

Ocean Avenue Association
Executive Director's Report
October 16 to November 20, 2014

- **Shop Small!** Saturday November 29 is Small Business Saturday. Neil Ballard and Alex Mullaney have put together a flyer for Ocean Avenue Small Business Day.
- **Brown Act Workshop** OEWD hosted a Brown Act workshop on 11-7-14. For San Francisco CBDs, it is required to follow the Brown Act and the Public Records State laws. The city's Sunshine ordinance need not be followed by CBDs. According to the city attorneys presenting, in response to a question I asked, the required quorum for a CBD to have a legal meeting is a majority of board members, whether or not all the seats are filled; and to adopt a motion a quorum of the members must vote for the proposal. For OAA currently, the quorum to have a meeting or to pass a motion is 7.
- **OAA Business Development Committee** At the end of the 12-10-14 Street Life Committee, about 7:30pm, we will explore the options for a dedicated Business Development Committee. Board members Summerland and Mullaney will be leading the discussion about what the Business Development committee would focus on.
- **Grant Resources** OAA received a \$20,000 grant from Invest In Neighborhoods this month. These funds are allocated for pedestrian safety and OAA's upcoming Second Sundays Ocean Avenue marketing and promotion. There is an upcoming IIN public plaza activation grant coming up that we may be able to apply for to fund programs at Unity Plaza.
- **SF Shines Express** Rick Kurylo has developed a different model of SF Shines that he is testing on Ocean Avenue. Paperwork requirements are simpler, and the business or property owner can hire the contractor and oversee the work instead of outside consultants doing so. On Ocean, the first 2 awnings and signs have been installed at King's Cafe and Ming Kee Restaurant.
- **ADA Issues** OEWD is funding ADA small business evaluations on Ocean Avenue and other neighborhood commercial districts. Luis Licea is signing up businesses and has about 20 at this point. ADA assistance and SF Shines small business facade improvement promotion are the 2 primary CDBG activities for this fiscal year.
- **Pedestrian Safety** The pedestrian safety survey is now online. We are aiming for 50 or more participants. Take the survey if you have not already done so, and please inform your neighbors to participate as well. The link is: <https://www.surveymonkey.com/s/GPH2B6V>
- **Corridor Storefront Vacancies** Luis has prepared a list of current retail vacancies and non-performing properties on the corridor. Go to www.oceanavenueassociation.org, CBD Documents. In the past week both the "Plam" Reader at Miramar and Ocean and the

Franciscan Hobbies spaces have been leased. However, today In Style is having a Going Out of Business Sale!?

- **Conditional Use Letter for DCP and Target** I have prepared a draft Conditional Use letter for the Department of City Planning and Target for the planned new Target Express store at 1830 Ocean. I will circulate it to board members for comments.
- **1601 Ocean Avenue** The 1601 Ocean development site has changed ownership. The new developer is George Lam. Gabriel Ng and Associates apparently is no longer the project architect. On today's agenda there is a motion recommended by the Street Life Committee about this development and its impact on small businesses and historic buildings on the site.