

Ocean Avenue Association Board of Directors Meeting Minutes
Thursday, February 16, 2012, 6:00PM
Lick Wilmerding High School, Room 6
755 Ocean Ave, San Francisco, CA 94112

Board Members present: Howard Chung, Walee Gon, Henry Kevane, Shirley Lima, Dan Weaver, Bridget Miller, Hossam Kadoura, Dale Allender, Roger Seto
Staff Present: Cathy Hickey

1. Howard Chung called the meeting to order at 6:08PM

2. Approval of Minutes for December 15, 2011, January 19, 2012 and January 26, 2012.

Howard moved to approve the minutes. Dale seconds the motion.

Public Comment: None

Board votes on motion. Motion passes unanimously.

3. Redistricting

Dan Weaver recommends keeping District 11 as is versus moving part of Ocean Avenue into part of District 7.

Public Comment: Mary Harris recommends writing a letter of support as Supervisor Avalos has been very responsive and was originally in favor the formation of OAA whereas Supervisor Elsbernd was not.

Response: None

Howard makes a motion authorizing Dan and Cathy to write a letter from OAA to the Redistricting Task Force. Dale seconds the motion. Board votes on motion. Motion passes unanimously.

4. Business Attraction: Massage Parlor and Billiard Hall

Shirley Lima updated OAA Board on Billiards business.

- Planning Commission voted 4 to 1 in favor of Legends Billiards.
- Commissioner Antonini voted against the business because he felt it would be better served east on Ocean Avenue.
- Parking issues are not relevant to the Planning Commission.
- Proximity of Day Care, School / Church and Marijuana Clinic were also deemed not relevant to this proprietor's case.

Update on Massage Parlor

- There are already 4 massage parlors on Ocean Avenue. Bob Karis circulated a petition to the businesses of Ocean Avenue. All of them signed the petition to against opening of another massage parlor.
- Concern is that the same formula promised by the foot reflexology at 1334 Ave will repeat itself. The proprietor had promised to follow all the rules, but has sublet all the stations and has not been responsive to calls.
- Action: OAA to invite the potential proprietor to a meeting, but s/he is not required to attend.

Public Comment: Robert Karis asked for what support he can expect from the OAA. Can the OAA invite the potential proprietor to the next meeting? Alex Mullaney asked what OAA's response is to the massage parlor.

Response: Howard said that while is it acceptable for the OAA to file DR's since they are for deeper inquiry, we must also be supportive of businesses in the district.

5. Ingleside Presbyterian Assessment

- Recommend tabling this until Rev Gordon is back from vacation.

Public Comment: None

6. Executive Director Updates

- CleanScapes Update
 - 501(c)4 established
 - Sidewalks will be re-steam cleaned outside 7-11
 - Graffiti has noticeably decreased in the neighborhood
- Small Business Development Center at City College
 - SBDC has a loan fund available to local businesses. Some funding sources are federal, some are state. They can also offer to help with fund-raising.
 - SBDC has a restaurant and retail team
 - Cathy signed up Ocean Cyclery and El Porvenir for assistance
- DPW is turning all the trees over to property owners. Need to get an estimate from CleanScapes on how much it would cost to water and prune trees.
- 1601 Ocean Ave is avail for a 5 year lease. 2000 square feet. Perfect for a hardware store. Please contact Cathy if anyone is interested.
- Wells Fargo is offering a \$3000 grant for store front improvement. Cathy recommends offering this grant to Java on Ocean.
- Cathy to enroll in the pre-tax commuter benefit program offered by the Clipper Card. This can offer up to a 9% savings for OAA.
- Cathy recommends adding in \$5000 to \$7000 to the OMI CC fund for community banners. Funds have already been earmarked in the budget for this marketing purpose. Motion passes for up to \$7000 allocation to banners.
- Sherwin Williams has been approved.
- Balboa Citizens Advisory Committee
 - Cathy and Dan hoping to get some spots on that committee.

Public Comment: None

7. SF Safe Presentation

- Furlishous Wyatt from SF Safe is going to work with the Public Safety Committee to start a Business Watch on Ocean Avenue. SF Safe is a non-profit, community crime prevention program sponsored in cooperation with the SFPD. Program is free. Goal is to help the police provide communication between businesses and police.
- Minimum number of businesses necessary to participate: 2.
- Elements to a Business Watch Group--
 - Communication / phone tree
 - Map showing geographic boundaries
 - Block captains
 - Membership / Emergency Contact list

Public Comment: None

8. Meeting adjourned at 7:55PM. Next meeting March 13, 2012.

Agenda item materials available for this meeting on request to info.oacbd@gmail.com.

Public comment on any item and general public comment is generally limited to 3 minutes; the chair may limit public comment if time constraints require.