

Ocean Avenue Association ~ Business Committee

Notice of meeting and agenda

Wednesday April 15, 2015 5:15-6:15pm

Ingleside Library

1298 Ocean Avenue

San Francisco, CA 94112

1. Call to Order
2. Review of Business Committee Parameters to present to OAA Board for ratification (attached)
3. Mission Statement - Revision to present to OAA Board
The Ocean Avenue Association (OAA) Business Committee's Mission is to encourage land and retail uses that align with the Mission of the OAA and its affiliate committees. We strive to ensure and develop economic vitality through an incremental and comprehensive process while supporting beautification, retail maintenance, retail development and preservation of the historic character along the Ocean Avenue Corridor.
4. Ocean Avenue Retail update: Luis
5. Community Art update: Rick
6. Committee projects:
 - Letter/Flyer to distribute to businesses/prospective property owners
 - Language barriers
 - Community development needs (restaurants/bars/theatres)
 - Parking/ Public transportation
7. Public Comments

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 commit 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 on request to info.oacbd@gmail.com. Contact committee chair Janene Summerland at Janene.Summerland@gmail.com.

Resolution of the Ocean Avenue Association Establishing
A Business Development Committee

Whereas, Article VIII, Section 1 of the Ocean Avenue Association (OAA) By-Laws provide for the Board “*by resolution, to create committees to serve at the pleasure of the Board, and to have all the authority that the Board shall establish to the extent provided by resolution,*” and Section 2, governs committee meetings and actions, and

Whereas the OAA’s mission is to revitalize Ocean Avenue from street beautification to supporting local merchants and property owners to attracting new investment, making the Ocean Avenue corridor a vibrant and safe place, and provide programs and services that improve the quality of life for those who live and work in the community, using established City and Main Street consultant recommendations encourage the OAA to “*empower and activate a full fledged business committee ... with its own separate chair and team of committee members to carry out its many functions.*”

Therefore by this Resolution, the OAA’s Board of Directors establish the **Business Committee** to a) meet no less than 6 times per calander year, b) have a Chair and voting process consistent with OAA standards, c) have the authority to identify, prioritize, implement and monitor strategies as provided below, consistent with the Mission, standards and priorities of the OAA:

- **Existing Businesses:** Retain, strengthen and expand existing businesses, and either link them to, or provide the with, appropriate technical assistance, business plans, market data, financial consultations, marketing and/or landlord-tenant assistance, etc.
- **New Businesses:** Identify business recruitment targets based on real estate, market and other conditions, and formulate a recruitment strategy for new priority firms that align with the OAA and communities most significant needs and market opportunities, etc.
- **Public Partnerships:** Identify, formulate, initiate and advocate for strategies that will maximize public works, infrastructure, land acquisition, landscape, public arts, transit, automobile parking, traffic flow, public transit and other public investments needed to revitalize, beautify and sustain the Ocean Avenue Corridor and the neighborhood, etc.
- **Unique Character:** Preserve and enhance the historic and architectural character of the street and ensure the harmonious integration of new construction and existing facades with a) design standards, b) specific plans c) zoning d) covenants and restrictions e) landlord/developer negotiations, f) historic building and district designations g) lending fund incentives, etc., to guide public/private investment, etc.
- **Constituent Participation:** Mobilize, and lead strategic public/private partnerships among residents, businesses and public agencies and provide maximum feasible opportunities for public involvement and advocate on their behalf to maximize public and private benefit, etc. Identify and encourage appropriate restructuring, consolidation and redevelopment of land and physical facilities where necessary to catalyze private investment and accommodate priority retail uses, etc.

Approved by the Board of Directors as Resolution No. _____

On this _____ Day of _____, 2015

Chairman _____

Secretary: _____