

Ocean Avenue Association Street Life Committee
Wednesday, May 10, 2017, 6:15 p.m.
Lick-Wilmerding High School, Classroom 5

Minutes

Attendees: Alexander Mullaney, Neil Ballard, Miles Escobedo, Luis Licea, Lucia Fuentes Zarate
Regards: Mary Dickow, Kate Favetti and Dan Weaver

Meeting called to order at 6:15 p.m.

Review of March and April Minutes

Fuentes Zarate moved to approve both. Mullaney seconded. Approved unanimously.

Activating Unity Plaza

Ballard passed out a proposal from Dahlia Community Engagement for researching activating Unity Plaza.

Escobedo expressed skepticism about paying \$7,000 for a report when the funds could be paid directly to an event coordinator to do events instead.

Mullaney suggested it might be wise to wait until the OAA is awarded the stewardship.

Fuentes Zarate suggested it was unfair to spend funds for just one block. The funds should benefit the whole corridor. Second Sundays is a good example of a program that works with the whole corridor.

Mullaney requested staff see if they could do something other than a feasibility study.

Fuentes Zarate said OAA should seek other bids.

Escobedo suggested OAA could do the engagement work itself.

June 2017 Second Sundays with Western Neighborhoods Project

Ballard reported that this May's lineup will be low key because of Mother's Day. However June's will be huge. Loco Bloco will perform at Unity Plaza and OMI History Day will take place at El Rey, which will have tabling by various organizations like Art Deco Society and the Friends of the Geneva Office Building and Powerhouse.

Fuentes Zarate requested Mayan Dynasty play at Unity Plaza in the future.

Mullaney suggested Rev. Roland Gordon hold tours of Ingleside Presbyterian Church for History Day.

Ballard said promo plan for OMI History Day includes ads, posters, handbills and social media.

Mullaney said promo should start May 15, and use Fun Cheap SF, SF Examiner, SF Station, etc.

Ocean-Geneva Parcel Project Unveiling Plan

More delay. Ballard reported that this week the irrigation contractor couldn't perform the work until June. After that work is done, plants can be installed and mulch can be laid. Unveiling will be at July 9 Second Sundays.

Mullaney suggested OAA should request CCSF and DPW paint their properties before the unveiling.

Arts-led Economic Development Plan, Continued

At the last Board Meeting, three motions related to Arts-led Economic Development were adopted. Brainstorming session came up with:

More murals and mosaic; community use of Lick-Wilmerding High and CCSF's workshops; OAA work with schools on arts projects; Try to attract galleries, artist studios, an art supply store; Urge City College to build a museum and offer regular tours of the campus art collection; Urge Rev. Gordon to offer regular tours of the Great Cloud Witnesses; Build "Public Posts" like on Valencia; Foster El Rey for performance and dining; Beautify the sidewalk like Valencia with art in tree wells; do an art walk;

Next steps: Study arts-led economic development in other cities and countries. Tout the OAA's work assisting businesses getting Limited Live Performance Permits. Write a letter to OEWD and Planning Dept. asking for advice, assistance, funds, recommendations, for creating study/plan.

Ocean and Geneva Corridor Design Shovel-ready

Mullaney moved the Street Life Committee request the appropriate city agencies work to improve pedestrian safety at the Geneva and Ocean intersection crosswalks.

Lucia seconded. Escobedo said it's about damn time.

Executive Director Report

Mobile Parklet Handoff: Made a draft flyer for businesses. Will go out to businesses next week.

Ocean-Phelan Sculpture Development: Waiting until June to learn if \$100,000 grant was accepted.

Expansion of OAA Services to Balboa Park Station Update: Developed a draft contract but advised to hire a lawyer review it.

Ocean Avenue Historic Preservation Project Update: Weaver is at an event where the historic preservation consultants are giving presentations. The report was due in Feb.

Other Business

No announcements.

Meeting adjourned at 7:24 p.m.