

Ocean Avenue Association Board of Directors Meeting Minutes
Thursday, April 19, 2012, 6PM
Lick Wilmerding High School
755 Ocean Avenue, San Francisco, CA 94112

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

Staff present: Cathy Hickey

1. Howard Chung called the meeting to order at all to order at 6:03 PM.
2. Approval of Minutes from March 13, 2012
 - Tabled till next meeting. Cathy apologized for the oversight in forgetting to include them.
3. Final Budget Approval (Henry Kevane)
 - Collection rate is only at 50%.
 - First year's assessment came in the form of a letter instead of a tax bill. Any assessments that have not been paid will roll over to Collections. Recommend making a "top ten" list of outstanding assessments and approaching each individually as it may be more effective.
 - Public Comment: Kate Favetti: What is the category labeled as "Supplies and Special Events"?
 - OAA Response: Cathy Hickey: Cathy would like to organize events like another art and sidewalk sale.
 - Public Comment: Kate Favetti: Has the cost of translation services cost gone down?
 - OAA Response: Cathy Hickey: Many of the materials that have come in have been pre-translated so there has not been as much of a need for this service.
 - Public Comment: Dan Weaver: How are we managing to maintain expense when our collections have only been at 50%?
 - OAA Response: Henry Kevane: We have a carry forward from Year 1 and we are running under budget on our Year 2 expenses.
 - Public Comment: Mary Harris: How are we going to obtain the mandatory 1% in donations?
 - OAA Response: Cathy Hickey: We can do fund raisers.
 - Henry makes a motion to approve Year 1 Budget.
 - Howard seconds the motion.
 - Board votes on motion.
 - Motion passes unanimously.
4. CPA: Crosby and Kaneda (Henry Kevane)
 - OAA Comment: Dan Weaver: Does the CPA fee include the official reporting by the Attorney General of OAA as a charitable organization?
 - OAA Response: Henry does not know the answer. He will research and get back to the board.
 - Howard makes a motion to approve services fee for Crosby and Kaneda.
 - Rev Roland Gordon seconds the motion.

- Board votes on motion. Motion passes unanimously.
5. Logo / Branding Update (Cathy Hickey)
 - Dan recommends street cars represented should be the old green PCC type, however lcp productions would need to see if that would fit into the frames.
 - Top 3 votes:
 - #1: Option 5.1 without “El Rey” signage, change of palm tree to a California native type and inclusion of a street car.
 - #2: Option 5.1 with “El Rey” signage, change of palm tree to a California native type and inclusion of a street car.
 - #3: Option 5.4 with change of palm tree to a California native type and inclusion of a street car.
 6. Recognition Program (Rev Roland Gordon)
 - Proposal of a program similar to Hollywood Boulevard in LA where honorees could get a star on the side walk. Could this make Ocean Avenue a tourist attraction?
 - Public Comment: Kate Favetti: This is similar to Ocean Avenue mural.
 - OAA Response: Howard Chung: We could also consider this as a program for folks who have done great things for the neighborhood.
 7. Tree Maintenance (Cathy Hickey)
 - CleanScapes can prune the trees under 14 feet. The estimate is \$7040 / year.
 - Davie Tree pruning estimate is \$15,480 / year. Estimate applies only to trees over 14 feet.
 - Cathy to find out additional cost for watering the trees.
 - Cathy recommends we wait to confirm when DPW will transfer the ownership to property owners to make any decisions.
 - Dan recommends talking to Supervisor Avalos about making the city responsible for the palm trees as property owners can't be legitimately equipped to take care of trees.
 8. Safety Mirrors (Cathy Hickey)
 - Recommends putting in safety mirrors for folks using the walkway which is on each side of the 280 near BART. Cost of installation for 4 half round mirrors is \$2500.
 - Public Comment: Mary Harris: Seems like lighting would be a better solution. Recommends this is something to bring up with Supervisor Avalos.
 - Public Comment: Alex Mullaney: Recommends talking to BART because they are thinking about reconfiguring that area.
 9. Executive Director Updates
 - Storefronts
 - Mahogany Beauty and The Ave will be getting new storefronts soon.
 - Community Challenge and Arts Commission grants are being written.
 - Vista Program
 - Cathy recommends writing a quarter time grant to get a Vista volunteer. She will research some more and come back to the board with details.
 - Newsracks
 - These are pedestal boxes which house all the free publications. They will be a nicer presentation than the current individual boxes on the sidewalks.
 - Coming end of summer and will be maintained by Clear Channel.
 - Brown Act Training

- Kate Favetti to research if there are any public trainings available for the OAA Board Members. If not, Rev Gordon can host at his location.
- Website
 - OAA.org has been taken.
 - It will take another few months to even get a temporary site up. In the meantime, using Facebook to communicate.

10. General Public Comments

- Public Comment: Alex Mullaney: Geneva Car Barn Events
 - Memorial for family slain on Howth Street
 - Lick Wilmerding to contribute \$400.
 - Excelsior Action Group will be paying for a tree.
 - May 19th.
 - Ingleside Terraces Centennial
 - Will be held at residence.
 - Cost will be about \$100 / person.
 - June 30th.
- Public Comment: Maria Picar: Ocean Avenue Festival, OMI Festival
 - Ocean Ave Film Festival on May 18th and 19th
 - OMI Festival will be on September 15th.
 - Requesting OAA to provide \$3000 in funding
 - Public Comment: Kate Favetti: A number of businesses and public programs have gotten their start at the festival and she'd like the OAA to support this.
 - Public Comment: Mary Harris: San Francisco Meats and Yama Sushi are example businesses that have participated. Chase and CVS have donated money to the festival.
 - OAA Response: Cathy adding this as agenda item to the next meeting.

11. Meeting adjourned at 7:43 PM. Next Meeting: May 17th, 2012. Location TBD.