January 2019 Meeting Minutes

Present: Neil Ballard, Dan Weaver, Russell Davis, Miles Escobedo, Della Duncan, Jennifer Heggie, Peter Tham, Mary Harris, Al Harris

Meeting called to order at 6:32 p.m.

Minutes Review
Escobedo noted that the public comment section of October 2018 minutes should be revised to say only “Escobedo will report soon on the status of his liquor license application” with no mention of business expansion.

Escobedo moves to approve minutes as amended, Tham seconds. No public comment, no opposition, minutes approved unanimously.

Participatory Budgeting Proposals
Ballard reported that OAA put in two project proposals for Participatory Budgeting funding consideration—$5,000 to program events at Ingleside Library, and $25,000 to install decorative lighting at Unity Plaza.

Escobedo asked for a recommendation from lighting consultant Josh Hubert regarding the best battery-powered LED lights for street trees. Ballard will follow up.

Public Life Survey
Ballard gave an overview of Public Life Survey progress to date: 400 intercept surveys were completed in the Fall, and the Spring data collection session will occur between March and May.

In the interim, Livable City requests guidance regarding OAA’s main areas of interest for survey data. Committee members said that they are interested in the following:

- Safety
- Cleanliness
- Lighting
- Reason for visiting Ocean Avenue
- What brings people from outside the neighborhood to Ocean Avenue
- Time of day people that people visit
- How long they spend on the street
- Whether they come for food or to socialize or for multiple reasons
- What people feel that Ocean Avenue lacks
- How many businesses and people Ocean Avenue visitors know by name
Who lives in the neighborhood but doesn’t visit Ocean, and why
· Preference for small/local businesses or chains among business patrons
· Favorite business on Ocean
· How many people bring their friends to Ocean Avenue
· What would make people come to Ocean Avenue more often?

The committee discussed safety, and requested that staff contact Walgreens management to advocate for a security guard at the Ocean Avenue Walgreens.

**2019 Corridor Marketing Events Schedule**
Ballard presented the OAA’s plan for events in 2019. The events will be as follows:
· March 16—LWHS Ocean Avenue Block Party
· May 18—Ingleside Summer Art Sale
· June 15—Taste of Ingleside Wine Walk
· September 21—Ocean Avenue Block Party
· October 12—Ocean Avenue History Bar Crawl or Ashton Plaza Temporary Activation

**Public Comment**
Duncan suggested care packages for new businesses, including cigarette butt chimneys and decorative tree lights. Duncan also announced that she is working on a film screening at Lick-Wilmerding, and OAA will help promote.

Heggie announced that she is organizing an electric vehicle event on Sunday, April 28 to be held at the City College parking lot near the Multi-Use Building. The event is intended to inform consumers about the benefits of electric cars, and there will be electric cars available for test drives.

Tham said that the Loc-Tham Group is willing to offer canvassing assistance to Livable City if necessary during their Spring collection period.

Weaver commented that many businesses have leaky and overflowing trash containers. Escobedo said that waste disposal is a big challenge for businesses, and that bins have multilingual stickers which explain each bin’s proper use.

**Meeting Adjourned at 7:35 p.m.**