

Ocean Avenue Association ~ Business Committee
Notice of meeting and agenda
Wednesday March 18, 2015 5:30-6:30pm
Lick-Wilmerding High School
755 Ocean Avenue, San Francisco, CA 94112

1. Call to Order
2. Executive Director Report
 - a. Introduction to Business Committee
3. Ocean Avenue Retail Overview
 - a. Luis Licea – make up of Ocean Ave & current available addresses
4. Mission Statement development

OAA Mission Statement: (for reference)

Established in December 2010, Ocean Avenue Association (OAA) is a Community Benefit District serving 13 block retail corridor of Ocean Avenue from Interstate 280 to Manor Drive. OAA's mission is to revitalize Ocean Avenue from beautification to supporting local merchants and property owners to attracting new investment. The OAA is committed to making the Ocean Avenue corridor a vibrant and safe place by providing programs and services that improve the quality of life for those who live and work in the community.

OAA Business Committee Mission Statement Proposal

Encourages land and retail uses that align with the Mission of the Ocean Avenue Association and its affiliate committees. Supports beautification, retail maintenance and preservation of historic character within the district. Guides and develops the economic vitality through strategic community involvement and linking local /prospective merchants with an avenue of support and available resources.

5. Project List development
 - a. Short Term:
 - i. Mission Statement
 - ii. Letter/Flyer to distribute to businesses/prospective property owners
 - iii. Banner Project
 - iv. Retail/Historical considerations
 - v. Traffic flow/construction
 - b. Long Term:
 - i. Website development
 - ii. Community development needs (restaurants/bars/theatre)
 - iii. Zoning/Traffic flow
 - iv. Parking/Public transportation
 - v. Historical recognition
6. Public Comment
7. Adjourn

Public comment on any item and general public comments is generally limited to three minutes. The chair may limit public comment if time constraints require. Only committee members – attendees who have been to three OAA meetings in the past 12 months may vote on a given item.

Agenda item materials available for this meeting will be sent on request to info.oacbd@gmail.com. Contact committee chair Janene Summerland at Janene.Summerland@gmail.com for questions or future agenda items.

Go to OceanAvenueAssociation.org to find minutes and agendas and to learn about the OAA and the Ocean Avenue Community Benefits District.

Ocean Avenue Association
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