

Ocean Avenue Association Board of Directors Meeting Minutes
Monday, June 25, 2012, 6:30PM
Lick Wilmerding High School
755 Ocean Avenue, San Francisco, CA 94112

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

Staff present: Cathy Hickey

1. Walee Gon calls the meeting to order at all to order at 6:43 PM.
2. Approval of Minutes from May 17, 2012
 - Walee motions to approve the minutes.
 - Cathy to adjust grant date of 3/31/12 to 3/31/11
 - Cathy to adjust misspelling of Howard's last name under Banners section.
 - Howard seconds the motion.
 - Motion passed unanimously.
3. Treasurer Report (Henry Kevane)
 - Monthly Finance Report
 - With Lisa Pagan's help, OAA has reconciled assessments owed.
 - Looks like there is \$102K outstanding from Year 1.
 - Since process was manual for Year 1 and property owners didn't get an auto-notification, Lisa recommends not charging the penalty.
 - This year, Year 2, assessment was on the property tax bill so delinquency is only \$51K.
 - Commuting Cost Request
 - FYI, Clipper did not deduct April's payment from Cathy's paystub and she just wanted to let the board know.
 - Year 3 Budget
 - Since Year 1's assessments were never utilized, Henry recommends applying about 10% of Year 1's assessments over the 15 years so that it isn't stranded. Works out to about \$23K per year and it will be spread out among the various categories.
 - Insurance: PUC has been listed as an additionally insured entity with no extra fee.
 - Public Comment: Lisa Pagan: Income is \$495K and Expenses are \$264. How do you account for this?
 - Board Response: Henry Kevane: OAA does not include grant funding like OEWD, MOH, CCG in the OAA Expenses section.
 - Public Comment: Lisa Pagan: Recommends OAA allocating those extra funds into a reserve fund or some other budget category.
 - Board Response: Henry Kevane: OAA doesn't actually have those funds yet because they much of that is in outstanding assessments. If there is any carryover, it would be about \$44K.
 - Public Comment: Lisa Pagan: Some organizations use the carryover as operating expenses for the next 6 months. Review your maintenance costs and be sure that you have enough money in the budget and cash flow.
 - Board Response: Henry: Henry will work with Lisa on cash flow and budget formats. Lisa has examples from other organizations that reflect this kind of information.
 - Dan Weaver moves to adopt current budget as a provisional one until cash flow analysis can be done. Howard seconds motion. Motion passes unanimously.
4. Grant Making Process
 - In reviewing the grant application that Cathy drew up recently and the grant application that was put together on 3/31/11, it seems that there is a middle ground that can be reached.
 - Shirley and Roger to be part of the advisory committee to draw up a format that works for everyone.
 - Cathy to reach out to Maria Picar about applying for the grant.
 - Allocation of money conversation to be deferred to advisory committee's recommendation.
5. District Proposals
 - Tree Maintenance and Watering, Large Tree Planning
 - Cathy recommends using Arborists Now.
 - Cathy to look into scheduling payment and work in installments for cash flow reasons.
 - Dan motions to approve Arborists Now. Howard seconds the motion. Motion passes unanimously.
 - Dan would like to know if there is a way to reach out the local residents to see if there is any tree work that needs to be done along with OAA's. A nominal fee can be charged for additional work requested from residents. This could be a possible project for an intern.

- Public Comment: Lisa Pagan: Yes, you can fund-raise those fees and move the money around in the budget as necessary.
 - Dan is still investigating what the city can do to maintain the palm trees. At \$70 to maintain (clean trunk, haul away debris), it seems like a challenge grant could be pursued.
 - Holiday Lights
 - Cathy to find out what the power cost would be and what options get narrowed out due to power availability. Also will get catalogue and pictures of what the vendor has done in the past.
 - Public Comment: Alex Mullaney: Likes lit trees idea.
 - Public Comment: Lisa Pagan: Are there other lighting styles available like the snowflakes on Market Street?
 - Board Response: Cathy Hickey: Will ask and research.
6. Beautification Committee (Dan Weaver)
 - Phelan Loop: Muni bus yard to be moved to behind the fire house. This will impact the landscaping. PUC needs a legal organization that has liability insurance to take responsibility for the maintenance. May have an opportunity to add some benches. Requested a shed to store tools.
 - Public Comment: Lisa Pagan: City College would be responsible for the maintenance of the plaza. Assessments from PUC and MTA assessments could pay for the garden maintenance. Will share visuals from 5/23 meeting about the plaza. Need to form an advisory committee comprised of reps from all the different organizations near the site. 5 to 10 people. Is OAA interested in participating? Who else in the neighborhood should be involved?
 - Board Response: Dan Weaver: Church, Ingleside Terraces. Cathy to organize a list and email.
7. Executive Director Updates
 - Fresh and Easy is moving into old Rite Aid location, 1830 Ocean Ave.
 - Cathy reported reviews of 2 local massage parlors to the authorities.
 - OAA received \$30K grant from OEWD for business outreach, attraction and retention.
 - OEWD may be giving us a small grant for board development.
 - Sandwich / deli place opening up at 1601 Ocean.
 - Dan would like to know if OAA can bring food trucks in
 - Cathy concerned about business owners feeling like they are competing with them.
 - New website presentations are ready.
 - Public Comment: Alex Mullaney: Why has the web site taken so long?
 - Board Response: Cathy Hickey: Because we had to go through the logo process.
 - Public Comment: Alex Mullaney: Recommends putting the web site presentations to the public with a deadline.
 - Public Response: Lisa Pagan: Recommends getting public opinion on things like landscape or architecture plans, but not needed on websites because it's hard for people to figure out what will work or not work until it's live.
 - Board Response: Cathy to get board opinion on designs, but will make ultimate decision on the design because she has best access to each design's usability.
 - Cathy planning a comprehensive survey for next year to assess perception, use and preferences in the neighborhood.
8. General Public Comment
 - Public Comment: Lisa Pagan: Needs assessment rules for next year. Are we increasing due to cost of living?
 - Board Response: Cathy Hickey: Keeping the same rate.
 - Public Comment: Alex Mullaney: Can we leverage the move-in of Fresh and Easy to fix the 24 Hour Fitness façade?
 - Board Response: Cathy Hickey: We should find out who to talk to at 24 Hour Fitness.
 - Public Comment: Alex Mullaney: Can we get someone from City College to work with the OAA Beautification Committee?
 - Public Response: Lisa Pagan: Get in touch with the City College Community Liaison. For Master Plan, contact David Liggett at City College. Also recommends setting up a meeting with the new Chancellor.
 - Public Comment: Alex Mullaney: What is going on with coupons and daily deals?
 - Board Response: Cathy Hickey: Has not had a chance to work on it.
 - Public Comment: Alex Mullaney: Can we get details on the survey?
 - Board Response: Cathy Hickey: Demographics, city zoning, resident and college survey to optimize business attraction for Ocean Avenue.
9. Meeting adjourns at 8:35 PM. Next Meeting: July 25, 2012. Location TBD.