

Ocean Avenue Association  
Executive Director's Report  
January 21, 2016 to February 17, 2016

- Neil Ballard and I have been dealing with the apparent loss of the Public Works labor contribution portion of the Ocean and Geneva landscaping and activation project. That portion was valued from \$30,000-\$45,000 by Public Works staff. We are seeking private sector cost estimates to determine how much we are short. The Challenge Grant application is open until March 18 and we have discussed with them the possibility of getting additional funds.
- City Audit OAA passed the audit earlier this month. This turned out to be a multiple agency audit of OAA's operations. Luis Licea prepared a variety of requested policy manuals/procedures for this audit. We will be bringing draft versions of various policy manuals and procedures to the board in the coming months for review and discussion. The city also has asked us to adopt a new standard monthly budget report format. When we get additional information on this format we will get Henry Kevane's input and bring it to the board as well.
- Balboa BART Station BART staff has determined that for OAA to maintain the Balboa BART Station exterior areas, the Station must be a part of the CBD. OEWD CBD staff is working with the City Attorney's office to develop a plan to achieve this without having a new CBD election. They have come up with a plan whereby existing assessment district members can object to Balboa BART station area being annexed to the CBD. If a simple majority (51%) of the existing CBD property owners object, the addition of the Balboa BART Station would not be approved. This process would require the modification of our management plan to add a third area, the transit station area, to the already existing commercial and educational areas of the CBD.
- Second Sundays on Ocean Avenue Second Sundays marketing and promotion program began its second year with live music at Whole Foods, a jazz quartet at The Ave and a Jazz Primer for children and adults by the Dave Rocha quartet at the Ingleside Library. The weather was perfect.
- Vacancy Report Luis's current Ocean Avenue commercial vacancy report can be found at: [www.oceanavenueassociation.org](http://www.oceanavenueassociation.org), at CBD Documents and Reports.

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