

Ocean Avenue Association  
Executive Director's Report  
June 17, 2015 to August 19, 2015

- **OAA's fundraising success** In 2014-15 FY OAA received about \$259,000 in assessment income. OAA raised an additional \$303,000 in grants last fiscal year. So each assessment dollar was matched plus an additional \$43,000 was raised to improve the Ocean Avenue community corridor and provide additional resources to businesses in the corridor.
- **New Staff Members** Luis Licea and Neil Ballard now work half time for the OAA. Luis works with small businesses and business attraction and Neil is the Associate Director of the OAA and works on Second Sundays programming and grant applications, et cetera. Both live close to Ocean Avenue.
- **Ocean-Geneva Native Plant Garden and Activation Sites** Planning and design work has been focused on determining the cost of a two-foot high log retaining wall determined to be necessary for the larger parcel.
- **Ingleside Library Garden and Unity Plaza** The Ingleside Library Garden is completed. Public access is not allowed until the official ribbon cutting, to be held sometime after September 3<sup>rd</sup>. Unity Plaza construction contract has been signed; construction start is planned for early September. Completion is expected by next September.
- **CDBG grant for 2015-16 FY** The grant has been negotiated but a new requirement that OAA must have a standard audit report on file is now holding up the final approval process.
- **Second Sundays on Ocean Avenue** Neil Ballard reports: "July and August Second Sundays events included indoor music and food/drink samples. For September's event we are planning to organize outdoor music and historic streetcars along Ocean Avenue. Dan and I met with Nina Pogosyan, branch manager of the Ingleside Library, to discuss future use of the almost-completed library plaza for Second Sudays events, specifically to offer children's/all ages entertainment.
- **Vacancy Report** Luis's current Ocean Avenue commercial vacancy report can be found at [www.oceanavenueassociation.org](http://www.oceanavenueassociation.org), at [The CBD, Documents and Reports](#).

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