

Ocean Avenue Association Board of Directors Meeting Minutes  
Wednesday, August 17, 2016  
Lick Wilmerding High School  
755 Ocean Avenue, San Francisco, CA 94112

Board Members present: Lucia Fuentes, Christine Godinez, Walee Gon, Henry Kevane, Alexander Mullaney, Rev. Roland Gordon

Others present: Dan Weaver, Luis Licea, Neil Ballard

1. Alexander Mullaney called the meeting to order at 6:37 p.m.
2. Meeting Minutes Approval
  - Rev. Gordon rescinds his resignation, please revise minutes accordingly
  - Kevane: Do we usually disclose closed meeting minutes?
    - Weaver: Dolly requested a reflection of the staff review in the minutes.
    - Gordon: Would like to revise staff review protocol.
    - Mullaney: Please research how other CBDs handle staff reviews.
  - Kevane moves to approve the meeting minutes but would like to remove the closed meeting portion from the public minutes. Instead they will read: “The board considered the performance of the staff and made bonus recommendations for the next fiscal year.”
  - Summerland seconds.
  - Motion passes unanimously.
3. Financial Review—Henry Kevane
  - Kevane: Neil did a great job with the new budget format. It separates out spending by program area.
  - Budget reflects that we have collected grant monies that have not been spent.
  - Sandy still does a fantastic job balancing everything down to the penny.
  - Weaver: Will we show how salaries break down by program area?
    - Kevane & Ballard: That information is available in the global budget, but we will keep track of totals in the monthly budget reports.
  - Weaver: Recommends that bonuses to part time staff be paid now, but executive director salary to be paid later for cash flow purposes.
    - Kevane: I don’t see a cash flow impediment, we will discuss this offline.
4. Executive Director’s Report—Dan Weaver
  - Weaver: Discussed some zoning changes with Tom Radulovich and Supervisor Yee to go into effect on an interim basis (around one month in duration) to restrict medical offices in ground floor retail spaces on Ocean Avenue. Medical offices, while providing needed services, deaden commercial streets when installed in ground floor spaces. NEMS would be grandfathered in if such restrictions go through.
    - Mullaney: Mark Farrell in District 2 is working on a similar restriction on Sacramento Street. Also, Supervisor Yee wants to modernize the zoning of Ocean and West Portal should he win this election.
    - Weaver: I have also brought up the idea of restricting financial institutions on Ocean.
    - Summerland: This would be for a month?

- Weaver: Yes, and that month will give us time to develop a permanent proposal.
      - Mullaney: We have influenced zoning before, with the ground floor spaces between Howth and Harold and with the MCD moratorium.
    - OMI-NIA will be new fiscal sponsor for MOH grant for public art at Ocean-Phelan triangles.
    - Rick Kurylo is leaving his role as IIN liaison to manage the Legacy Business Program at the Office of Small Business. He has done a great job, and we have decided to honor him at the annual meeting this year.
    - New planters have anti-theft signs. Working with Cleanscapes on how best to clean newly planted seating areas.
    - Our Annual Meeting will take place on September 21<sup>st</sup> at the Ocean Ale House. Miles will have food and drinks available, and we will have a presentation about OAA.
    - With Rick leaving IIN, we are left without a liaison. Mullaney: Would you like the board to write a letter to OEWD? Favetti: It's a good idea. Mullaney: Let's talk about this in October.
    - Gordon: Recommend we honor John Katz of SFMTA as well as Rick at our annual meeting. Mullaney: Once Unity Plaza opens, we can do so at the opening event.
    - Second Sundays: In September, we will have a historic streetcar to run on the K and L lines in the late afternoon. We will also have live music at Ocean Ale House.
    - Historic Preservation Study has started this week. The preservation experts led by Bridget Maley have made maps and notes of the corridor. They would like to get a small group to explain the historic importance from the neighborhood perspective. Everyone on the board and other stakeholders from neighborhood associations will be invited.
5. Street Life Committee Report—Alex Mullaney
- Selected two banner designs to be displayed on permanent banners on Ocean Avenue.
    - Lima: Can the banners be bigger? Weaver: No, it is a cost issue.
    - Mullaney: Banners are available for auction now.
    - Summerland: Could we reduce the quantity of the banners (perhaps from 74 to 50) to increase the size and spend the same amount?  
Weaver: I will ask and get a cost estimate.
  - We talked about Second Sundays, which was this last Sunday.
  - We're still working on the Ocean-Geneva triangles project. Still waiting on the anti-graffiti coat.
  - Dan reported that BART hired the "best CBD consultant in the land" to join our CBD as a member.
  - We discovered that there is addback money available for Ocean Avenue, so we will try to go for that.
  - We are going to do another bar crawl in October. Details to come. It will be called the Ocean Avenue Octoberfest.
    - Kevane: I talked to my connection at 21<sup>st</sup> Amendment and they are open to providing what we need.

- Gordon: Would like feedback from handicapped users who make use of the pedestrian bridge before discussion ensues about tearing it down. Would like to see the bridge beautified, not torn down.
    - Mullaney: It's not ADA compliant. To do so, they'd have to install elevators. The stairs are not up to code. The city does not want to maintain it. We can re-engineer the traffic of the intersection if we tear the bridge down.
    - Gordon: Hear your points, but what about wheelchair users? Weaver: There is better access from Ocean Avenue.
6. Business Committee Report—Janene Summerland
- Still working to sign up merchants to Townsquared.
  - Talked about throwing a mixer to build connections between businesses.
  - SF Energy Watch is going to come out and talk to merchants.
  - SE Asian Community Center will come out and do business need outreach on Ocean.
  - Power Trading Co. is up for sale, and if the market goes then it will create a service gap to the Power Trading customers.
  - We will do a survey/analysis of how many and what kind of businesses we have on Ocean.
  - Discussed developing a requirement for developments to install hoods for new retail spaces to be used for
7. Annual Meeting
- Weaver: Invites board members to annual meeting, encourages the bringing of guests.
8. Public Comment
- Kate Favetti: There is concern about 1608 Ocean Avenue—Golden Point Spa—and the use of Walgreens parking lot. Concern is about human trafficking at ostensible “spa/massage” establishment.
    - Mullaney: When Ocean Spa opened in November, mentioned to Taraval Station and was stymied by its operation as a “spa” and not “massage” use. The Supervisor of District 4 has met with the police to come up with a strategy, we can find out what they're doing. Do we want the DA and Captain Flaherty to come to our October meeting? Weaver: That is a good idea.
    - Fuentes: Recommends that police conduct a stakeout operation.
    - Mullaney: We could invite the property owner to our October meeting.
    - Lima: There is the law enforcement approach, and there is the neighborhood opposition approach.
    - Mullaney: We could tell the City Attorney about the recent sting operation.
    - Favetti: They made building alterations. Was OAA notified? Weaver: No.
  - Justin Higgins—new neighbor working on Selfless, a lending application. iPhone only, very new, but would love feedback.
    - Lima: Would like to check it out but would like a web interface.
9. Board Member Comments
- Mullaney: Would like to have a presentation from corridor managers of Haight, Calle 24<sup>th</sup>, and Valencia.
10. Meetings and Events

- Second Sundays on September 11<sup>th</sup>, 2016.
- Street Life and Business on the 14<sup>th</sup>.
- Annual Meeting on Wednesday, the 21<sup>st</sup>.

11. Meeting Adjourned at 7:56 p.m.