

Ocean Avenue Association Board of Directors Meeting Minutes
Tuesday, July 16, 2014, 2014, 6:30PM
Ingleside Library
1298 Ocean Ave, San Francisco, CA 94112

Board Members present: Howard Chung, Lucia Fuentes-Zarate, Christine Godinez, Walee Gon, Johnny Law, Steve Holm, Henry Kevane, Shirley Lima, Alexander Mullaney

Others present: Dan Weaver

1. Henry Kevane called the meeting to order at 6:34 PM.
2. Presentation on the proposed Ocean Avenue Target Express Store (John Dewes, Regional Development Manager for Target)
 - Proposed Location: 1830 Ocean Ave.
 - Retailer will need to go through a conditional use permit process since it is formula retail (11 or more stores).
 - This location will also operate as an omni-channel store (ability to order from another store or online and pick it up in the neighborhood).
 - Size of location is about 1/10 of a Super Target location. Will feature small electronics, groceries, health and beauty, limited apparel, coffee service and a pharmacy.
 - Coffee service will be Starbucks and SF will require a separate conditional use even though it will be owned and operated by Target employees.
 - Retailer will also be applying for a liquor license; unclear if it will be just beer and wine or full liquor license.
 - Howard Chung: Can the retailer do something about more window space?
 - John Dewes: Yes, working with landlord to see what can be done with the exterior of the building.
 - Dan Weaver: How do we connect with the property owner? Has requests with regards to landscape.
 - John Dewes: Will help Dan get connected with property owner. Low planters and some of the landscaping is dying. John is asking landlord to remove some of the planters and increase to full height windows.
 - Public Comment: Susanne McDonnell: Is Target obligated to use Starbucks as an onsite coffee service?
 - John Dewes: Yes Target has an ongoing license with this brand.
 - Board Comment: Lucia Fuentes Zarate: Concerned that this will impact our local businesses.
 - John Dewes: Feedback from Target Guests has been positive in that they do enjoy a cup of coffee while they are shopping. The location will be way far back in the store. If it doesn't work out, retailer can always revisit the need.
 - Public Comment: Bob Karis: Would like to request more automotive supplies.
 - John Dewes: Will pass that along to his team.

- Board Comment: Johnny Law: How has the pharmacy been doing at the other City locations?
 - John Dewes: It's been doing very well. Many of the Target Guests have been going to other to the Daly City locations and have transferred their prescriptions to the City.
 - Board Comment: Johnny Law: Will signage be multilingual?
 - John Dewes: Yes we are considering that. Would welcome which language preference suggestions now.
 - Public Comment: Mary Harris: Requests that the retailer stock pet supplies and ensure that the merchants stock as many of the advertised products in their location.
 - Board Comment: Steve Holm: Concerned about parking since 24 Fitness takes up most of the lot. What about the church parking lot?
 - John Dewes: Would need to work with the city on this query.
- 3. Presentation on the proposed Vape Store, 1963 Ocean Avenue (Blake He)
 - Proposal to sell electronic cigarettes and house a steam stone hookah lounge.
 - Due to city ordinance, no vaping allowed in the store. Outdoor patio area will used for customers.
 - Has support letters from retail neighbors, but needs to touch base with the back neighbor.
 - Board Comment: Alex Mullaney: Would like to see façade rendering.
 - Blake He: Will need permit prior to presenting designs.
 - Board Comment: Howard Chung: Is this your first location? Security issues?
 - Blake He: Yes first business and will have signage about no vaping and security cameras throughout. All ID's will be checked.
 - Board Comment: Johnny Law: Why not offer fine cigars? Will you be offering coverage or tarp outside?
 - Blake He: We want to stay away from tobacco. Will need to work with back neighbor to ensure his / her needs are met.
 - Public Comment: Bob Karis: Will you be able to vape nicotine? Seems like this is not a desirable business since this type of business targets twenty somethings.
 - Blake He: There are also 4 other businesses on the street selling nicotine and tobacco products. Happy Vape's goal is to provide an alternative to tobacco products.
 - Public Comment: Joel Dancer: Is this more of a social club since most of the action will be in the back patio?
 - Blake He: Back of the first floor will be an office. Steam stone hookah lounge will be in the basement and that is where the social activity will be. No lingering in the back patio.
 - Public Comment: Mary Harris: Is there a cost to enter the hookah lounge?
 - Blake He: No purchase necessary to enter. Tables will be charged on a per hour basis.
 - Public Comment: Christina Jajeh: What would be sampled on the steam stone?
 - Blake He: The stone is manufactured with vegetable flavoring glycerin. This meets city health inspection standards (per Janine Young, Sr. Health Inspector) A carbon cold filter will eliminate the emission.
 - Public Comment: Susanne McDonnell: Any refreshments?
 - Blake He: No because that would require a food license.

- Proprietors: Blake He, Cong Phuong Ngyen (415-513-2620), blakehe@gmail.com
 - Public Relations:
Marsha Garland
Garland Public & Community Relations
535 Green St
San Francisco, CA 94133
415-531-2911 (Marsha Garland)
415-875-0818 (Stefano Cassolato)
marshagarland@att.net
4. Approval of Minutes from June, 2014 (Shirley Lima)
 - Howard Chung moves to approve the minutes.
 - Alex Mullaney seconds the motion.
 - Public Comments: None
 - Motion passed unanimously.
 5. Financial Report, FY 2014-15 Budget (Henry Kevane)
 - This is our last budget for the fiscal year.
 - Carryover assessment is about \$100K (includes outstanding collections from prior years).
 6. General Public Comment for items not on this agenda
 - Christina Jajeh: BACH will have an appeal hearing with regards of the transfer permit from Waterfall Wellness. 7/23 at 5PM, Room 416, City Hall.
 - Public Comment: Bob Karis: Is all the info about appeal online?
 - David Dorji Roberts: Yes this has been filed.
 - Public Comment: Yusufu Bomani: Would like clarification between tobacco smoking and hookah.
 - Board Comment: Johnny Law: This stems from historical identity--hookah vaping derives culturally from the Middle East and therefore exempt from many city ordinances as long as substances inhaled meet health codes.
 7. Street Life and Business Committee Report (Alex Mullaney)
 - Had presentations from Target, i-Play Bow, mobile parklets, Happy Vape and Legend Billiards.
 - Library Garden is now funded.
 - Mural at 1601 is on its way.
 - Requested Luis Licea and Neil Ballard to work on corner buildings. Will present to board possibly in August.
 - Banner project hoping to be funded (get artists to create banners and sell them to fund festivals in the neighborhood).
 8. Executive Director's Report (Dan Weaver)
 - OEWD recommends giving Neil Ballard a title of Associate Director and Luis Licea a title of Small Business Program Manager. They will come on board to OAA as consultants paid from a \$30K block grant to benefit the OMI neighborhood. OAA to get a 10% fiscal fee for this.
 - Public Comment: Yusufu Bomani: Doesn't the fact that Target moving into the neighborhood undercut the purpose of the block grant?
 - Dan Weaver: There is some control in that neighborhood associations can indicate to formula retailers what their product preference are. In addition, OAA is planning on getting a working agreement together with Target in hopes that it doesn't become too competitive to the small businesses.
 - Wed 9/17, 5 to 7PM is the OAA Annual Meeting. Location TBD.

- Need to elect officers in the August meeting.
 - Board Comment: Johnny Law: Do we have cross representation from OAA that goes to other association meetings?
 - Dan Weaver: He usually goes to Ingleside Terraces Annual Meeting.
 - Shirley Lima: We would need to get a volunteer to get this organized.
 - Henry Kevane: Recommend putting OAA annual report in their newsletters.
Let's put this on the agenda for the next meeting.
9. Adjournment to Closed Board Meeting
10. Meeting adjourned at 7:56 PM to Closed Board Meeting. Next Meeting: August 20, 2014 at 6:30PM. Location TBD.