**No Target in OB!**

**☺ Community Forum ☺**

**Wednesday - October 11, 2017**

**6:30 p.m. - 8:30 p.m. at the Ocean Beach Recreation Center**

**Report**

Number of Attendees: approximately 40 attendees

Media Present: KUSI, OBRag

Welcome: A thank you to the Attendees, to the Volunteers, and to the James Gang was given. Three informational hand-outs were provided: 12 Great Reasons to Buy from Local Independent Businesses; Affordable Space: How Rising Commercial Rents are Threatening Independent Businesses, and What Cities Are Doing About It; Small Business Support.

PowerPoint Presentation: A powerpoint presentation was given highlighting Target's last public statement (8/30/17) indicating that Conversations are ongoing and nothing is final and that Target has the flexibility to proceed or not proceed with a potential store at this Ocean Beach location; citing the San Diego City Adopted Ocean Beach Community Plan in the areas that a Target in Ocean Beach is in direct opposition to; discussing the importance of Local Independent Businesses and a strong Local Economy, noting other Communities throughout the Country that have successfully proven that supporting and protecting local businesses creates a strong and vibrant Main Street, directing attendees to www.amiba.net and ilsr.org for further information, and providing examples of the success of boycotts; ending with the agreement that the Ocean Beach Community has enough creativity and passion to protect the lifestyle we all love and come up with a better, positive solution for our Community other than a Target.

Take Action Segment: A presentation on collecting signatures for the Boycott Petitions was given highlighting how fun and easy it is to do, stating that the high majority of interactions are in opposition to a Target in Ocean Beach and are eager to sign! All 15 of the prepared clipboards were distributed to Attendees wishing to participate in signature gathering. A presentation on the "Take Action Checklist" was given and the half-sheets were passed out. This segment concluded with the push to take action on Social Media.

Open Discussion: The open discussion period produced the following items to move forward with.......

* Pressure the City for a Traffic Study. One Community Member created her own "traffic flow chart" for the proposed location. TO DO: organize a presence at the City level - Planning Department meeting and/or City Council meeting.
* Start a Local Business Campaign.
* Outreach to the Businesses. TO DO: organize contact with the local businesses.
* A "Planned Development Ordinance" would allow restrictions on renting to corporations. TO DO: research and take action.
* Information came forth that the Broker for this Target deal, Tony Franco, does not have a very good, clean reputation. TO DO: research and take action.
* Need to blow-up in the press. Need to promote the boycott. TO DO: push Social Media action!
* Concern over the Ocean Beach Main Street Association was voiced and other options discussed. TO DO: research and take action.
* Community Member spoke who informed Attendees he approached the owners to purchase the property. He has a mixed-use development project that he would like to do there but that they were not interested. This brought to light the fact that the owners lied to the Community at the Ocean Beach Planning Board meeting when they stated that other options were considered. This Community Member has an alternative.....another option and was not considered. TO DO: research and take action.
* Discussion over Property Owners charging such high prices for their storefronts being such an obstacle to existing and start-up local businesses occurred, ending with a suggestion of calling them out to be publicly accountable for selling out our Community. TO DO: research and take action.