

Ocean Avenue Association Board of Directors Meeting Minutes
Wednesday, November 20, 2013, 6:30PM
Ingleside Library
1298 Ocean Ave, San Francisco, CA 94112

Board Members present: Howard Chung, Christine Godinez, Walee Gon , Rev Roland Gordon, Henry Kevane, Shirley Lima, Alexander Mullaney, Dan Weaver

Others present:

1. Howard Chung called the meeting to order at all to order at 6:35 PM.
2. Approval of Minutes from October 23, 2013
 - Henry Kevane moves to approve the minutes.
 - Walee Gon seconds the motion.
 - Motion passed unanimously.
3. Treasurer's Report (Henry Kevane)
 - At or below budget at this point (no negative variances yet this fiscal year).
 - There is a \$40K discrepancy which may have stemmed from Year 1. City only expects to collect about \$40K instead of \$82K. The city has no record of who has remitted payment.
 - Dan Weaver recommends moving delinquent accounts onto tax assessments if we can reconcile.
 - Years following are pretty solid. \$220K collected of the \$240K.
4. Street Life Committee (Alex Mullaney)
 - PUC presented the final draft of proposed Holloway Avenue Greening Project.
 - SF State students reviewing "undetermined buildings" for historical classification.
 - 270 Brighton presented new designs; Street Life Committee recommended architects to keep design clean; still discussing materials.
 - Open space adjacent to the library is being handled by Norman Yee's office.
5. Possible By-Law Revision (Dan Weaver)
 - Dan has been asked by Rick Kurylo to clarify OAA bylaws on when board election cycles are effective. See meeting attachments for first draft.
 - Henry recommends text reflects office terms as "up to 2 fiscal years".
 - Additional vacancies to be referred to as "new vacancies".
 - Dan to revise document and put this out with 2 weeks' notice.
6. Executive Director's Report (Dan Weaver)
 - Dan recently attended a consortium of San Francisco CBD's; they are interested in forming a 501(c)3 that represents all the CBD's (lobbying issues related to competitive food carts, better representation at City Hall, etc). This group is interested in bringing in consultants to apply for technical grants.
 - SF Shines is moving ahead thanks to Walee's help. See report for full details.
 - Public Comment: Paul Sousa: Can you share some of the details on what some of the improvement requests have been, specifically Beep's?

- Board Response: Dan Weaver: Beep's specifically is not communicating with OAA. Unclear who owns this business. The Ave would like to open up visibility to their storefront. Year Round Tax would like to have a new sign and some landscaping. New leaseholder at 1601 Ocean has a piece of scrap metal that needs to be removed; is interested in opening up a for profit art program. Viking Submarines needs new window, paint job and awning.
 - Board Response: Walee Gon: Almost everyone he has approached has been very responsive.
 - Rev Roland Gordon recommends putting together a street-wide effort to clean up storefronts.
 - Dan Weaver: Many of the storefronts are neglected. This project assumes there are 2 main reasons to save old buildings: they are worthy of preservation because of their design, specific location or historical importance, or because they are attractive and reasonably priced locations for new businesses to start.
 - Ocean Avenue Spring Festival
 - Maria Picar requesting additional financial assistance from OAA because Cultural Festival fees from the cancelled October are not recoupable.
 - Sidewalk Gardens
 - Correction on amount of square feet planted: It's about 1000 square feet instead of 575 square feet.
 - No Board Meeting scheduled for December, but Supervisor Norman Yee may want to meet in December so if that materializes, Dan will email every one.
 - Public Comment: Neil Ballard: Would like to see more festivals, perhaps even an OAA only festival.
 - Reverend Gordon: New name of plaza is Unity Plaza.
7. Meeting adjourned to closed board session at 7:41 PM. Next Meeting: TBD