

Ocean Avenue Association
Executive Director's Report
June 21 to July 17, 2013

1. Ocean-Phelan Garden Recovery SFMTA's contractor is still awaiting a building permit from the Department of Building Inspection. I am working with MTA planners to install a shed for storing tools onsite and to replace the lost plants and trees as well as to add additional landscaping in a newly available planting area.

2. SF Shines and OEWD 2013-14 Grant SF Shines provides resources that could allow us to fully utilize the CDBG grant funding this fiscal year. I am negotiating this year's grant with OEWD. The goal I proposed and OEWD accepted is to identify 10 business owners with low or moderate income with storefronts in need of facade and/or awning improvements. Afterward, OEWD and I will work with the business owners to pursue funding, design and construction. Non-profits do not qualify for this program but we can make proposals if they have a big impact on the corridor since they are amongst the largest buildings and provide community services.

3. California Main Street Program Rick Kurylo of OEWD is arranging a meeting on or near the corridor to present the marketing leakage data for the Ocean Ave. retail corridor and the Main Street program to OAA and the neighborhood residential associations, in September.

4. One Day Grass Parklet, Ocean Avenue Summer Social Last Saturday, July 13, OAA partnered with Yogurtland, Geneva Car Barn and Powerhouse, OMI Cultural Participation Project, The Ingleside Light, Friends of the Urban Forest and Whole Foods to assemble a grass parklet covering two parking spaces (40' x 7') in front of Yogurtland. There was lots of frozen yogurt, music, promotion of planting trees and a grand finale of the Car Barn's summer class students receiving certificates from District 11 Supervisor John Avalos with many family members crowding the sidewalk. The parklet was fairly quick to set up and cheap. It provided 11 hours of pedestrian activity on the commercial corridor. Many, many drivers took notice. Alex, chair of our Street Life Committee was the chief strategist and organizer of this effort. This was an excellent marketing effort for Ocean Avenue.

5. CBD's New Fiscal Year July 1, 2013 was the beginning of our 4th year of collecting CBD assessments and the 3rd year of providing services in the corridor. I will be preparing the Annual Report and working with Henry on the budget. Our 2nd Annual Meeting will be at Java On Ocean, 1700 Ocean Ave., on Thursday, September 19, 6:00 to 8:00 p.m.