

Ocean Avenue Association Board of Directors Meeting Minutes
Tuesday, March 13, 2012, 6PM
Ingleside Library
1298 Ocean Ave, San Francisco, CA 94112

Board Members present: Henry Kevane, Howard Chung, Shirley Lima, Dan Weaver, Walee Gon, Rev Roland Gordon, Roger Seto

Staff present: Cathy Hickey

Others present: David Schellinger, lowercase productions

1. Howard Chung called the meeting to order at all to order at 6:00PM.
2. New Business Owner Presentations
 - Introduction of Ziling Tang and Jimmy Szeto, proprietors of a massage parlor which will open at 1936 Ocean Ave.
 - Translator: Howard Chung
 - Per Ziling, primary business will be foot massage. Other types of massage TBD. 90% of the business will be foot massage, and 10% of the business will be non-foot massage (neck and back). Background: Ziling used to work at a sewing factory, however it went under and she decided to go to massage school. She has had previous experience working at a massage business (cited address was at 19th and Taraval, however business name was unable to be translated into English per Howard). She worked there a few years ago for one year. At the time, she had a San Francisco license and not a CA license. She now has a CA license. She practiced therapeutic massage on neck and back pains for patients who had car accident injuries.
 - Public Comment: Kate Favetti: There is concern about the type of legitimacy and the lack of diversity in the businesses being opened in the. She is representing the Westwood Park Association.
 - Proprietor Response: Ziling Tang: Illegitimate activities will be difficult for the location she has chosen because the main area is an open space. There will be a small area that will be closed.
 - Public Comment: Dan Weaver: There is concern that the other foot massage business at 1334 Ocean Ave always has their blinds down, the owner is never there and the place displays flashing lights constantly. In addition, the language barrier makes it difficult to communicate the issues.
 - Proprietor Response: Ziling Tang: That business has private rooms and her business will not have private rooms.
 - Public Comment: Bob Karis: Who will be hired to work at the facility?
 - Proprietor Response: Ziling Tang: She will be hiring 6 chairs and all employees will be licensed therapists.
 - Public Comment: Dan Weaver: Will Ms. Tang's business will follow all the city ordinances?
 - Proprietor Response: Ziling Tang: Yes. In addition, most of the employees will be men.

- Public Comment: Kate Favetti: How far along are the permits?
 - Proprietor Response: Ziling Tang: The fire department has already inspected the location. Planning Commission has already approved her permit.
- Public Comment: Kate Favetti: Will Ms. Tang come to the Westwood Park Association meeting on March 20th at 7pm? Location TBD.
 - Proprietor Response: Ziling Tang: Yes.
- Public Comment: Dan Weaver: Why is Ms. Tang securing a massage therapy license when foot massage therapy does not require one?
 - Proprietor Response: Ziling Tang: A license is required.
 - Public Comment: Bob Karis confirmed during in a prior conversation with Adrian Putra that a license is indeed required for this type of business.
- Public Comment: Bob Karis: Will Ms. Tang be doing medical diagnosing and treatment?
 - Proprietor Response: No, she will not be doing any medical diagnosis or treatment.
- Public Comment: Carolyn Karis: What will the hours be?
 - Proprietor Response: 11:00AM to 9:00PM.
- Introduction of Phuoc Nguyen, proprietor of Champa Garden which will open behind Java On Ocean.
 - Emphasis on very fresh, Asian fusion food.
 - Their Oakland location is a Michelin recommended restaurant and has garnered awards by SF Bay.
 - Shirley Lima asked when targeted opening will be.
 - Mr. Nguyen is targeting a July open. Hours will be approximately 11:30am to 10:30pm or 11:00pm.
- 3. Approval of Minutes for February 16, 2012.
 - Howard Chung moves to approve the minutes.
 - Dan seconds the motion.
 - Motion passed unanimously.
- 4. Logo Concepts – David Schellinger, lowercase productions
 - Dan Weaver requests an Executive Summary of the brand audit. David is working on a revised draft and will re-submit with an Executive Summary as well.
 - David would like to have feedback on the Logo / Identity pages by next Wednesday, March 26th. Please email Cathy with comments.
 - Public Comment: Mary Harris: Will OAA display the final 3 logos for a two week period at the Ingleside Library?
 - David will put a board together with 3 finalists and contact information for feedback.
 - Public Comment: Kate Favetti: Can the OAA incorporate responses from the other neighborhood associations?
 - David recommends against emailing any documents as they are not finalized.
 - Catherine requests that folks go to the library to review final 3 logos and email her comments directly.

5. Treasurer Appointment, Report and Final Budget Approval
 - Howard Chung motions to appoint Henry Kevane as Treasurer.
 - Reverend Gordon seconds the motion.
 - Board votes on motion. Motion passes unanimously.
 - Per Henry, is OAA required to put together a draft a 2010-2011 fiscal year budget even though no money was spent during that term?
 - Although budget format as presented is approved, the board agrees budget cannot be approved until OAA determines answer to the above question.
 - Henry to meet with Lisa Pagan to determine answer.
 - Then OAA can motion to approve budget(s).
 - Public Comment: Mary Harris: Will there be a donation towards the OMI Festival in September?
 - Response: This can be discussed when the board starts reviewing the 2012-2013 budget. Per Cathy, feedback from business owners on the OMI Festival is negative. Business owners don't feel included and they don't feel it's well marketed. Dan requests that we have a meeting to discuss how to address this feedback. Board can also discuss possibility of Sunday Street Festival instead.
6. Ingleside Presbyterian Church Assessment
 - Rev Gordon requests a 501(c)3 exchange. Church can provide services under a 501(c)3 in exchange for the waiver of the \$3000 assessment.
 - Cathy confirms that all the programs that OAA has applied for has not required a 501(c)3 so this may not be necessary.
 - Walee Gon offers to assist with fund-raising.
 - Public Comment: Mary Harris: Wasn't the money raised during Melanio's memorial used to pay the assessment already?
 - Response: Per Rev Gordon, yes that money was used to pay the first year, but second year has not been paid yet.
7. Executive Director Updates
 - The neighborhood is not socio-economically qualified for a Wells Fargo storefront grant program.
 - The Avenue Bar has enrolled in the bar / restaurant consulting program at City College.
 - Cathy is working with the city to reconcile a bill OAA received for Dan Weaver's property taxes. It's unclear why the OAA bill received this bill in the first place.
 - New lease at 1720 Ocean Avenue: This will be a Pilates Studio.
 - Cathy is working with Cotton Basics for 1601 Ocean Ave.
 - Handbag store will be moving in behind Randy's Place.
 - Peter Chau from Sherwin Williams which will open at 1415 Ocean Ave:
 - Just received city permit
 - Construction will be 2 to 3 months before location will open
 - Would like to offer their services and discounts to residents and businesses
 - Cathy would like to put together a walk-about event to introduce all the new businesses.
 - Rev Gordon offers up gymnasium at the church at no charge.
 - UPS may get a loan to re-do their storefront.
8. Meeting adjourned at 7:57PM. Next Meeting: April 19th, 2012. Location TBD.