

Ocean Avenue Association Board of Directors Meeting Minutes
Thursday, June 20, 2012, 6:30 PM
Whole Foods Market
1150 Ocean Avenue, San Francisco, CA 94112

Board Members present: Howard Chung, Walee Gon , Henry Kevane, Shirley Lima, Alexander Mullaney, Dan Weaver

Others present:

1. Howard Chung called the meeting to order at all to order at 6:30 PM.
2. Presentation of Whole Foods Ocean Avenue by Omar Ruiz and Jack Douglas
 - 38 Stores in N. California with 8000 Team Members
 - Ocean Avenue location has upwards of 170 employees
 - Board Comment: Howard Chung: How has Whole Foods helped maintain semi-competitive businesses on Ocean Avenue?
 - Jack Douglas: Based on past experience at 24th St location, strategy was to reduce or not carry products that are already sold on the street (example: Asian selection is very small to avoid competing with local merchants); also decided to open their coffee shop later so that residents can visit other coffee shops on the street.
 - Board Comment: Henry Kevane: Are your cash donations limited to 501(3) organizations?
 - Jack Douglas: Yes believes that is the case, but needs to confirm this.
3. Approval of Minutes from April, 2013
 - Henry Kevane moves to approve the minutes.
 - Alex Mullaney seconds the motion.
 - Motion passed unanimously.
4. Financial Report (Henry Kevane)
 - Additional \$114K collected in assessments.
 - Assessment amount next year to increase by 2.4% next year (additional \$13K).
 - Over budget this year on legal fees, maintenance, web hosting / web design.
 - Board Comment: Howard Chung: FYI for attendees, first year's assessments were rolled into Year 2.
5. Report from Street Life Committee (Alex Mullaney)
 - Grant for sidewalk garden was awarded. See Executive Director's Reports for details.
 - Ocean Phelan Garden is being spruced up after the construction.

- Norman Yee's office has been helping OAA to get the news racks.
 - Norman Yee's office is looking into getting funds to make use of the driveway space next to the SF Ingleside Library.
 - Committee would like to repair / replace damaged banners.
 - Most important goal of the committee is to commission a long term plan. See initial items in meeting materials attachments.
 - Public Comment: Steven Holm: Would like to request a 4' x 8' sign "jumbotron" on Ocean Avenue. Goal would be to productize offerings on Ocean Avenue.
 - Public Comment: Mary Harris: Would like the formation of the Street Life planning to be more inclusive of neighborhood comments.
6. Report from Public Safety Committee (Dan Weaver)
- Board Comment: Dan Weaver: Aiming to have a micro-neighborhood meeting on 6/28 at Java Café to discuss safety. Goal is to get a communication network set up among a few businesses.
 - Public Comment: Steven Holm: Looking to get some better lighting and security cameras set up near Yoga Flow alley.
 - Public Comment: Ray Favetti: SF Safe can come in consult on safety once there is more momentum.
7. Board Policy on Absenteeism
- Howard Chung to follow up with absentee attendees. Will hope to have resolution by next meeting.
 - Dan Weaver to formulate staggered election terms based on who is left on the board.
 - Public Comment: Steven Holm: He is interested in joining the board.
8. Executive Director's Report (Dan Weaver)
- See Executive Director's Report for details.
9. Agenda Items from Board Members
- Alex Mullaney: Wants a meeting with City College to discuss their 10 year plan.
10. General Public Comment
- Amit and Ruchika Lal (Owners of the UPS Store): In the process of promoting their print services; also provides EDDM, notary and fingerprint services. Recommends putting together an Ocean Avenue business directory mailer. Westlake Shopping Center did this for their residents.
 - Bomani Yosef: Fire Department Local 798 luncheon at The Ave. Proceeds go to the Toy Program. Bring a toy, leave a cash donation or buy a lunch at the BBQ. Event is Friday 6/21 from 11AM to 5PM.
 - Steven Holm: Yoga Flow has a class and a dance party on Friday 6/21 at 6:15 PM.
11. Meeting adjourned at 8:15 PM. Next Meeting: July 10, 2012. Location TBD.