

OAA Executive Director's Report November 16 to December 13, 2012

Fundraising Issue While preparing an application with the Community Court Fund for our tree planting project, I learned that OAA cannot apply without a fiscal sponsor because we are not a 501(c) (3) public charity organization. Same rule applies with the Community Challenge Grant funds. This limitation on our fundraising is already a serious problem. Henry Kevane has done some research on how we could establish a 501(c) (3) organization. At a legal cost of about \$17,000, this is a major expense for us since it does not directly apply to our management plan scope of work.

Ocean Avenue Pedestrian Bridge Captain Falvey is working with his DPW contact to get the required pruning done around the pedestrian bridge. We will talk to DPW's engineer in the new year once they complete their survey of the bridge this month.

Aftermath of the August 8th Ocean Avenue Fire I have distributed \$14,000 of the \$15,000 available. I am trying to complete this project as soon as possible.

Mural Project The mural is completed and no dedication was held. The Art Commission is considering auctioning off the pieces of the fence as a fundraiser. The new building at this site is under construction. It is supposed to be finished by June of 2013.

Tree Planting Project The tree planting part of the planned Ocean Avenue Spring Spruce Up is tentatively set for Saturday, March 9, 2013. We are aiming to plant/replant 26 trees. None of the property owners notified about replacing their dead or failing trees objected. Next step is to post the notices on the trees to be replaced.

Tree Maintenance Arborist Now is almost done with the initial pruning all the trees, except the palms, in the corridor. For 2013, they also will be taking over the maintenance and pruning of the palm trees in the CBD corridor. They are preparing a plan for that new addition to their work.

Holiday Decorations Installation On December 1st Lick-Wilmerding's women's varsity basketball team did great work on a rainy morning decorating the corridor. CBD board members Howard Chung and Shirley Lima as well as Kei Kaneshiro, my wife, also contributed greatly to the effort.

Upcoming Presentations In January we will have an update on the historic preservation aspect of the Balboa Station Area Plan from city planning department. In February we will have a presentation on marketing and branding the Ocean Avenue CBD corridor.

Happy Holidays and a Wonderful New Year!
OAA Executive Director Dan Weaver