

Ocean Avenue Association  
Executive Director's Report  
June 18 to July 16, 2014

**1. Ocean Avenue Corridor Design** I will continue working with DPW to refine the landscaping improvement project set to begin construction in 2015. Coordination will focus on the precise location, watering and maintenance of the new sidewalk landscaping. The City's Planning Department will continue to revise their project area plans, along Ocean from Phelan-Geneva to San Jose avenues, and return for the next corridor planning committee meeting in the Fall. Street Life Committee Chair Alex Mullaney and I will be meeting with DPW to discuss and revise OAA's Fifteen Year Plan for Ocean Avenue Improvements.

**2. Retail Business Development: Target Coming to Ocean Avenue** I met this past month with John Dewes of Target. Mr. Dewes presented at the Street Life Committee on July 8 to explain the plans and answer questions. He is also going to present the project at residential neighborhood groups and hold a public meeting in the next few months to meet the requirements of the Conditional Use program. I am also discussing with Mr. Dewes the idea of preparing a letter of understanding between OAA and Target.

**3. Ocean Avenue Mobile Parklet Project** The parklet should be finished in July and installed at its first location, in front of the Fog Lifter Cafe in early August. Our insurance agents were able to find a policy to cover general liability for the parklet, albeit at a high price of \$825 per year in addition to the cost of OAA's general liability insurance.

**4. Art Banners Project** The art banners project letter of intent has advanced to the level of preparing a full project proposal. The project is to invite artists to create unique banners for the corridor to be hung for 1 to 3 months and then taken down and auctioned off in part to fundraise for the Fall street festival. This project will be coordinated with the removal and replacement of at least 30 of the 60 OAA banners now up in the retail corridor.

**5. New Fiscal Year** In the third week of September, OAA will hold its Annual Meeting at a local cafe or restaurant. This social event will take the place of our regular board meeting. All CBD property owners and merchants will be invited to learn about OAA's achievements and future plans. This month I will be working with Henry Kevane, OAA Treasurer, and Sandy Owens, OAA Bookkeeper, to prepare the 2014-2015 FY budget.

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