

Ocean Avenue Association  
Street Life and Business Committee  
Wednesday, August 13, 2014 6:00 p.m.  
Lick-Wilmerding High School, Room 5

## MINUTES

Attendees: Marie Fe Picar, Neil Ballard, Lucia Fuentes Zarate, Kate Favetti, Mary Dickow, Rick Kurylo, Christina Jajeh, BART Director Tom Radulovich, Blake He, Bomani, Gavin Wagner

Meeting called to order at 6:10 p.m.

**Introduction to new OAA staff Neil Ballard and Luis Licea:** The new staffers are working on a database of all the buildings and merchants. They are also working on the Rapid Renew Campaign. Funding for them is provided by a CDBG grant. Ballard will work with Weaver.

**Ocean Avenue Festival: Entertainment and Promotion:** Supervisor Norman Yee allocated \$5,000 to the festival for entertainment. Picar already lined up many entertainers. Ballard is trying to line up entertainers. Foil Guy is presently on the fence.

Anchor Steam raised as a potential vendor. The Ave's Lucia Fuentes Zarate offered to be a beer vendor. Picar will investigate whether her permit and insurance will allow it.

Promotion needs to become more serious. Advertising a month before the event is not enough. Promotion should be happening 4 to 6 months before the event. Weaver will ask Yee's Office whether some of the \$5,000 can be used toward hiring an event marketer.

Mullaney requested that next year more planning be held.

**Planning Department's Historic Resource Survey Update and 1600 Block Redevelopment Clarification:** The Planning Department is still working on the historic resource survey. Mullaney spoke to Planner Tim Frye today and struck an agreement that they would attend the Street Life + Business Committee or a full board meeting before taking their findings to the commission to gather community input.

According to Frye, the developers of the 1600 Block provided the Planning Department with information regarding the historic value of the buildings they intend to tear down.

**Rezoning South Residential Block by Phelan Avenue:** Buildings and streets need to compliment each other. Nice streets are great and important, but so are buildings. Eyes on the street, activity at eye level, are important to the street. This will better connect Ocean Avenue to the BART station. Right now the zoning is mostly residential once you pass the gas station. The residential zoning precludes other uses. It doesn't require property owners to do anything, but will allow them to activate their spaces. This was recently done in the Castro on 18<sup>th</sup> Street. Two store fronts have popped up since. There's a streetscape piece and the land use piece.

Mullaney moved we take this to the full board to request recommendation to the Supervisors. Supported.

**Night Life and Second Sundays:** Mullaney presented the plan for Second Sundays, a monthly event to activate the corridor during the evening on once a month. Kurylo suggested applying for a \$15,000 Invest in Neighborhoods grant. Mullaney moved he bring it to the board. Supported.

**Community Challenge Grant:** Weaver is looking for ideas. A portable stage and sound system for Unity Plaza may be good. Putting art on ATT boxes. A Community garden, park or dogrun at DPW land at Phelan Avenue. Applications will be due on September 29, 2014.

**Executive Director's Report:** Mobile Parklet has been launched. OAA had to get additional liability insurance. 1601 Ocean Ave. Mural done. Weaver asked Sherwin Williams for graffiti top coat.

**Public Comment/New Business:** Blake He and business partner Gavin Wagner asked for input on their proposed business Happy Vape. Plans to hold seminars to help smokers quit the habit.

Meeting adjourned at 7:45.