



OCEAN BEACH
MAINSTREET
ASSOCIATION

ANNUAL AWARDS CELEBRATION

January 26, 2023

Ocean Beach

Where the Sun Sets in San Diego



Ocean Beach MainStreet Association

WELCOME!



The OB Pledge of Allegiance

The OB Pledge of Allegiance

I pledge allegiance to the pier

In Ocean Beach 92107

And to the Obecians for which they stand

One community, under the sun

Unified for many years of FUN!



Sponsors

Thank You Sponsors



Thank you to our Event Sponsor



**Ocean Beach
Community
Development Corporation**

Thank you to our Program Sponsor





Table Sponsor Shout Out!

Thank you to our Table Sponsors!

Batten Accountancy
Catrina Russell Real Estate, Inc.
Centric
Dirty Birds
Edward Jones Investments

Homes by CC Summerfield
Inn at Sunset Cliffs
Intrepid Network
Matt Kalla Insurance
OB Business Center

Raglan Public House
Rest & Relax Real Estate
Service Kings Home Services
SD News The Beacon
Krisp Beverages & Natural Foods
Sign Diego
Social Syndicate



Dignitaries & Community Leaders

Dignitaries & Community Leaders



Community Partners

Thank you to our community partners!

Friends of OB Library

Kiwanis Club

OB Community Development Foundation

OB Community Foundation

OB Historical Society

OB Planning Board

OB Town Council

Point Loma Association

Point Loma Rotary Club

Sunset Cliffs Surfing Association

San Diego Police Department

Surfrider SD

The Peninsula Alliance



Board of Directors

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Details SalonSpa

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Pacific View Real Estate

CC Summerfield, 2nd Vice President
CC Summerfield Realtor

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Craig Gerwig
4864 Newport Avenue LLC

Matt Kalla
Matt Kalla Insurance Agency

Ron Marcotte
Sign Diego

Ken Moss
Power Logic USA

Joella Peregoy
OB Business Center

Daisy Santana
Social Syndicate

Shawnn Silverman
Dirty Birds OB

Beth Wright
OB Barbershop



OBMA Team

OBMA OFFICE

Denny Knox, Executive Director

Tracy Wagner, Operations Manager

Kristen Keltner, Event & Program Manager

Christine Bush, OBMA Coordinator

Dayna Cornell, OBMA Coordinator

A little help from our friends...

Mike Silva, Maintenance

Janis Ambrosiani, Walls with a View

Josh Utley, Intrepid Network, Inc.

Shannon Brown, Centric

Farmers Market Team

David Klamann, *Farmers Market Manager*

Tony Potrus & Richee Pickett



OBMA President

Barbara Iacometti



Details Salon & Spa



2022 AWARD RECIPIENTS

Congratulations!

**The following businesses & individuals
will be recognized for all their contributions
to our community!**

Clean & Safe Committee

Committee's Mission

To educate merchants and promote a safe and clean environment throughout the Ocean Beach business districts.

Chair: Matt Kalla, Matt Kalla Insurance

Committee Meeting : 2nd Tuesday of each month at noon

Goals & Priorities:

- Increase Friends of OB program support
- Clarify Sidewalk Vending Ordinance
- Establish an OBMA Ambassador Program
- Quarterly OBMA Community Clean Up
- Decrease graffiti in Ocean Beach
- Full compliance in filling out LOAs and posting signage
- Find resolution regarding sanitizing the beach parking lots on a regular basis
- Report items which need to be addressed by the City of San Diego through Get-It-Done App
- Keep good working relationships with SDPD and local community groups

Clean & Safe Committee

OB Corner Store



for cleaning their storefront daily & setting an amazing example

Clean & Safe Committee

Shore Thing Pet Supply



for cleaning their storefront daily & setting an amazing example

Clean & Safe Committee



People's Choice Award

Clean & Safe Committee

Tony Cohen



for supporting graffiti abatement in Ocean Beach

Design Committee

Committee's Mission

To identify and develop programs needed for public improvements throughout the business community. To assist business and property owners with design education and technical assistance as requested.

Chair: Mike Akey, Pacific View Real Estate

Committee Meeting: 1st Tuesday of each month at 8:30 a.m.

Goals & Priorities:

- Purchase and install new trash receptacles in the MAD
- Refurbish Happy OB Holiday swags
- Put up decorations for the holiday season
- Design and install new banners in January 2022
- Maintain market lights along Newport Avenue
- Complete phase 37, 38 and 39 of tile project
- Paint new electrical boxes & maintain existing boxes
- Replace dated parking signage on Newport Ave.

Design Committee

California Wild Ales



for their bright signage and attractive storefront

Design Committee

Hess Brewery



for their colorful new mural

Design Committee

La Dona



for their new sidewalk café & fun outdoor tortilla kitchen

Design Committee

Miss Match



for their updated storefront

Design Committee

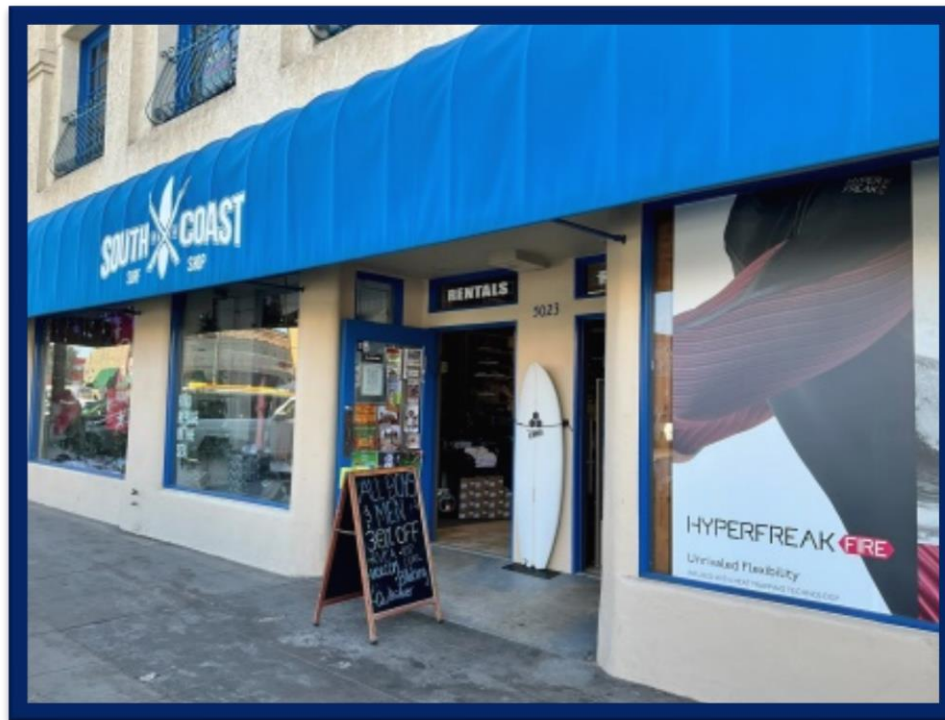
Pier to Point Yoga & Wellness



for their bright storefront design, planter boxes & visible signage

Design Committee

South Coast Surf Shop



for their updated storefront & window displays

Design Committee

Vervor



for inspiring an eclectic artist element to Voltaire Street

Design Committee

Vignettes



for updating their storefront awning & signage

Design Committee



People's Choice Award

People's Choice Award

OB Hardware



for their updated storefront & branded window signage

Economic Vitality Committee

Committee's Mission

To promote the best use of existing building, natural, and human resources to ensure the economic viability of Ocean Beach. This committee's focus is the economic well-being of the Ocean Beach business districts, including business retention, business recruitment, and cost-analysis studies.

Chair: Beth Wright, OB Barbershop

Committee Meeting: 2nd Wednesday of each month at noon

Goals & Priorities:

- Complete Who We Are & What We Do project
- Update the Online Business Directory
- New member onboarding procedures & outreach
- Outreach to current OBMA members to get them more involved in our organization
- Find a resolution for closing the parking lots in Ocean Beach
- Send out survey in to our membership regarding their outlook for the New Year, and what they would like the OBMA to focus on in 2023
- Manage the Maintenance Assessment District

Economic Vitality Committee

OB Meat Company



for their collaboration efforts with local businesses

Economic Vitality Committee

The Template



*for the collaboration of several businesses to create
a unique space for the community*

Economic Vitality Committee

Vervor



for spearheading the effort to revitalize the North Ocean Beach area

Economic Vitality Committee



People's Choice Award



People's Choice Award

OB Business Center



for spearheading the revitalization of the OB Mall

Promotion Committee

Committee's Mission

To improve consumer, merchant and resident confidence in Ocean Beach through a unified image created by an exciting variety of activities. This committee is dedicated to creating advertising campaigns, implementing special events, and promoting the business districts and local businesses throughout Ocean Beach.

Chair: CC Summerfield, Homes by CC Realtor

Committee Meeting: 1st Friday of each month at 9:00 a.m.

Goals & Priorities:

- Complete and promote Who We Are & What We Do project
- Redesign Online Member Directory
- Create Shop Local Saturday event
- Create OB Holiday Gift Guide with the Beacon
- OBMA merchandise – design and market
- Holiday ornament – design and market
- Create Street Fair & Chili Cook-Off logo
- Local non-profit booth at OB Farmers Market

Promotion Committee

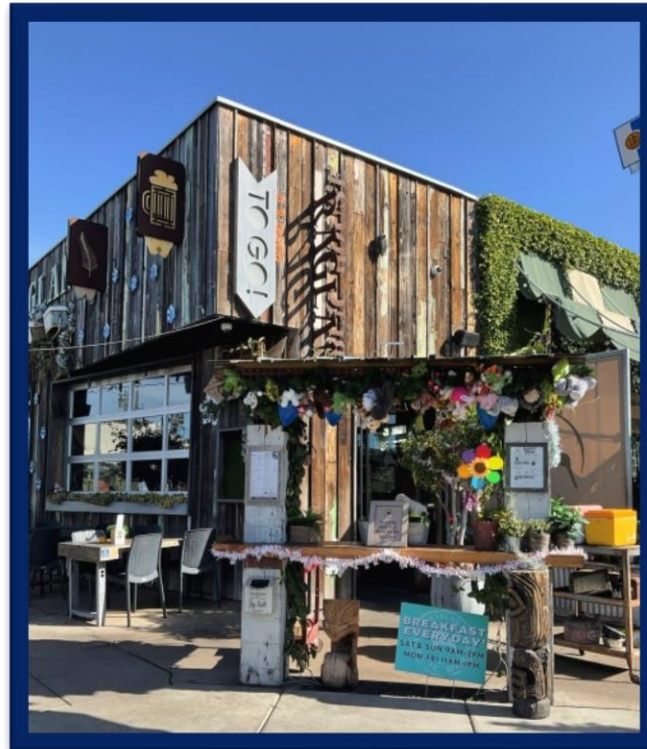
OB Business Center



for their endless enthusiasm in promoting local businesses

Promotion Committee

Raglan Public House



for their over the top holiday decorations & clever holiday social media

Promotion Committee

SHARA



*for their great window display
& visually appealing merchandise design*

Promotion Committee

Closet



for their great social media presence & wonderful window displays

Promotion Committee



People's Choice Award

People's Choice Award

California Wild Ales



for being one of the most active promoters in Ocean Beach

Brewery & Tasting Room Collaborations



*for contributing to collaborations with
Breweries & Tastings Room in Ocean Beach*

Community Partner Award



Carter Moss

for continuous support of local events & fundraisers

Community Partner Award



Christie Romano

for continuing to spearhead OBMA community clean-ups

Community Partner Award



Dirty Birds

for their contribution promoting the OB Street Fair & wing eating contest which was major fundraising effort for OBMA programs

Community Partner Award



Friends of OB Library

*for keeping the community informed about the library expansion
& getting the library expansion plans off the ground*

Community Partner Awards



Jason Bullard

*for mentoring amateur participants in the
42nd Annual OB Chili Cook-Off*

Community Partner Award



Jason Tripp

*for inspiring new businesses to participate in the
42nd Annual OB Chili Cook-Off & promoting the Chili Cook-Off*

Community Partner Award



Masonic Center

for supporting the OBMA's Annual Award Celebration

Community Partner Awards



Michael Carmichael

for promoting the 42nd Annual OB Chili Cook-Off

Community Partner Award



Tony Romano

for continuing to spearhead OBMA community clean-ups

Community Partner Award



CC Summerfield

*for promoting local businesses through social media including
OBMA's Member Moments*

Community Partner Award



Joella Peregoy

*for promoting local businesses through social media including
OBMA's Member Moments*

Community Partner Award



Matt Kalla

*for promoting local businesses through social media including
OBMA's Member Moments*

Volunteer Award



Ken Moss

for continuously supporting OBMA's mission and stepping up, always!

Volunteer Award



Michele Amsterdam

for continuously supporting OBMA's mission and stepping up, always!

Volunteer Award



Uncle Craig Gerwig

for continuously supporting OBMA's mission and stepping up, always!

Thank you!



Craig Gerwig • Michele Amsterdam • Ken Moss

Green Flash Customer Service Award



**People's Choice
Customer Service Award**

Green Flash Customer Service Award



California Wild Ales

*for exemplifying the spirit of OB and shined in 2022
by reflecting positive awareness & activity in the community
through their exceptional customer service*



Green Flash Customer Service Award



OB Business Center

*for exemplifying the spirit of OB and shined in 2022
by reflecting positive awareness & activity in the community
through their exceptional customer service*



Green Flash Customer Service Award



OB Hardware

*for exemplifying the spirit of OB and shined in 2022
by reflecting positive awareness & activity in the community
through their exceptional customer service*

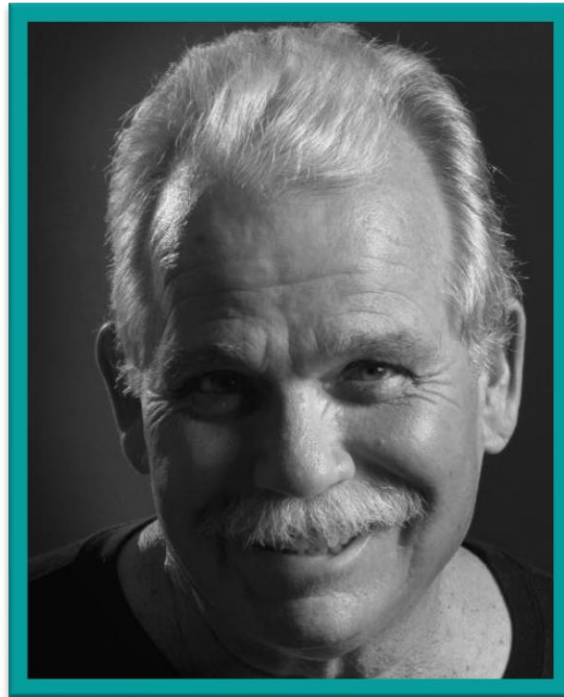


The Mike Hardin *Like A Boss Award*



Like A Boss Award

Steve Rowell



for contributing to Ocean Beach's history through photography



Beer & Wine Sponsors

Thank You
Beer & Wine Sponsors





Food Sponsors

Thank You Food Sponsors!

The AZ
BBQ House
Café Bella Express
Dirty Birds OB
It's Raw Poke
Hess Brewing
Krisp Beverages & Natural Foods
La Dona
Lighthouse Ice Cream
Little Chef Chinese
Longstory Irish Pub
Mad Munch
Mike's Taco Club
Newport Farms
Nico's Mexican Food

OB Brewery OB Kabob
OB Noodle House Bar 1502
OB Smoothie
OB Surf Lodge
Ocean Beach Meat Co.
Olive Tree Marketplace
Pizzeria Luigi's Poma's Deli
Raglan Public House
South Beach Bar & Grille
Sunshine Company
The Harp
The Holding Company
The Joint
Wonderland Ocean Pub



Raffle Sponsors

Thank You Raffle Sponsors!

**Claytime Ceramics
Closet
Details Salon Spa
Dirty Birds
Dog Beach Dog Wash
Gianni Buonomo Vintners
Gilmore Family Jewelers
Hoppy Beer Gear
Hodads
La Dona
Mad Munch Grilled
Cheezers
Mallory's
Newbreak Coffee & Café
OB Business Center
OB Gift Shop
OB Gifts & Shells
OB Hardware
OB Surf Lodge**

**Ocean Beach Antique Mall
Pizza Port
Raglan Public House
Rincon Reservation
San Diego Crystals & Jewelry
Seams to Me
SHARA
Shore Thing Pet Supply
Social Syndicate
South Coast Surf Shop
South Coast Wahine's OB
Sunset Cliffs Pilates & Fitness
Surfer Baby
Better Surf Than Sorry
Tanya Joy Skincare
The Black
The Inn at Sunset Cliffs
Vervor Shop
Wonderland Ocean Pub**



Productions Sponsors

*A huge thank you to our production sponsors
& The Masonic Center!*





Productions Sponsors

**Carter Moss & Crew
Centric**

Convivial Catering

Craig Gerwig

Economic Vitality Committee

Frame & Style Photography

Inn at Sunset Cliffs

Intrepid Network, Inc.

Michele Amsterdam

Music As You Like It

OB Historical Society

Promotion Committee

Sign Diego

Submerge Church

Susan James

THANK YOU!

OCEAN BEACH



MAINSTREET
ASSOCIATION

Thank you for celebrating the Annual Awards with the
Ocean Beach MainStreet Association