

Ocean Avenue Association Board of Directors Meeting Minutes
Thursday, May 17, 2012, 6PM
Ingleside Library
1298 Ocean Ave, San Francisco, CA 94112

Board Members present: Dale Allender, Howard Chung, Walee Gon , Henry Kevane, Hossam Kaddoura, Shirley Lima, Dan Weaver

Staff present: Cathy Hickey

Others present: Kate Favetti (Brown Act Documentation Handouts)

1. Howard Chung called the meeting to order at all to order at 6:10 PM.
2. Approval of Minutes from March 13, 2012, and April 19, 2012.
 - Howard moves to approve the minutes.
 - Henry Kevane seconds the motion.
 - Motion passed unanimously.
3. Board Go-Round (Hossam Kaddoura)
 - Howard proposes an exercise where two attendees interview each other and then one attendee introduces the other.
 - Public Comment: Kate Favetti: Hossam was a game changer when he moved into the neighborhood, always welcomes guests at his establishment.
4. Introduction to Brown Act (Kate Favetti)
 - Strikes a balance between public access to meetings and the need for confidential candor, debate and information gathering.
 - See document labeled, "Brown Act General Abbreviated Guidance" for details.
5. Grant Making Process (Cathy Hickey)
 - Cathy Hickey spoke with two CBD's about the grant process.
 - Crosby and Kaneda, OAA's CPA firm, recommends CBDs only partner on event projects for legal and grant management reasons. CBD should not be the lead on the project so that involvement is ensured and liability is split. Cathy to contact Crosby and Kaneda for more guidance.
 - Dan Weaver recommends that OAA review the policy that was established on 3/31/11
 - Public Comment: Kate Favetti: Recommends reviewing the previous policy. Recommends building some flexibility in the approval language. Example, "Projects can be awarded up to \$2000 unless otherwise stated..."
 - Public Comment: Al Harris: In his experience as a grant reader, most applications were about 2 pages long. Current format is too long and may discourage applicants.
 - Public Comment: Kate Favetti: How do we address the multi-cultural nature of the application.
 - Board Comment: Howard Chung: OAA has funds for translation of the application.
 - Public Comment: Maria Picar: Feels current format of application is long.
6. OMI Family Festival
 - OAA may be partnering with OMI Family Festival to support art walk and sidewalk sale as part of the festival.
 - Public Comment: Maria Picar: Still interested in applying for the grant as a partner, but permit funding is a big part of the budget which ends up driving event cost. Closing down Ocean Ave is an issue because of the train route. Considering Phelan loop and Faxon to Phelan or going up Faxon and some of Ocean Ave.
 - Board Comment: Howard Chung: Possible to fund raise and apply for grant?
 - Public Response: Maria Picar: Yes
 - Public Comment: Kate Favetti: Permit funding in SF is different than most cities because each business will require one. Consider doing event during Small Business Week.
 - Board Comment: Cathy Hickey: OAA to find out if permits can be waived for the event.
 - Public Comment: Maria Picar and Kate Favetti: Need to start planning now because there will additional fees if we wait too long.
 - Board Response: Hossam would like to have an OAA Board Member to be invited to planning meetings.
 - Public Comment: Kate Favetti: What will OAA provide if the grant is approved?
 - Board Response: Cathy Hickey: Event planning services.
7. Treasurer Report (Henry Kevane)
 - City of SF will be sending out delinquency notices.
 - There is a \$38K discrepancy between City of SF and OAA books.

- Per Cathy, OEWD will be wiring in \$12K to OAA.
 - For Year 3, recommends taking \$12K from Marketing and Contingency and moving into Cleaning and Maintenance in light of the tree ownership being transferred from DPW to OAA.
 - Agenda item for next meeting: Need to approve Year 3 budget.
8. Vote on Final Logo / Banner
- Logo
 - Option 2 is the clear public winner.
 - Dale Allender motions to have OAA adopt Option 2.
 - Henry Kevane seconds the motion.
 - Motion passed unanimously.
 - Banners
 - Public Comment: Mary Harris: Feels the banners should feature word marks that are closer to business promotion vs neighborhood feelings.
 - Board Response: Howard Chung: Email the board with suggestions.
 - Henry Kevane motions to have Cathy Hickey move forward with banner selection.
 - Howard Chung seconds the motion.
 - Motion passed unanimously.
9. Proposals
- Tree Maintenance and Large Tree Pruning
 - Still collecting names and estimates for arborists.
 - Henry and Hossam giving contacts to Cathy.
10. Executive Director Updates
- OAA is owed 20K from the city and Lisa Pagan is pursuing.
 - City College has paid their assessment.
 - Henry told Avalon Bay to hold off on sending their assessment because there are no accounts set up with the city yet.
 - OAA will help Café Melanio expand business.
 - Banners going up in June.
 - Pedestal news racks have been approved by the city and will be installed by end of June.
 - Mahogany Beauty Salon and The Ave will have new store fronts soon.
 - Avalon Bay has 23 new residents.
 - Crezia Tano at OEWD requests OAA to be the fiscal sponsor for Movies at the Park at McCoppin Square. OAA can get a \$1000 fee.
 - New potential business on Ocean Ave: Fabric and sewing store close to Ocean Cyclery.
 - New traffic light at Capitol and Ocean: Traffic poles are blocking the furniture restoration store so the light will be moved.
 - Phelan Loop Meeting is on Wed at 6pm.
11. Board Member Comments and Suggestions
- Dan Weaver: Tree planting may be postponed due to permit issues.
12. General Public Comment for matters not on this agenda
- Public Announcement: Maria Picar: Ocean Ave Film Fest at Café Melanio on Fri 5/18 from 6 to 9PM.
 - Public Announcement: Mary Harris:
 - Captain Lum of Taraval Police will host a meet and greet at Minnie Love Recreation Center on Tues June 19th from 7 to 8PM.
 - The DA will host a meeting about restorative justice on Wed May 23rd at Scottish Rite Temple. In addition, a community court location is needed. Also looking for community members for Adjudicator training.
13. Next Meeting: June 21, 2012 at 6 PM, Lick Wilmerding High School
14. Meeting adjourned at 8:21 PM.