

Ocean Avenue Association Board of Directors Meeting Minutes
Wednesday, March 16, 2016, 6:30PM
Ingleside Library
1298 Ocean Ave, San Francisco, CA 94112

Board Members present: Howard Chung, Lucia Fuentes, Walee Gon , Rev Roland Gordon, Shirley Lima, Alexander Mullaney, Janene Summerland

Others present: Dan Weaver, Neil Ballard, Luis Licea

1. Howard Chung called the meeting to order at 6:34 PM.
2. Presentation by Commute Smart Team (Danny Soto)
 - Program launching end of March for sustainable transportation options.
 - Goal is to get people in this neighborhood to use less cars.
 - Order forms will be mailed to OMI area residents where they can order customized travel packets like bicycle workshops, walking guides for city connections, car pools, nature walks, senior discount programs.
 - Working with local businesses to collaborate needs; will possibly co-brand with a Second Sundays event.
 - Howard Chung: Is your organization working with any Commuter Benefit programs?
 - Danny Soto: No, Commuter Benefits is an employer program which utilizes pre-tax dollars so that doesn't cover this type of outreach.
 - Janene Summerland: Any benefits for local businesses?
 - Danny Soto: Their team can come to local businesses to do private consultations. Multilingual information is available too.
 - Alex Mullaney: How will you measure success?
 - Danny Soto: Pre-surveys were sent out to residents (how are they getting to work, etc). After the program, the same residents will get a survey to see how their transportation habits have changed over time.
 - Dan Weaver: What about sponsoring a family event at the library garden?
 - Danny Soto: We are working with Ocean Cyclery to have a bike workshop during a Second Sundays.
 - Janene Summerland: If you are targeting residents, recommend working on safety concerns.
 - Danny Soto: Working on ability to leave business cards with the project's website on them so residents can go directly to the site.
3. Miles Escobedo: New owner of Ocean Ale House
 - Will occupy the old Melanio's location
 - Applying for liquor license
 - Will have beer and wine with bar menu; hoping to add music
 - Dan Weaver: Recommends getting a Limited Live Performance Permit. OAA willing to split fee with this business.

- Skipped neighborhood ABC notification process because it's already zoned so hoping to open end of April.
 - Dan Weaver: Have you worked with the SFPD?
 - Miles Escobedo: Notified them about 45 days ago.
 - Dan Weaver: SFPD will probably notify OAA and will want to have a neighborhood meeting to bring in constituents for public comment.
4. Approval of Minutes from February 17th, 2016
 - Howard Chung moves to approve the minutes.
 - Alex Mullaney seconds the motion.
 - Motion passed unanimously.
 5. Financial Report (Henry Kevane)
 - Henry Kevane unable to attend so we are skipping this topic for the month.
 6. Supervisor Norman Yee's Office (Jarlene Choy)
 - Passed along the residential safety concerns to her committee
 - Lucia Fuentes: As proprietor of The Ave, really need a beat cop in the area.
 - Miles Escobedo: Has seen same crowd at Brighton and Holloway and is concerned about the drug related crimes there.
 - Ingleside Community Summit on 3/28 at Ingleside Police Station Community Room. This meeting will address the increase of auto break-ins.
 - One on one time available with Supervisor Yee at Greenhouse Café on Sat 10:30 AM to 1PM
 7. Executive Director's Report (Dan Weaver)
 - Crime activity at Brighton and Holloway seems to move northward towards Whole Foods. Need to figure out a way to reign this in because it is getting worse.
 - Miles Escobedo: Notices that owners who run the market at Brighton and Holloway also own the laundromat at 201 Brighton.
 - Dan Weaver has called the City Attorney's Office for the Taraval Police District about this.
 - Applying for a \$34K Challenge Grant to cover the shortfall in OAA's Public Works triangles beautification and activation project.
 - Used ADP software to create and OAA Employee Handbook. Would like to have the board review and approve.
 - Howard Chung reviewed and it looks very standard. Makes the motion to approve the Employee Handbook.
 - Alex Mullaney seconds.
 - Motion approved unanimously.
 - Still trying to get BART to join the CBD. Dan Weaver to draft a letter with the overhead cost info which is what their concern is for keeping the exterior area clean. Need to send out a letter out to residents if OAA extends the area plan. Constituents who object can send a letter in.
 - Alex Mullaney: Will we have to change the make-up of the board to account for BART?
 - Dan Weaver will inquire.
 - Lucia Fuentes: Are we doing a festival this year?

- o Dan Weaver: Yes, would like to do this on a Second Sundays with a farmers market.
 - o Lucia Fuentes: Would like to have a stand there to sell refreshments.
 - Miles Escobedo: Why isn't OAA mailing flyers?
 - o Dan Weaver: Door to door mail delivery is very expensive.
 - o Shirley Lima: OAA's least expensive method is for folks to get on the web mailing list.
 - o Alex Mullaney: Has a company that he uses for door to door, it's about \$75 per 1000; Lucia Fuentes and Miles Escobedo can organize and put their resources together on a campaign.
 - Saturday, March 19, 1:15 PM, Ingleside Library: Meeting to discuss El Rey Theater and landmarking efforts.
 - Zozi Furniture store is closing.
8. Street Life Committee Report (Alex Mullaney)
- Trying to reduce jaywalking between CCSF and BART.
 - Will try to put together a community management plan to engage CCSF.
 - Received additional \$10K from Invest in Neighborhoods for Second Sundays.
 - Talking to 1600 block about office space
 - Library gate is being taken care of per Jarlene Choy (Norman Yee's Office).
 - Would like to talk to Walgreens about mural on side of building.
 - Fruit Barn and The Ave were broken into so safety is a concern.
9. Business Committee (Janene Summerland)
- Former Yogurtland location will now be Pokelicious.
 - Happy Vape is finally open.
 - PlayBow Doggie Day care may benefit from the Small Business Summit.
 - Shirley Lima: Anyone know what's going on with former El Provenir market location which will be a Japanese restaurant?
 - o Miles Escobedo: It's having a plumbing issue so this business is in a holding pattern.
10. Board Member Comments for Future Meeting Agenda Items
- Alex Mullaney: Would like to get CCSF to participate more. Recommends Dan Weaver reach out to Marianne Lam, temporary director of facilities, to attend.
 - Janene Summerland: Ingleside Alive Banners will be displayed at SOMA Arts, 934 Brannan, May 1, 12 to 4pm. There are about 75 banners so it was difficult to find a location in the neighborhood.
 - Dan Weaver: Disclosure: OAA is paying Reverend Gordon for using the church for meetings. Has asked him to put money towards assessments funds.
11. General Public Comment for Items Not on the Agenda
- Mary Harris:
 - o Working with Maria to get a car show in Saturday at Beep's
 - o Working on a festival and health fair at Minnie and Lovie Ward Center
12. Meeting adjourned at 8:09 PM.
13. April Events
- April Second Sunday Events, Ocean Avenue, April 10
 - OAA Street Life Committee, Wednesday, April 13, 2016 at 6pm, Ingleside Presbyterian Church, 1345 Ocean Ave.

- OAA Business Committee, Wednesday, April 13, 2016, following SL Committee
- OAA Board Meeting, Wednesday, April 20, 2016 at 6:30pm, location to be determined