

Ocean Avenue Association Board of Directors Meeting Minutes
Wednesday, August 19, 2015, 6:30PM
Ingleside Library
1298 Ocean Ave, San Francisco, CA 94112

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

Others present: Dan Weaver

1. Walee called the meeting to order at 6:33 PM.
2. Approval of Minutes from June 17, 2015.
 - Henry Kevane moves to approve the minutes.
 - Lucia Fuentes Zarate seconds the motion.
 - Motion passed unanimously.
3. Financial Report (Henry Kevane)
 - Highlights from proposed budget which has not ready for approval yet
 - Current year assessment has additional parcels and inflation adjustments for this fiscal year.
 - Prior Year(s) Assessment is \$122K; this is money that is carry forward from all outstanding years. Some of that money is from Year 1 and the Controller was not keeping track of those funds. Henry has been slowly closing this gap; recommends on focusing on the largest outstanding unpaid assessments.
 - Mullaney: should we pressure Treasurer and Tax Collector to collect unpaid revenue from year 1? Kevane: Not necessarily, we've collected a significant amount of unpaid revenue already and we've already written off uncollectable revenue as bad debt.
 - Grants- prior year CDBG is outstanding amount we haven't collected yet. Remaining grants were awarded last fiscal year, but are either for ongoing or upcoming projects. This year's CDBG grant pays about half of staff wages for Neil Ballard and Luis Licea, which is important in keeping assessment expense percentages within their required parameters. We have more non-assessment income in general this year.
 - Weaver: can we approve budget at this meeting so we can put in Annual Report? Kevane: yes, let's provisionally approve. Provisions: will go over some edits with Neil, and board can amend expenses during fiscal year.
 - Weaver: Cleanscapes requests 2.5% rate increase above and beyond existing \$113,000 expense item. Kevane: okay, we'll adjust that. Summerland: that works out to roughly \$300 a day. Mullaney: can we invite them to meeting annually? Weaver: yes, we can. Ballard: As a reminder, the Controller's office ranked Ocean Avenue the cleanest commercial street. Summerland: It seems that the businesses should ideally be able to pay for some of cleaning and maintenance costs.
 - Kevane: Executive Director is also getting a cost of living increase in salary. Mullaney: is 2.5% really a cost of living increase? Lima: It's based on a national, not local, standard.

- Henry Kevane moves that board approve budget with above provisions.
 - Alex Mullaney seconds.
 - Vote: unanimous, with Shirley Lima abstaining as she was out of the room during discussion of motion. Motion passes.
4. Street Life Committee Report- Alex Mullaney
- Mullaney: I requested a presentation from Planning regarding the possibility of a historic preservation plan for Ocean Avenue. Planning was supposed to complete preservation plan for entire area in Balboa Park Station Area Plan in 2010. Ocean Avenue is deprioritized in favor of projects in Northeast quadrant. Can we write a letter to Planning? Weaver: yes. Hamilton: what purpose would a historic preservation plan serve? Mullaney: to preserve and protect our existing buildings and the neighborhood character they create. Gon: could the Supervisors help? Weaver: I've gotten a promise from Yee to write a letter. Mullaney: we should ask Mayor. Hamilton: have you worked with OEWD? Mullaney: yes. They are supportive, but cannot make Planning take action. Gordon: don't appreciate board member Mullaney using God's name in vain. (Gordon exited during discussion). Kate Favetti: have private grants been considered? Weaver: yes, historic preservation fund. Favetti: that fund is public; better to pursue entirely private funds. Mullaney: we can ask SF Heritage where to get private funds. Summerland: cost is approximately \$30K. Could OAA cover cost? Weaver: our budget is too tightly committed for that. Hamilton: what action can we take? Mullaney: we should invite John Raiham to meeting. Hamilton: we should prioritize on either raising private funds or raising community effort to spur action at Planning, who are under-staffed and under-resourced and prioritize downtown tower projects that bring in "gazillions" of dollars.
 - Street life came up with a mission statement: "The Ocean Avenue Association's Street Life Committee is committed to improving and sustaining the commercial corridor's atmosphere, new and historic architecture, public safety, transportation, streetscape, and promoting its arts and entertainment district." Kevane: I like "atmosphere," but there are a couple redundancies after that.
 - Next month's Second Sundays will be a bigger, more visible event. Weaver: we cannot use library garden per Supervisor Yee; no one can use it before he holds the ribbon-cutting ceremony. Favetti: will there be children's events? Weaver: yes, once we can use library garden.
 - Banner project: will probably be done in January 2016. We will unveil during Second Sundays. Weaver: banners will be on sidewalk side of poles.
 - Street Life is developing a list of add-back asks.
 - Street Life is developing a proposal for acquiring open space— identifying 3-4 parcels that could be used.
5. Business Committee Report- Janene Summerland
- Mercy Housing still working on leasing open spaces.
 - Tax business at 1903 left, as did business at 1930.
 - Not much movement on 1601
 - Ocean Pizza building has new owner- NEMS
 - Happy vape working with DBI before they can open
 - There was discussion of including vacancy report in meeting materials for Business Committee

- Business Committee will develop welcome packet for businesses
 - Went over a mission statement: The Ocean Avenue Association (OAA) Business Committee's Mission is to encourage land and retail uses that align with the Mission of the OAA and its affiliate committees. We strive to ensure and develop economic vitality through an incremental and comprehensive process while supporting beautification, retail maintenance, retail development and preservation of the historic character along the Ocean Avenue Corridor.
6. Executive Director's Report- Dan Weaver
- Weaver: when I ask board members if you will attend, please respond. Last month we didn't get a quorum, this month we needed a quorum and I got one at noon today, we needed to get one to approve budget for annual report.
 - In 14-15 we were fabulously successful in raising money. Last year we rec'd grants totalling 303k- we matched every potential assessment dollar with grant dollars. Mullaney: do you know how much other CBD's bring in? Weaver: no, other CBDs aren't as public as OAA. Last year was so successful because we focused on Ocean-Geneva garden project. Also sidewalk gardens look good, have improved in the last year.
 - Neil Ballard and Luis Licea are regular part time employees, paid for by CDBG and OAA budget. City was encouraging during process.
 - Ocean-Geneva parcels- in spite of all money raised, we don't know how much money they will really take to landscape. Trying to get cost is a challenge. Ballard: mural is moving through arts commission.
 - Library garden is essentially done, though closed, so at least plants can be established.
 - Unity plaza- MTA found money, so project can start in september, to be done sept 2016.
 - "The Fiscals" at OEWD say OAA needs a standard audit report, OAA does not have one and can not get one until next year but will find cost. Kevane: it could be a lot cheaper if crosby kaneda does audit.
 - Second Sundays Report- Ballard: have lined up three live outdoor jazz bands, still lining up spaces for them to play, goal for September is visibility and quality entertainment.
 - Vacancy report. Licea: trying to help Cradle of the Sun relocate, looking at 1423 and 1601. Digging into 1423 noticed that it was sold in May to NEMS. \$1M for Ocean Pizza and \$2.5M for 1423. Weaver: they may need a CU to establish office uses. Gon: they were looking to expand to Ocean Avenue. They have other plans. Favetti: they'll have employees who need things to eat. Weaver: they could buy Lakeview plaza. Gon: can send Luis some contact info. Hamilton: they're a healthcare nonprofit? Weaver: yes, and existing business on Ocean is enrollment center. Licea: 1929 is creative paint. Fuentes: what happened with Ocean Spa? Mullaney: they registered again, same DBA under another person's name. Weaver: when health department had hearing last year, health dept said in order to open again you need public process to apply for permit but new name on registration negates that. Mullaney: we should write to property owners. Lima: what do we do about it? Mullaney: if you see something, say something. Also, keep on lookout for CU notice. Fuentes: on Faxon, hair salon they have music blasting and serve alcohol. Lima: it's disruptive to the residents on top. Fuentes: why is acupuncture and foot massage place open? Mullaney: police have hard time closing those, so we have to nip it in the bud when illegal businesses open.
7. Upcoming meetings and events
- September 9th, Street Life and Business Committee meetings, starting at

5:30PM

- September 13th, Second Sundays. Details coming soon.
- September 16th, OAA's Annual Meeting at the Fog Lifter Café, 5:30PM

8. Public Comment

- Weaver: we will be honoring Supervisor John Avalos at the Annual Meeting for his work in getting CBD established.
- Hamilton: why do we hold an annual meeting? Weaver: it's a requirement in our bylaws, so we make it a social event.
- Hamilton: what are board members' thoughts on Balboa Reservoir project? Mullaney: Christie's on new CAC, as is Howard, meeting's on the 26th. Weaver: afraid retail in any potential building will bleed traffic away from Ocean. Summerland: however, what if we have a movie theater? Mullaney: Yes, but would rather see El Rey re-opened as a theater. Summerland: also, good idea to open up some through-ways to get more traffic through. Hamilton: can there be an economic development analysis? We hope our students will use project. Summerland: El Rey should do live theater. Weaver: that would be good, but there is no auditorium space. Best hope is for repertory theater.

9. Meeting adjourned at 8:12 PM. Next Meeting: Annual Meeting at Fog Lifter Café, September 16th, at 5:30 PM.