



Ocean Beach MainStreet Association

SEPTEMBER 2005 NEWSLETTER

BOARD OF DIRECTORS

- Scott Allgaier, President**
Newport Avenue Antique Center
- Michael Akey, 1st Vice President**
Pacific View Real Estate
- Julie Klein, 2nd Vice President**
Julie Designs
- David Smedley, Treasurer**
Smedley, Gallagher & Gee, LLP
- Nedia Bacon, Secretary**
Theo's Restaurant
- Yvonne Cruz**
Surfn Sea Wetsuits
- Gary Gilmore**
Gary Gilmore Goldsmith
- Genoa Dickson**
Ocean Beach Hotel
- Barbara Iacometti**
Details Salon & Spa
- Heather Clarke**
Union Bank
- Mark Schlesinger**
Beach Area Tax Service
- Mike Stifano**
Winston's
- Beth Turner**
Jungle Java
- Cordelia Mendoza**
Cottage Antiques
- STAFF:**
- Denise Knox, Executive Director**
- Claudia Jack, Associate Director**
- David Klamon & Diem Do,**
Market Managers

ANNUAL REPORT EDITION

This has been another terrific 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 a list we have put together for you to review. This information is from July 2004 to June 2005.

2004-2005 OBMA Year in Review

Holiday Street Decorations: Purchased replacement garland and bows to spruce up our business district. Hosted a design contest for artists to decorate & spruce up the old bows.

Palm Decorations: Designed, painted and installed the 1st phase of palm decorations on the lampposts in the district. A grant from the County of San Diego through Supervisor Greg Cox's office helped to pay for most of the 1st phase.

New Community Mural: The newest community mural created at the 26th Annual Ocean Beach Street Fair & Chili Cook-Off Festival was installed at OB Suds at the corner of Voltaire St and Bacon St. OB Suds paid for the materials and installation.

Maintained Side Street Trees: Trimmed & skinned palms on side streets that are outside the MAD boundaries.

Maintenance Assessment District: (Previously referred to as the Newport Avenue Landscape Maintenance District which is along Newport Avenue only because only those property owners originally agreed to be assessed.) The OBMA continues to administrate MAD. Last year we . . .

Maintenance
Assessment
District

- ◆ Emptied the trash 5 days per week along Newport Avenue
- ◆ Power washed the sidewalks as often as financially possible
- ◆ Repaired and painted the trash can lids dark blue
- ◆ 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
- ◆ Painted the curbs around the planter beds

OBMA SEPTEMBER MEETING CALENDAR

Note: Promo Meeting is not on its regularly scheduled day.

Tue. Sept. 6 8:30 am OBMA Design Committee at OBMA office

Wed. Sept. 7 8:30 am OBMA Finance Committee at OBMA office

Thur. Sept. 8 Noon OBMA Board Meeting

Fri. Sept. 9 8:00 am OBMA Promo Committee at OBMA Office

Wed Sept. 14 Noon OBMA Economic Restructuring Committee meets at OBMA Office

Tue. Sept. 20 8:30 am Crime Prevention Committee meets at the Lifeguard Station.

No General Meeting this Month

Check out **OceanBeachSanDiego.com**

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General Committee Info: (check pg 1 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. David Smedley, Chairperson

◆ **DESIGN COMMITTEE:**

Meets the first Tuesday of the month at 8:30 am
OBMA Office. Cordelia Mendoza, Chairperson

◆ **PROMOTION COMMITTEE:**

Meets the first Friday of the month at 8:00 am
OBMA Office. Nedra Bacon, 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!*



OB FARMER'S MARKET SUMMER HOURS!!!

The Farmer's Market is open every
Wednesday from 4 pm to 8 pm.

Membership Information:

All business owners within the Ocean Beach Business Improvement District boundaries automatically become members of the OBMA when they remit their business license fee. Associate Membership is available to other local businesses for an annual fee of \$70.00.

Member benefits include discounted comprehensive health care insurance rates, listings in multiple on-line and published business directories, co-op advertising opportunities, direct mail pieces and various promotional campaigns. The OBMA staff also facilitates your participation in the Façade Rebate Program, the Public Right of Way Program and the Unreinforced Masonry rehab project. They are also your vehicle to address any difficulties that arise in the district (signage, zoning, trash, safety, etc.). Best of all, you are given the opportunity to participate in the many special events and community activities that help make Ocean Beach the exciting, vibrant community it is today.

Stop by the office at 1868 Bacon Street, call or email us at obbid@nethere.com and we will be happy to assist you.

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Bike Racks: The remainder of the new blue bike racks were installed for free by the City of San Diego around our business district.

Ocean Beach Tile Project: Completed phase 5 and started phase 6.

Veteran's Plaza Memorial Engraving: Completed the latest phase.

2005-2006 OB Local Business Directory: Produced and distributed 20,000 copies with 15,000 delivered to residential market area. Again the OBCDC, OB Town Council & The Beacon Newspaper were instrumental in the distribution of this valued directory.

Web Site Navigation Redesign: The major portion of the work has been done and we continued to improve and change our web site.

National Main Street Accreditation: Again, we met the requirements and received our national designation as a National Main Street Association.

Crime Committee: This committee was instrumental in taking a multiple offender off the streets of Ocean Beach. We worked to secure a Stay-Away Order for this individual that bars him from the business district.

Promotion & Marketing: Developed a major marketing and promotional campaign for the summer special events. Ran monthly ads promoting the

Farmers Market. Provided cross marketing for members through Business Announcements in both the monthly newsletter and on the website.

SPECIAL EVENTS THAT WERE HELD: (from July 2004 thru June 2005)

4th Annual Antiques on the Avenue: OBMA was a partner with the OB Antique Association. This expanded event included a large classic car show
3rd Annual San Diego Oktoberfest: Through a partnership with the Hoy Hoy Boys and OB Community Foundation, we helped to put on another terrific event.

OBMA Awards Celebration: Union Bank hosted this lively and well-attended event that honored those that have made this organization a strong and stable association.

OB Restaurant Walk: OBMA co-hosted this event for the OB Tree Committee (OB Town Council).

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

26th Annual Ocean Beach Street Fair & Chili Cook-Off Festival: This was truly the most successful event to date. It proved that 140 volunteers can make terrific things happen in our community.

MEMBER BUSINESS ANNOUNCEMENTS

If you want to publish a business announcement, please download the form from our website or drop by the office.

Business announcements are free to our members and are an easy way to let others know about you and 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?

Have you recently remodeled?

Cabrillo Pet Hospital has a new name (previously called Cabrillo Veterinary Hospital. 4138 Voltaire St. 225-9684.

Ocean Beach Acupuncture & Ocean Beach Therapeutic Massage welcome Betsy Hess, D.Hom, Homeopath and Energy Healer. Betsy received her diploma in homeopathy from the British Institute of Homeopathy, and is a certified Bach Flower Essence and Gem Essence Practitioner. Through the use of vibrational remedies, herbs and energy work she can help you to create a sacred space for healing. For appointments contact Betsy Hess at 619-501-7968. Healing services and pricing, as well as vibrational remedies, can be found on her web storefront, I & E Organics Apothecary, at www.iandeorganics.com.

The **VFW Post 1392** is hosting its 16th Annual Labor Day Picnic at Dusty Rhodes Park on Sept. 5th, 10 am to 5 pm. This is a family event. Admission: adults \$5 and kids under 12 \$3. This is their annual thank you to the community. Picnic Chairperson, Joe Martin said "we here at the post are proud to be a part of Ocean Beach." For info. call 225-0921 or 619-985-4911.

MARK YOUR CALENDAR!!!

Thursday, **October 20th**, 5:30 to 8 pm

Ocean Beach MainStreet's Annual Awards Celebration

at Union Bank, Ocean Beach Branch
Beer, wine and heavy hors d'oeuvres

P.R.O.W. Public Right of Way Enhancement Program

We are very fortunate in Ocean Beach to have been part of a two year test of the **P.R.O.W.** which allowed our merchants to offer café seating and limited merchandise displays outside the front of their businesses. This has been a terrific program and created economic growth for our local businesses.

We (OBMA) are again signing up businesses interested and qualified to participate in this groundbreaking program. Please call our office at **224-4906** and we will assist you in

Bone Appetit! Ocean Beach Pet Supply announces Merchant Mondays! O.B. merchants enjoy a 5% savings on one item* at checkout when you shop with us on Mondays. Enter your business card for monthly FREE merchandise drawing. Bone Appetit! Ocean Beach Pet Supply has everything you need to keep your pet fed, clean, healthy, safe and happy! Open 7 days a week to serve you. (*discount excludes flea treatment and raw food items.) Bone Appetit! is located at 4870 Santa Monica Avenue. 226-6250. Hours: Tue-Fri 10am to 6 pm, Sat. 10 am to 5 pm, Sun-Mon 11 am to 4 pm. Also, they are open late for Farmers Market on Wednesdays.

Virginia L. Weber has obtained the highest peer review rating obtainable from Martindale-Hubbel—an "AV." This rating identifies a lawyer with very high to preeminent legal ability. She is now adding Adoptions, both Independent and Step Parent Adoptions to the estate planning, probate and business legal services her firm provides. Congratulations to her! Contact her at 619-222-5500.

John S. Gillick, MD, MPH has opened his office within Ocean Beach Medical Office at 1947 Cable Street. Dr. Gillick is a physician with an emphasis on Pain Management—non-narcotic, non-invasive. His website is www.DrGillick.com and his phone number is 619-234-1652.

Valet in OB. OB aces out the big boy's with it's own home-grown Valet service. Steven Elbogen, owner of Fitness Network in OB since 1990, just expanded his service sector by opening up **Wonderful Valet** on the congested 5000 block of Newport Ave. directly in front of South Beach Bar and Grill. "I've been watching this parking fiasco for a long time, and decided to offer a simple solution." Elbogen said. "It's certainly helps upgrade the OB image as well," he added. Working with several other business owners with empty lots



at night, the plan was put forth, and implemented in a fairly short amount of time. This isn't just the typical valet though, they will actually drop you off and pick you back up if you end up several blocks away, providing that "extra level of service to our customers."



Organizational History:

The Ocean Beach MainStreet Association (OBMA) is comprised of area merchants and professionals dedicated to building a thriving business district that fulfills the needs of the neighboring community and visitors alike.

The OBMA is a 501(c)6 private nonprofit business organization operating with 14 elected Board Members, committed to preserving a healthy active atmosphere for those who work, live and visit Ocean Beach. Originally formed in 1978 as the Ocean Beach Merchant's Association, in June of 1998 the OBMA received national and state designation into the "Main Street" program and thus changed its name. The program is grounded in preservation and divides its scope of work within 4 areas: Organization, Promotion, Economic Restructuring, and Design. To that end, we provide an active voice for area merchants in government agencies, offering merchant assistance with storefront improvement projects, utilizing public funding for special events which draw thousands of visitors to the business district, and most recently through the creation of our website:

www.OceanBeachSanDiego.com.

which offers merchant advertising, a business directory and community event listings.

In addition, the Ocean Beach MainStreet Association is the management organization for the O.B. Business Improvement District and the Newport Ave. Maintenance Assessment District.

Our Mission

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!



Photo by Cordelia Mendoza

Ocean Beach MainStreet Association Profit & Loss Statement

July 2004 - June 2005
Ordinary Income/Expense

Income	
42030 · LMD-REIMBURSEMENTS	43,169.48
41000 · SBEP GRANT	15,790.00
40020 · BID REIMBURSEMENT	23,957.41
40030 · ASSOCIATE MEMBER DUES	4,390.00
40040 · EVENTS & PROJECTS INCOME	243,921.65
40105 · CONTRIBUTIONS	6,364.99
40130 · GRANTS	17,188.00
40120 · PROMO PRODUCTS SALES	2,450.25
Total Income	357,231.78
Expense	
55001 · PUBLIC IMPROVEMENTS	5,000.00
55000 · LAND MAINT DISTRICT	45,093.83
60000 · EVENTS & PROJECTS	96,009.23
50010 · ORGANIZATION	155,052.28
51510 · PROMOTION	22,597.16
52010 · DESIGN	2,954.26
Total Expense	326,706.76
Net Ordinary Income	30,525.02
Other Income	
70010 · INTEREST INCOME	411.69
Total Other Income	411.69
Net Income	30,936.71

These figures are unaudited but have been reviewed by the Finance Committee and by the Board of Directors on a monthly basis.

Balance Sheet as of June 30, 2005

ASSETS	
Current Assets	
Checking/Savings	
10015 · SD NATIONAL BANK CD	20,348.82
10020 · UB SPECIAL PROJECTS ACCT 0994	26,886.93
10060 · UB OBMA GENERAL- 0952	11,002.99
10070 · UB LMD-0960	45.62
Total Checking/Savings	58,284.36
Total Current Assets	58,284.36
TOTAL ASSETS	58,284.36
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
21010 · PAYROLL LIABILITIES	3,566.56
Total Current Liabilities	3,566.56
Total Liabilities	3,566.56
Equity	
30010 · FUND BALANCE	23,781.09
Net Income	30,936.71
Total Equity	54,717.80
TOTAL LIABILITIES & EQUITY	58,284.36

Our Beaches Need Your Help

By Supervisor Greg Cox

San Diego's shoreline is one of the most beautiful in the country, yet each year thousands of pounds of garbage end up on our beaches and in the ocean, endangering the health of humans and wildlife. On Saturday, September 17, 2005, I will be joining I Love A Clean San Diego and San Diego Baykeeper for a massive effort to clean up San Diego's beaches as part of California Coastal Cleanup Day. This statewide shoreline cleanup is held throughout the State each year and is the largest such cleanup in the nation.

Coastal Cleanup Day provides an opportunity for volunteers of all ages to work together to make a positive impact on our environment by reducing the amount of beach trash. Last year in San Diego County more than 4,000 volunteers removed nearly 133,000 pounds of trash and almost 22,000 pounds of recyclables from local beaches.

Coastal Cleanup Day relies on participation from volunteers to fight pollution. My office has joined the effort by helping to organize a cleanup at the Ocean Beach Pier. Coastal Cleanup Day is a great opportunity to involve the family and to teach young people the importance of lifelong environmental stewardship. For more information or to volunteer, visit www.cleanupday.org or contact Nicole Cretelle my office at (619) 531-5511. In a few short hours you can help make a significant impact on our beach environment.

Welcome New OBMA Members

Alessandra's Flower Garden

3782 Voltaire Street #62
San Diego, CA 92107
619-224-5900

[Www.alessandras-flowers.com](http://www.alessandras-flowers.com)

Rags the Fashion Design

Clothing Store
4967 Newport Ave. #17
San Diego, CA 92107
619-223-1219

Heather Wasserman PT

Physical Therapist
619-787-5819

Band at the Beach

Dell Schroeder
Band Camp & Music Lessons
222-3065

Wonderful Valet

619-226-0056 for info ask for Steve

42nd Annual Cabrillo Festival Brings History to Life Friday Sept. 30 - Sunday Oct. 2, 2005 at Cabrillo National Monument

Culture and history unite at the 42nd Annual Cabrillo Festival at Cabrillo National Monument. The main event of the festival, one of the oldest cultural events in San Diego, is the Open House on Sunday, October 2, from 10 am to 5 pm. Cabrillo Festival brings to life the story of Juan Rodriquez Cabrillo, an explorer sailing for the king of Spain in search of new lands and wealth who helped establish trade routes between Asia and the Americas. The festival opens with a Navy Band Concert and Ceremony on Friday, Sept. 30th, beginning at 5:30 pm at the Cabrillo Statue in Cabrillo National Monument, and continues with the 16th century Spanish Soldier's Living History Encampment on Saturday, Oct. 1 from 10 am to 4 pm leading up to the big day.

The Cabrillo Festival Open House features colorful displays of dancing, storytelling and music from Mexico, Native America, Portugal and Spain. This FREE Event also features Mexican, Native American, Portuguese and Spanish food, Kumeyaay basket making, flint knapping and acorn grinding demonstrations. The re-enactment of Cabrillo's historic landing at Ballast Point will be narrated by TV personality Jack White.

Cabrillo National Monument is located on Point Loma at the south end of Catalina Blvd. and is open daily from 9 am to 5:15 pm. For more info call 619-557-5450, x0 or visit their website at www.nps.gov/cabr/.

7th Annual Women's World Longboard Championships

The 7th Annual Women's World Longboard Championships will be held at the famous Ocean Beach Pier on **October 21-23, 2005**

This year's event marks a unique achievement in the history of women's longboard surfing!



14th Annual Paddle for Clean Water at the OB Pier

Sunday, **September 11, 2005** from 8am to noon.

Free Event & Free Breakfast for Paddlers

All ocean enthusiasts are invited!

Music, Raffle, Speakers, Beach Clean-up, Grand Prize

For info: 858-792-9940 or www.surfridersd.org



Ocean Beach MainStreet Association

PO Box 7990
San Diego, CA 92167

Office:

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San Diego, CA 92107
619-224-4906, Fax 619-224-4976
www.OceanBeachSanDiego.com
Email: obbid@nethere.com

Ocean Beach MainStreet Association website is OceanBeachSanDiego.com

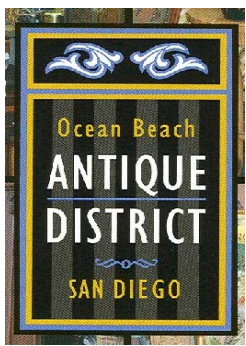
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**Ocean Beach
MainStreet Association
No General
Meeting in September**

SEPTEMBER EVENTS
MARK YOUR CALENDARS

**Coming Soon to the Ocean Beach
Pier Parking Lot on Sunday
September 25th**
Jazz 88 Ocean Beach Jazz Festival
12 am to 6:30 pm
Gates open at 11 am
Jazz 88 in partnership with
Ocean Beach MainStreet Association
For info & tickets call 619-224-4906



**5th Annual
San Diego's
Ocean Beach
Antique Faire &
Classic Car Show**
Saturday
Sept. 24th, 2005
4800-4900 Newport Ave.
8 am to 4 pm, FREE