

Ocean Avenue Association
Executive Director's Report
July 17-August 20, 2014

1. Additional Funds for 2014 Ocean Avenue Festival District 7 Supervisor Norman Yee has awarded \$5,000 in funding for entertainment at the September 20 festival. The funds will be used to provide additional music programming and children's entertainment. OAA also contributed \$5,000 from its marketing and promotion budget for the festival this year.

2. Retail Business Development: Target Coming to Ocean Avenue John Dewes has been visiting neighborhood residential associations over the past month as part of Target's Conditional Use requirements.

3. Ocean Avenue Mobile Parklet Project The parklet has been launched! A small launch event was held on Thursday, August 7 in front of The Fog Lifter Cafe, its first location. The parklet is getting regular visits and good reviews.

4. Mural at 1601 Ocean The construction fence at Capitol and Ocean, a long-time blight on the corridor, has been painted by a crew of volunteers. An anti-graffiti clear coat will be added by Cleanscapes for protection as soon as possible.

5. New Fiscal Year On September 17, OAA will hold its Annual Meeting at TheAve Bar, 1607 Ocean Ave. This social event will take the place of our regular board meeting. All CBD property owners and merchants as well as residents are invited to learn about OAA's achievements and future plans. At the August meeting the 2014-2015 FY budget will be presented for board approval.

6. Second Sundays on Ocean Avenue OAA's Street Life + Business Committee has recommended Alex Mullaney's proposal for a regular live music event on the corridor. The proposal calls for starting with a minimum of three cafes/bars to get entertainment permits and to program music at their spaces each month along with other businesses and organizations interested in participating. The monthly programming will be promoted in the neighborhood as well as on-line. Because it takes some months to get Entertainment Commission permits, Second Sundays is planned to start in January.

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