Minutes

Board Members: Alexander Mullaney, Howard Chung, Henry Kevane, Miles Escobedo, Shirley Lima, Walee Gon

OAA Staff: Dan Weaver, Neil Ballard

Others present: Jennifer Heggie, Kate Favetti, Maurice Rivers, Della Duncan, Mary Harris, Al Harris

Meeting called to order at 6:43 p.m.

Public Comment

Jennifer Heggie announced Drive Electric Earth Day on April 28 from 10 a.m. to 2:30 p.m. The event is intended to promote electric vehicles, with information about electric vehicles and test drives. Ocean Cyclery will be participating with test rides of e-bikes.

Maurice Rivers presented Alexander Mullaney with a certificate from the Board of Supervisors for his work producing the Ingleside-Excelsior Light.

Favetti announced that Norman Yee is holding a fundraiser for the West Portal Playground on March 11 from 6:00 to 9:00 p.m. at Trattoria da Vittorio at 150 West Portal Ave.

Minutes Review

Mullaney noted: add Jennifer Heggie to list of attendees on January minutes. Also, under Public Safety, revise “foot bear officer” to “foot beat.”

Chung moved to support minutes as amended. Escobedo seconded. No public comment. Motion passed unanimously.

Renewal and Expansion of Ocean Avenue Community Benefit District

Mullaney asked board members whether they would support authorizing staff to investigate whether early reauthorization and expansion of the Community Benefit District would be feasible.

Chung asked what costs would be involved in exploring CBD expansion. Mullaney said we would likely need to pay a consultant to prepare a new management plan proposal, and the city offers grants for CBD expansions.

Kevane asked why the CBD would need to be expanded west toward Junipero Serra. Weaver said OAA staff will talk to Supervisor Yee about that. Mullaney said that the process of investigating reauthorization would determine the feasibility of that component.

Mullaney moved to authorize staff to explore expansion and reauthorization of the CBD. Lima seconded.
Rivers asked about the timeline of the CBD’s renewal. Gon said that the CBD would be reauthorized for an additional fifteen years.

Favetti said that she supports staff exploring the reauthorization of the CBD.

Motion passed unanimously.

**Budget Report**

Kevane reported that the budget is in good order. Weaver said that OAA staff is working to spend money in Marketing and Beautification to meet spending requirements.

**Executive Director’s Report**

Weaver reported that the mobile parklet has been moved to the Portola.

Weaver’s written report included the subjects of Ocean Avenue events, public charity status, Ocean Avenue street trees, and two reports available on Ocean Avenue’s website: the commercial inventory report and the monthly cleaning report.

Rivers asked about the status of cleaning Unity Plaza. Weaver said that OAA staff will contact John Gavin for an update.

**Balboa Reservoir CAC Report**

Chung reported that the next report will be held in March.

**Business Committee Report**

Mullaney reported that Z Touch Salon has opened at 1930 Ocean. The Legacy Business application for Randy’s Place has been finalized and its hearings will be scheduled soon. OAA partnered with DBI to hold a seminar for the Accessible Business Entrance program. OAA staff is working on a business survey for 2019.

The Business Committee heard a presentation from Della Duncan about a poster campaign that she has proposed to prevent littering. The Business Committee moved to commission Duncan to create anti-littering posters for Ocean Avenue.

Mullaney moved that the board adopt the Business Committee’s motion. Chung seconded.

Favetti asked whether Duncan would recruit involvement from schools. Duncan said that she would look into it.

Kevane asked where posters would be displayed. Weaver said that the posters could potentially be installed at the display cases at RAI Dialysis.

Lima asked how Duncan would determine the approach and tone of the poster campaign. Duncan said that she would come back to OAA meetings with designs.

Motion passed unanimously.

**Street Life Committee**
Mullaney reported that the Street Life Committee discussed the Ocean Avenue Gateway Sculpture. Duncan will be hosting a screening of a film about climate change in May. The Ave Bar will be hosting a crawfish cookout on Memorial Day Weekend. The Street Life Committee recommended that OAA host Lunar New Year in future years.

**Board Member Comments**

Lima said that the Dorado Terrace Homeowners Association suspects that the RAI Dialysis Center intends to lease 1760 Ocean Avenue, and the Homeowners Association has concerns about the potential of their expansion, specifically regarding vehicle access.

Lima said that the Dorado Terrace Homeowners Association is writing a letter of support to study adding a traffic light by Whole Foods.

Mullaney concluded the meeting in honor of Gina El Sineitti, who passed away recently. Gina El Sineitti was an active member in the Ocean Avenue business community.