

Ocean Avenue Association Board of Directors Meeting Minutes
Wednesday, March 18, 2015, 6:30PM
Lick Wilmerding High School
755 Ocean Avenue, San Francisco, CA 94112

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

Others present: Dan Weaver, Luis Licea

1. Balboa Reservoir Project (Emily Lesk, Department of City Planning)
 - <http://www.sf-planning.org/index.aspx?page=3989>
 - Studying Balboa Reservoir to
 - Carry out vision of Balboa Park Station Area Plan
 - Meet housing needs (Public Land for Housing)
 - Offer opportunities for public amenities in neighborhood
 - Satisfy fiscal responsibility to PUC ratepayers
 - Outreach Schedule
 - Q4 2014 to Q2 2015: Initial community outreach
 - Q2 to Q3: Request for Proposals
 - Q3 to Q1 2016: Review proposals
 - Q2 2016 and beyond: Review community outreach, refine design
 - From Jan 21 Public Workshop, the most chosen community amenities desired:
 - Large open space for multiple uses
 - Affordable housing
 - Paths, walkways or routes to walk
 - Housing for local workforce
 - Large open space for programmed uses
 - Write-ins supporting performing arts center and other City College uses
 - Housing for families and multiple generations
 - Small open spaces
 - Pedestrian-oriented safe street designs
 - Strategies that encourage transit, walking or bicycling
 - Dan Weaver: Can you explain why a for-profit developer is needed?
 - The amount of up-front risk and capital tends to be attractive to for-profit developers.
 - Howard Chung: How many units?
 - Emily Lesk: 500 units have been cleared via the Balboa Park Area Plan.
 - Public Comment: Mandy Tom: Heard 6000 units being planned.

- Emily Lesk: There is an activist organization that is publishing that, but that is not accurate. Could be closer to 1000 but a study really needs to be done to understand traffic and congestion impacts.
 - Janene Summerland: Proposed ending date?
 - Emily Lesk: Once a development partner is on board, there are several years of design and environmental review. Ballpark about 2025.
- 2. Walee Gon called the meeting to order at 7 PM.
- 3. Mercy Housing Project (Janene Summerland, Opening)
 - Rep from Mercy Housing did not show up to the meeting so no additional notes available.
 - Janene Summerland: The 3 commercial storefronts are still available but lack of parking is a drawback.
 - Lucia Fuentes: Developers are trying to get more cafes but this feels like an oversaturated strategy.
 - Dan Weaver: The goal is to have more a sit-down places that can serve beer and wine; it's also going to be next to the new plaza.
- 4. Approval of Minutes from January 2015
 - Henry Kevane moves to approve the minutes.
 - Rev. Roland Gordon seconds the motion.
 - Motion passed unanimously.
- 5. Financial Report (Henry Kevane)
 - Correction on the budget for incoming grants—the second \$5K grant on income column is a duplicate.
 - OAA is behind on getting reimbursed from grant expenditures
 - 2014 Form 990
 - This is being presented because the board is supposed to approve before filing, however due to timing, the form was filed in Feb. OAA has option to ratify if there are objections.
 - Budget income amounts and IRS income amounts do not match because one is on a cash basis and the other is on an accrual basis.
 - Lucia Fuentes motions to approve 2014 OAA Form 990.
 - Janene Summerland seconds.
 - Motion passes unanimously.
- 6. Executive Director's Report (Dan Weaver)
 - Topics: Ocean Phelan Garden and Activation Sites, Marketing and Promotion Grant, Ingleside Library Garden, Target Express, 1601 Ocean, Mercy Housing Project, Second Sundays (see Executive Director's Report for details).
 - Target Express: OAA was successful in getting the building owner to agree to plant trees in the neighborhood.
 - 1601 Ocean: Howard Chung would like to get involved so that the business owners get actual leases for tenants.
 - New vacancy report has been posted the website; latest addition is Ocean Avenue Service Station at 1490 Ocean for \$5.9M
- 7. Street Life Committee (Alex Mullaney)
 - Still trying to get rented street cars

- Rick Kurylo trying to get Ocean Avenue named as an Arts and Culture District
 - Trying to work on tone of Second Sundays so that there is a better presence on the sidewalks; for example, outside music is difficult due to lack of electricity and food trucks expect a certain amount of business.
 - Mandy Tom: Could we put up Second Sunday banners?
 - Dan Weaver: Yes this will be possible since OAA will be playing for most of the banners.
 - Public Comments for Items Not on Agenda
 - Janene Summerland: Please add Business Committee meeting info on future agendas
 - Alex Mullaney: Please add Second Sunday dates to future agendas
8. Meeting adjourned at 7:54 PM. Next Meeting: April 15, 2015. Location TBD.