

Ocean Avenue Association Board of Directors Meeting Minutes
Wednesday, October 15, 2014, 6:30PM
Ingleside Library
1298 Ocean Ave, San Francisco, CA 94112

Board Members present: 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 6:35 PM.
2. Presentation on Aptos Middle School Business Mentor Program (Erin Farrell)
 - Erin Farrell looking for volunteers for the Mentoring for Success Program at Aptos Middle School. Visit <http://www.healthiersf.org/MentoringForSuccess> to apply. Mentors must be at least 18 years old, are matched with adults with similar interests and help students build healthy relationships. Please note this is not really a tutoring program. Initial availability should be during school hours.
3. Approval of Minutes from August 20, 2014 (Shirley Lima)
 - Comment on Item 2 from Alex Mullaney: Correct name to Supervisor Yee and correct project name to Ocean Avenue Corridor Design.
 - Henry motions to approve minutes with above corrections.
 - Rev. Roland Gordon seconds the motion.
 - Motion passed unanimously.
4. Budget Approval and Financial Report (Henry Kevane)
 - Banner expenditure for fiscal year has been reached already. Per Dan Weaver, this is a pre-payment for the full fiscal year of maintenance. Dan requested cost to make 10 new banners but this quantity did not meet the minimum order. Program with new banners program and new maintenance vendor will be discussed towards end of fiscal year.
 - Per Dan Weaver, report from MBS (collections agency on behalf of OAA) on outstanding assessments collections is overdue and will look into it.
5. Proposed Safe Zone Program for Aptos Middle School (Beth Peterson)
 - Would like to propose a program where stores would post a tiger stripe symbol (Aptos mascot) so that if students are harassed or need help, they can go into that store and merchant can escalate as necessary. Issue stems from Muni buses skipping stops due to overcrowding at those stops.
 - Mary Harris: Recommends Aptos works with the local police station.
 - Beth Peterson: Aptos has already done that, but the SFPD says it's up to the responsibility of the school to work with businesses.
 - Walee Gon: Recommends OAA Business Safe committee work with Aptos to get a proposal together.

- Public Comment: Mandy Tom: Concerned about stores not being open. Since bus stops are overcrowded, recommend a parent volunteer be present at the bus stop to eliminate the source of the problem.
 - Beth Peterson: Program will only target stores that are open between 3:45 PM and 5:00 PM.
- 6. General Public Comments for items not on this agenda.
 - Waterfall Wellness Events to be on the lookout for: Children’s Book Drive, Canned Food Drive, Green Team Street Clean-up. Call (415) 859-5761 for more info.
- 7. Presentation by Happy Vape, a proposed Ocean Avenue business (Blake He)
 - Nov 6 is the presentation with the SF Planning Committee. This business would also like to participate in Second Sundays.
 - Henry Kevane: Wants to re-iterate that it is not OAA’s mission to favor one business over another. As long as it is a lawful business that adds value to the community, OAA can support.
 - Public Comment: Mandy Tom: What impact does my opinion have at this board meeting?
 - Dan Weaver: This type of business requires a conditional use hearing so OAA can make a recommendation to the Planning Commission or choose to remain neutral. A recommendation does not guarantee anything with the Planning Commission however.
 - Public Comment: Bob Karis: Says that this business is not desirable because its goal is to addict people to nicotine, and the e-cigarette vapors contain harmful chemicals.
 - Public Comment: Beth Peterson: Opposed to this type of business because there are too many kids in the neighborhood.
 - Public Comment: Adrian Sciutto: Requests that OAA remain neutral on this issue.
 - Public Comment: Patricia Hechinger: Her father smoked and passed away from lung cancer and does not want to perpetuate the availability of this type of service. This is not a net contributor to the neighborhood and doesn’t believe the proprietors are completely forthcoming.
 - Public Comment: Angela Button: Lives right behind the proposed business and is concerned about the noise that the business will bring in the back patio. Is concerned about not enough research available on second hand vapor from e-cigarettes. Also unclear about backyard plans.
 - Public Comment: Mary Harris: Recommends OAA remain neutral because of controversial nature of this type of business.
 - Rev. Roland Gordon: Admires the fact that the proprietors are trying to do something legitimate and feels that the neighborhood needs to support local businesses.
 - Public Comment: Janene Summerland: Where and hours?
 - Blake He: 1960 Ocean Ave (former Aquatic Central); must be 18 and over; 11 AM to midnight. Outdoor activity will be shut down by 8PM.
 - Public Comment: Mandy Tom: Why is the outdoor area necessary?
 - Blake He: Patio area will be for customers who are sampling vape products prior to purchasing. Current laws prevent vaping indoors.
 - Public Comment: Beth Peterson: Are you carding customers?
 - Blake He: Absolutely, from point of entry to purchase.
 - Public Comment: Carolyn Karis: Supports Mary Harris and recommends OAA remain neutral.

- Henry Kevane motions to have OAA support Happy Vape with a recommendation that they are a responsible tenant on Ocean Avenue.
 - Rev. Roland Gordon seconds the motion.
 - Aye's: Christy Godinez, Henry Kevane, Rev. Roland Gordon, Walee Gon, Alex Mullaney
 - Nay's: None
 - Abstain: Steven Holm, Shirley Lima
 - Motion passes.
8. Proposed Bylaws Amendments: Article V Directors Sections 1 and 3, change maximum number of board members from 11 to 12. Article VI, Section 1, Change the month indicated in bylaws to hold the Annual Meeting to September instead of June (Dan Weaver)
 - Public Comment: Mary Harris: Recommends not putting in a concrete month in the bylaws for annual meeting planning purposes.
 - Public Comment: Beth Peterson: Can the member addition be a parent or does it have to a business owner?
 - Dan Weaver: 50% of board must be property owners; other 50% must represent business or community member so technically yes a parent can be in the community bucket.
 - Alex Mullaney seconds the motion.
 - Motion passes unanimously.
 9. Proposed Nomination of Janene Summerland, Whole Foods Ocean Avenue Market to OAA Board as business representative (Dan Weaver)
 - Janene has been with Whole Foods for 18 years; opened the Ocean Ave location and has a vested interest the neighborhood.
 - Steven Holm motions to add Janene Summerland to the board.
 - Rev. Roland Gordon seconds the motion.
 - Motion passes unanimously.
 10. Second Sundays Corridor Marketing Program (Alex Mullaney)
 - Events will range from music at Fog Lifter to basketball at Ingleside Presbyterian Church.
 - Will market the corridor to the surrounding neighborhoods.
 11. Business and Street Life Committee (Alex Mullaney)
 - Ocean Avenue Corridor Design project had their 4th meeting last week. Another meeting possibly in Dec or Jan and then city will seek funding from state and federal sources.
 12. Executive Director's Report (Dan Weaver)
 - Dedicating \$15K towards Second Sundays.
 - Challenge grant requested for islands at Geneva and Ocean and to paint a mural on Geneva.
 - Target still not committing to larger windows for their retail storefront.
 - Key takeaway from Keith Kjelstrom's Main Street Program presentation was to recommend merchants buying and owning the buildings they occupy; also recommends officially land-marking buildings like El Rey and making a multi-purpose entertainment center available to the neighborhood.
 - 1600 block in discussions for possible purchase by a developer who would erect a brand new building. Dan Weaver and Luis Licea are in talks with the current tenants who might be displaced. Possibility for The Ave Bar to move east into the current Ocean Pizza location since owners are retiring.

13. Board Member Comments and Proposals for Agenda Items

- Henry Kevane: Recommends that some meetings be structured whereby Dan's items are discussed at the beginning of the meeting so that board is not rushed at the end.
- Alex Mullaney: Would like Norman Yee's office to come by and talk about the Library Garden and to put in a request for the historic resource survey.
- Dan Weaver: Would like to have the Planning Department come to a Street Life and Board Meeting.
- Rev. Roland Gordon: Had a great turnout at the 9/25 event to seek support for land-marking Ingleside Presbyterian Church.

14. Meeting adjourned at 8:12 PM. Next Meeting: Wednesday, November 19, 2014. Location TBD.