacon St., once thick with oil and concrete, now

houses one of OB's finest examples of sustainable design.

Most of the concrete is gone, replaced by trees and land-



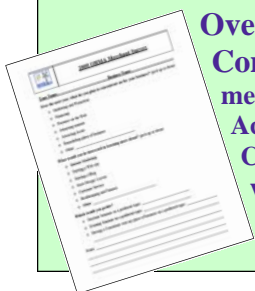
Photo by Becca Lyn Photography

scaping. Most of the auto shop is gone too, replaced by windows and skylights. Like their first green project, OB People's Food Co-op, this new building will also feature natural light and no air conditioning.

While designing their own studio presented the opportunity to go green in every way possible, (the ultimate dream for many designers), this new building reflects a growing trend of awareness among designers and consumers. According to Steven Lombardi, of Steven Lombardi Architect and Jim Gabriel, of ARCHITECTS hanna gabriel wells, approximately 70% of their clients demand sustainability in their projects.

Ten years ago (about the time Gabriel and his partners designed the "new" People's building) both architects agreed only 1 percent of their clients demanded green in their environment. "A lot of things we do don't even add cost to the job," said Gabriel. "It's just a different way of thinking." For more info call 619-523-8485.

Over the next few weeks, our **ER Committee** will be canvassing local merchants about their business needs. According to ER Chairperson, **Heather Clarke**, the committee is looking for ways to help small businesses maintain their edge during this transitional period.



## Welcome New OBMA Members

### Health Markets

Howard Inscho 619-366-5967  
[www.howardinscho.mw-ins.com](http://www.howardinscho.mw-ins.com)

Insurance

### Moment Cycle Sport

1357 Rosecrans St. Ste A, San Diego, CA 92106  
619-523-2453

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

Bicycles, Bicycle Rentals & Repairs

### Peninsula Family YMCA

4390 Valeta St., San Diego, CA 92107  
619-226-8888

[www.peninsula.ymca.org](http://www.peninsula.ymca.org)

Fitness, YMCA, Community Groups

## PURIFY YOUR BODY AND TRANSFORM YOUR LIFE!

"The natural healing force within each one of us is the greatest force in getting well." Hippocrates. Toxins are in the foods you eat, the water you drink and the air you breathe. When toxins overload our bodies it becomes inefficient and the toxins can build up. If you do not eliminate these toxins your well-being will be compromised. Join Peak Performance for their Spring Group Cleanse and look forward to weight loss, increased vitality, improved digestion, less pains and stronger immune system etc.

Our group setting increases enthusiasm and support and increases outcomes and ongoing maintenance. Purification Program begins April 23. Price is \$225.00 and includes all the cleansing supplements, personal coaching, guidebook/education, and weigh in. To reserve your space or for more details call Peak Performance Holistic Therapies 619-222-5559.

## The New Retail Environment

by Barbara Wold

Retailers must be able to respond quickly to meet the needs and demands of the ever-changing customer and retail climate. The successful business will:

- **Remain flexible and respond quickly** to the changing customer and economy.
- **Target the market** to provide improved and innovative services.
- **Sell a package or experience** to enhance their unique merchandise and services.
- **Train the front-line staff** to be personable and knowledgeable.
- **Constantly communicate and learn** from customers and staff.
- **Get out of the store** and see what the competition and other businesses are doing.



**Ocean Beach MainStreet Association**

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

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



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

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<b>Matt Kalla Insurance</b>	

**Interested in being in the 30th Annual  
 OB Street Fair & Chili Cook-Off Festival  
 on Saturday, June 27th, 2009?  
 Call OBMA at 224-4906 OR go to  
 www.OBStreetFair.com**

**To become a Sponsor please contact  
 obevents@oceanbeachsandiego.com**

**Rent a booth space contact  
 obbid@nethere.com**

**20% Discount to all OBMA Members**

**OB Farmer's Market** got terrific coverage in the **April Edition** of **San Diego Magazine**? It has a great article about our wonderful OB Farmers Market and why it is so popular.

**Mayor Jerry Sanders presents  
 FY2010 Budget Town Hall Meeting**  
 April 20th, 6pm to 7:15pm  
 OB Recreation Center, 4726 Santa Monica Avenue