

Ocean Avenue Association
Business Committee Meeting 9/14/16
Lick Wilmerding High School, Room 5

Present: Chairman Janene Summerland, Executive Director Dan Weaver, OAA staff Luis Licea and Neil Ballard, Jarlene Choy

Minutes taken by: Neil Ballard

1. Meeting called to order at 5:12 p.m. by Luis Licea.
2. JOBsNow Program Overview
 - Luis Licea has been conducting outreach to businesses to inform them about the JOBsNOW program.
3. Business to Business Outreach
 - Licea: will focus on getting active merchant users on Townsquared, rather than giving up emails to the company
 - Licea: plans to hold “office hours” to outreach to merchants a couple days a week, starting next week. Will outreach business-to-business.
 - i. Choy: could invite resource providers as well.
4. Corridor Report
 - Licea: provided a list of existing and pending businesses, as well as charts of business types on Ocean Avenue.
 - Business type trends follow the city at large.
 - Weaver: restaurants and retail spaces make up the largest and most attractive group of business types. That represents a quarter of Ocean Avenue businesses.
 - Summerland: the business types on the main chart can likely be consolidated.
 - Summerland: could the Business committee take business type information to the city to help guide decisions? Weaver:
5. Business Support and Retail Update: Luis Licea
 - Provided updated vacancy report.
 - Neil and I are prioritizing the legacy business program.
 - Talked to Mahogany re: energy program, will talk to Auto 280.
 - SEACR is interested in providing loans to Ocean Avenue businesses.
6. Public comment:
 - None
7. Meeting adjourned at 5:59.