

Ocean Avenue Association Board of Directors Meeting Minutes
Thursday, January 22, 2015, 6:30PM
755 Ocean Ave, San Francisco, CA 94112

Board Members present: Howard Chung, Lucia Fuentes-Zarate, Christine Godinez, Walee Gon , Rev Roland Gordon, Steven Holm, Henry Kevane, Shirley Lima, Alexander Mullaney

Others present: Dan Weaver

1. Walee Gon called the meeting to order at 6:37 PM.
2. Approval of Minutes from December 17, 2014 (Shirley Lima)
 - Christy Godinez didn't attend last meeting so please adjust Dec minutes to reflect this.
 - Alex Mullaney moves to approve the minutes.
 - Rev Roland Gordon seconds the motion.
 - Motion passed unanimously.
3. Financial Report (Henry Kevane)
 - Payroll ADP error reflected as footnote on bottom of budget; OAA due a refund of about \$5K.
 - Form 990 discussion is deferred until next month due to missing materials
4. Executive Director's Report (Dan Weaver)
 - Dan got a call from the new BART director. They are interested in hiring OAA to keep the Balboa Park BART Station clean. BART Stations are not cleaned up on a regular basis; currently, requests are to be made on a case by case basis. Dan and CleanScapes to visit the station and get an estimate.
 - Board Comment: Alex Mullaney: Have you spoken to Supervisor Avalos about this?
 - Dan Weaver: Not yet but can mention it.
 - Alex Mullaney: Can we get Muni on board to pay?
 - Dan Weaver: BART will pay for this.
 - Target
 - Target may not be open by July 2015.
 - The retailer has decided they will have a dedicated security guard.
 - Hoping they will approve planting of 4 new palm trees.
 - Retailer is interested in a tile mural near their entrance.
 - Possible for a store manager to apply as an OAA Board Member.
 - Public Comment: Jen Low: Has OAA requested that retailers moving into the neighborhood them join the board as a requirement?
 - Dan Weaver: OAA did write a letter with various requests (mural, palm trees, security), but the Retailer would not sign it.
 - Board Comment: Henry Kevane: Was the in-store Starbucks approved?
 - Dan Weaver: Doesn't think Planning Commission has an issue with it.

- Mural draft for CCSF retaining wall has been submitted. Contact Dan Weaver for copy of the design and submit comments as well.
 - Dan trying to get street cars on Ocean for Second Sundays
 - Maria Picar not interested in doing 2015 Ocean Avenue Festival. OAA may do a smaller venue, possibly at Library Garden. Possibly as a Second Sunday Event. Unity Plaza will not be available until 2015.
 - Second Sundays Update (Neil Ballard)
 - 7 Activities total
 - Music was the biggest and best draw so getting more of this would be good.
 - Whole Foods to also get a permit for live music so that would be the 3rd venue in addition to Fog Lifter and The Ave Bar.
 - Reverend Gordon: No responses to basketball activity, but consider a youth tournament.
 - Blake He at Happy Vape is interested in sponsoring an activity (he currently has a crowd doing stock car racing there).
 - Another option is to offer live street performances.
 - Reverend Gordon: Consider a talent show or a spelling bee?
 - Neil Ballard: Sure.
 - DPW Landscaping Plan
 - Landscaping of T intersections
 - Replacement of 9 palm trees from Manor to Phelan
 - Removing concrete palm tree wells and add ground level landscaping at various locations on Ocean Ave between Manor and Phelan
 - Side street landscaping
 - Public Comment: Maurice Rivers: Why did Yogurtland close down?
 - Alex Mullaney: He contacted them and was told that closure was due to lease price, higher local wages and lowest amount of sales.
5. Street Life + Business Committee (Alex Mullaney)
- Will attach balloons to participating businesses for Second Sundays. Will also try to get pop up stores to come as well
 - Public Comment: Maurice Rivers: For the street cars, does OAA get to choose?
 - Dan Weaver: There are limited cars available. Cars have to be double sided because they need to ensure that cars don't need to turn around. Cars also will not be able to go onto M lines.
 - Application for District 7 Participatory Budget: Ideas include Second Sundays, Library Garden Gate, repainting of bike lanes, Unity Plaza events.
 - Business Committee Steering may break off in February. Janene Summerland to head up. Ideas include one sided banners (on the sidewalk side; they are smaller and more visible to pedestrians). Also discussing brochures for small businesses.
 - Public Comment: Maurice Rivers: For 280 Brighton, will street level be commercial?
 - Dan Weaver: Yes it will be commercial, but there will be a small apartment on the side. It will also have a garbage area on the side. There will be 1 or 2 businesses on the front.
 - Board Comment: Lucia Fuentes: What type of businesses?
 - Dan Weaver: Talked about possible coffee places like Pete's. Philz backed out.
6. Public Comments not on the agenda
- Waterfall Wellness (Astkhik Levantian)

o Results of appeal hearing: Waterfall Wellness will keep their permit.

o Events (call Astkhik at 415-859-5761 if interested)

- 2/7/15, 1 to 3 PM: Green Team Street Clean-Up Volunteering
 - 2/11/15, 12:30 to 3:30 PM: SF Food Bank Volunteering
 - 2/21/15, 1 to 3PM: Green Team Street Clean-Up Volunteering
 - 2/24/15, 3:30 to 5:30 PM: Dinner Service Volunteering at Glide
 - 2/27/15, 8 to 9:30 PM: Patient and Community Pizza Party
- SF Beer Week in Feb. The Ave will sponsor 3 events and will post info soon.
 - Jeff Hamilton will replace Ron Gerhard on the board on behalf of CCSF.
7. Upcoming OAA Meetings
- Ocean Avenue Corridor Planning: Wed 2/11/15, 6PM at Lick Wilmerding
 - OAA Board Meeting: Wed 2/18/15, 6:30 PM
8. Meeting adjourned at 7:50 PM.