

Ocean Avenue Association
Executive Director's Report
October 19 to November 15,
2017

- OAA Marketing Plan Changes In 2018 OAA will be introducing a new schedule and name for our corridor promotion and marketing program. The main program will be named Third Thursdays and it will include afternoon and evening events. We will do some weekend events, primarily at Unity Plaza, as well. This change of focus is a response to a questionnaire followed up by a community meeting discussion in November. OAA will continue to promote Ingleside Library events for families.
- Unity Plaza Following up from our first arts and crafts event in November, OAA will be co-sponsoring with OMI Cultural Participation Project, a neighborhood focused crafts fair on December 10 at the plaza, from 11 to 4pm. Again, we will provide live music. We are also planning on December 17 a holiday singing event at the plaza.
- Unity Plaza Availability The plaza is available for community events. If you are interested, contact OAA.
- Website OAA will be developing new content for our website in the next few months. If you have ideas on what content should be on the website, contact OAA.
- Ocean Avenue Commercial Corridor Zoning OAA is again requesting rezoning on Ocean Avenue to support restaurant and retail businesses instead of offices where vacancies exist.
- Luis Licea's current list of vacant and non-performing storefronts and businesses for sale/lease on the corridor is located at:
www.oceanavenueassociation.org.

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