

Ocean Avenue Association Board of Directors Meeting Minutes  
Wednesday, August 20, 2014, 6:30PM  
Ingleside Library  
1298 Ocean Ave, San Francisco, CA 94112

Board Members present: Howard Chung, Johnny Law, Lucia Fuentes Zarate, Walee Gon , Rev Roland Gordon, Steven Holm, Henry Kevane, Shirley Lima, Alexander Mullaney

Executive Director: Dan Weaver

1. Walee Gon called the meeting to order at 6:35 PM.
2. Presentation of Proposed Ocean Avenue Rezoning, Tom Radulovich, Executive Director, Livable City
  - Recommends rezoning a 5 block parcel near Balboa Park BART station to make the area more walkable and livable. Parcels are currently zoned as residential and can be changed to mixed use. Similar change was made in other areas of the city by converting existing garage space into retail store fronts and keeping residential space above. Revielle Coffee is an example.
  - Howard Chung: Does property owner have to change the whole building?
  - Public Response: Tom Radulovich: Not that he is aware of. Owners would need to consider more soundproofing and could limit hours of operation to keep noise level down.
  - Henry Kevane: Does the stretch in front of the gas station near Phelan present an opportunity?
  - Tom Radulovich: Yes that is being reviewed as part of the Ocean Avenue Corridor Design Project. One thing to keep in mind is that if there are garages, the design needs to consider access for cars.
  - Alex Mullaney moves that OAA support bringing this presentation to Supervisor Yee.
    - Lucia Fuentes Zarate seconds the motion.
    - Public Comment: None
    - Motion passes unanimously.
3. Approval of Minutes from July 16, 2014 (Shirley Lima)
  - Howard Chung moves to approve the minutes.
  - Johnny Law seconds the motion.
  - Public Comment: None
  - Motion passed unanimously.
4. Budget Approval and Financial Report (Henry Kevane)
  - \$623K is projected total income for 2014 to 2015 fiscal year.
  - Budget includes 3 grants: CDBG, INN and FUF
  - Salary for Dan Weaver has been adjusted and spread among M&O, Cleaning and Marketing. This was done so that OAA would no longer be reliant on grants to pay for the Executive Director salary.
  - Johnny Law: For the Executive Director Salary, should it be listed as such or change the title per category?

- Henry Kevane: Dan's tasks can change, but title on budget can stay the same. City was ok with this format based on other examples they have seen.
  - Johnny Law: If we don't use the as-planned expense on one line item, can we use it for something else?
    - Henry Kevane: Yes we can move stuff around as needed.
  - Alex Mullaney: Can we look into investing the extra money we are collecting now for year 15?
    - Henry Kevane: Yes, he can see if Chase Bank can give us some options.
  - Henry motions to approve 2014 – 2015 budget.
    - Johnny Law seconds motion.
    - Public Comment: None
    - Motion passes unanimously.
5. General Public Comment for Items not on Agenda
- Blake He: Is it appropriate to ask Ocean Avenue for support on Happy Vape?
    - Henry Kevane: Will put this as a topic on the next Board Meeting so that Blake can officially ask for a letter of support.
  - Johnny Law: What are the ramifications if Happy Vape can't get approval for this conditional use?
    - Blake He: Risk is high since he has a signed a 3 year lease, but he is selling online as well.
6. Election of Officers (Dan Weaver)
- Howard Chung: Would Walee be willing to be Chair for this fiscal year?
    - Walee Gon: Does not feel he is equipped to be Chair.
    - Henry Kevane: After reviewing bylaws, it's possible for the Chair and Co-Chair to be interchangeable so that scheduling can be flexible for both Howard and Walee. The only officer than can't hold more than one position is the Secretary and the Treasurer.
  - Reverend Gordon nominates
    - Walee Gon for position of Chair.
    - Howard Chung for Vice Chair
    - Henry Kevane for Treasurer
    - Shirley Lima for Secretary
    - Johnny Law seconds the motion for all 4 above
  - Public Comment: None
  - Motion passes unanimously.
7. Promotion / Marketing of Ocean Avenue Businesses (Johnny Law)
- Would like to use his personal NextDoor account to disseminate OAA information.
    - Shirley to log into Johnny's account to post announcements, agendas and events.
    - Public Comment: Mindy Tom requests that these posts be placed in the platform's General forum
  - Would like to request funds to be placed towards direct mail marketing
    - Alex Mullaney: Costs are significantly more expensive so let's discuss offline.
    - Lucia Fuentes Zarate: Feels that she gets plenty of business by advertising in Ingleside Light
8. Street and Business Life Committee Report (Alex Mullaney)
- Looking for ideas for a Challenge Grant. Please contact him offline for ideas.
  - Mobile Parklet officially opened.
  - Mural at 1601 has been completed.

- Second Sundays
    - Proposal to activate the corridor every second Sunday of the year.
    - Challenge will be to get as many businesses to participate, helping them to get the business permit and keeping people in the corridor from 4:00 PM to 9:00 PM.
    - Howard Chung motions using the money allocated in the Ocean Avenue Festival account to the Second Sundays account to support marketing this event.
      - Lucia Fuentes Zarate seconds motion.
    - Public Comment: Mindy Tom: For night life, recommends event take place on Saturdays instead because more folks go out then . Be sure to promote the public transit access.
      - Alex Mullaney: Would like to stick to Sundays because it's a slow day for businesses and doesn't think OAA can compete with the city's night life on Saturdays.
    - Motion passes unanimously.
9. Executive Director's Report
- Mural at 1601 was supported by a grant and work from CleanScapes in maintaining it.
  - Ocean Avenue Festival has benefited from a \$5K grant from Supervisor Norman Yee's office. It's scheduled for 9/20.
10. Board Member Comments and Proposals for Agenda Items
- None
11. Meeting adjourned at 8:20 PM. No Board Meeting for September since OAA will have its Annual Meeting on Wed 9/17 from 5:00PM to 7:00PM at The Ave Bar. Next Board Meeting: October 15, 2014. Location TBD.