

Ocean Avenue Association Board of Directors Meeting Minutes  
Wednesday, July 17, 2013, 6:30 PM  
Whole Foods  
1150 Ocean Ave, San Francisco, CA 94112

Board Members present: Howard Chung, Christine Godinez, Walee Gon, Rev Roland Gordon, Henry Kevane, Shirley Lima, Alexander Mullaney, Dan Weaver

Others present:

1. Howard Chung called the meeting to order at all to order at 6:34 PM.
2. Approval of Minutes from June 20, 2013, meeting.
  - Reverend Gordon moves to approve the minutes.
  - Walee Gon seconds the motion.
  - Motion passed unanimously.
3. Financial Report (Henry Kevane)
  - Budget presented in this meeting has an error of it. Next version, 12a, will reflect Supplemental Expenses not paid for from Assessment money.
  - Expenses projected to go up for next fiscal year mainly due to increase of CleanScapes contract.
  - Will have draft of next fiscal year's budget in next meeting.
4. Street Life Committee (Alex Mullaney)
  - Geneva Car Barn had fund raiser with parklet at Yogurtland. See Executive Director's report for details.
  - Out of Site did not get the Challenge Grant for the parklet.
  - Another idea is to get a mobile parklet and move it around as needed.
    - Henry Kevane: Do you think the space you used for fund raising event would be good?
    - Alex Mullaney: Depends on how much movement and activity happens on the block. Noriega and 42<sup>nd</sup> parklet was right outside a bakery and that worked well because folks would buy something and go straight to the parklet.
  - Norman Yee's most recent open letter shows interest in parks. Alex recommends using the space next to the library.
  - Working with the bike coalition. Studies show that bikers could add more to the business district. They don't buy much, but they stop by shops frequently.
  - City College didn't receive 2 grants that would have affected pedestrian safety.
  - The Ave is planning to do a Beer Festival event on October 19. The owner of the McDonald's parking lot has approved usage of the space. Breweries have been lined up. This will be a fund raiser for cancer and toy program. Will need OAA's help to get insurance. May need a security guard. The Ave will submit a grant request to OAA.
  - Balboa Station Community Advisory Committee has two vacancies. Please consider joining.
  - Public Comment: Maurice Rivers: What is going on with news racks?

- Board Response: Alex Mullaney: Called DPW and they are getting back on this project. See last month's minutes for details.
  - Board Comment: Dan Weaver: Why doesn't The Examiner put more newspapers in the rack?
    - Public Comment: Maurice Rivers: Feels that this may be a neighborhood discrimination issue. If you go to another neighborhood, the newspapers are stacked much higher.
5. Public Safety Committee (Walee Gon)
- Committee met with Furlicious Wyatt about the safety program, S.A.F.E. To get this kick started, the committee needs a layout of the corridor and at least 25 merchants. Each merchant will get a sticker to display. If there is any suspicious activity, merchants can contact the affected merchant / property owner, city agency or law enforcement via the phone tree. Individual action will depend on level of activity witnessed.
  - All merchants will need to go through a one-time session training on how the program works. Once merchants do the training, they are registered in the database and there is no further training necessary.
  - Recommends 60% to 75% of the merchant participation in the corridor is ideal so 25 merchants is really a minimum number.
  - July 31, 9:30 AM, at Java on Ocean is the next meeting with Ferlicious Wyatt.
6. Board Election for 2013 – 2014 (Dan Weaver)
- Bylaws specify 50% property owners, 50% merchants and others.
  - Dan Weaver would like to get 2 more people from organizations like Whole Foods or Astronomical Society.
  - Quorum of 51% of necessary for all board meetings.
  - Need 2 to 3 merchants to replace Bridget Miller and Hossam Kaddoura.
  - The following board members will be on a one year term: Christine Godinez, Howard Chung, Walee Gon.
  - The following board members will be on a two year term: Shirley Lima, Alex Mullaney, Henry Kevane, Reverend Roland Gordon.
    - Reverend Gordon motions to approve first and second year board members.
    - Alex Mullaney seconds the motion.
    - Motion passes unanimously.
  - Current bylaws need to be amended so that board members range changes from {5 to 11} to {5 to 13}.
7. Executive Director's Report (Dan Weaver)
- Requests that all current board members fill out the Board Member Application so that OAA has a record of what individual accomplishments have been. It will show how active the board is.
  - About \$10K of the budget was allocated for graphics and signage. Dan would like to re-allocate that money to grants for neighborhood events.
  - See Executive Director's Report for more updates.
8. Board Member Comments
- Dan Weaver to reach out to City College to get their interest in joining the board.

- Reverend Gordon would like the pedestrian bridge painted to a more attractive green color. Dan is still trying to get the DPW to remove the graffiti so it's a slow moving process.
9. General Public Comments
- Public Comment: Jack Douglas: Whole Foods is doing Nickels for Non-Profits. Don't forget to use your own bag and donate the money.
  - Public Comment: Maurice Rivers: Has been getting complaints about certain blocks that need cleaning.
    - Board Response: Dan Weaver: CleanScapes can do spot cleaning. Email him specific details and he'll get it taken care of.
  - Public Comment: Mary Harris: What's going on with the banners?
    - Board Response: Dan Weaver: OAA paid for the printing of the banners, but the installation of them was done by a contractor via OEWD. Banner company wants a maintenance fee and he is still negotiating this fee.
10. Meeting adjourned at 8:15 PM. Next Meeting: Thursday, August 21, 2013. Location TBD.