Ocean Avenue Association
Board of Directors Minutes
Monday, April 18, 2022
6:00 pm
Virtual Meeting via Zoom

Directors: Dan Casias, Howard Chung, Walee Gon, Maurice Rivers, Henry Kevane, Shirley Lima, Vivan Liang, Joycelin Craig, Larry Dorsey, Tacha Scott and Raymond Hou

Staff present: Pierre Smit & Jordan Mar
Others present: Aly Geller, Brian Haagsman, Dan Weaver, and Hamza Alaudi

Agenda Items
1. Call to order, Shirley Lima (Chair) commenced meeting at 6:00 pm with a quorum present.
   ○ Due to time limitations, public comment will be limited to 2 minutes. When making a public comment, please spell your first and last name.

2. Introduction by Pierre & Presentation by Aly Geller and Brian Haagsman, Walk San Francisco
   ○ Walk San Francisco's Community Organizer and Vision Zero Engagement Manager Aly Geller shared an overview of planned improvements to safety on and around Ocean Avenue, and how community members can share their voices in this process. The presentation will also include information about how we support those affected by traffic crashes, as victims or people whose loved ones have been affected, and provide opportunities to advocate for change. Brian described the quick-build project for Ocean Avenue and other opportunities to improve pedestrian safety and transit on Ocean. A community Task Force is working with transportation agency partners to develop options that will come to the public for review and input in the coming months.

3. Board Members Status (Absentee, Replacements), Henry Kevane
   ○ Election of Vice Chair - Vivian Liang. Henry makes the motion to approve Vivian as Vice Chair through end of this fiscal year, seconded by Joycelin. No public comment. Motion passes unanimously.
   ○ Election of Board Member - Raymond Hou for business owner position on behalf of Ingleside Community Center (separate from Ingleside Church) for term through June 2023 (fiscal year). Henry makes motion, seconded by Howard Chung. Comments by Maurice Rivers, Jordan Mar and Shirley in support of Raymond. No public comment. Motion passes unanimously.
   ○ Confirmation: Larry Dorsey's term as a board member goes through June 30, 2022 (consistent with March 21, 2022 board minutes).
4. Approval of Minutes, Howard Chung
   - March 21, 2022 minutes were reviewed by the Board. After discussion, motion to approve minutes by Henry, seconded by Shirley. Motion passes unanimously.
   - ICF and OAA Merger. Henry Kevane discussed genesis of Ingleside Community Fund

5. (ICF) formed because of 501c3 status when OAA did not have 501c3 status. Now OAA qualifies for 501c3 status. ICF was kept on to finish various grants; all grants now completed. Having two entities costs time and money in taxes and administration, therefore a merger is reasonable and warranted. OAA is the survivor company and ICF is the merged out company (i.e., the disappearing corporation). Various documents were discussed including Agreement of Merger, Resolutions of Board of Directors, Secretary’s Certificate. All of these documents were disseminated to the Board and posted publicly in advance of the meeting.
   - Henry makes motion to approve the documents and the merger of ICF and OAA, seconded by Shirley. No public comment. Motion passes unanimously. The merger of OAA and ICF is authorized and approved. Henry will have attorney circulate documents for signature by Shirley as Chair of the Board and Howard as Secretary.

   - $167,000 in bank, assessments to be collected at end of April, largely staying in budget.
     - Dan Weaver consulting. Maurice asked about the level of effort for Dan Weaver on the renewal. Pierre taking over many of Dan’s functions so Dan’s time has been reduced. Dan will continue be working with the OAA on a –by-project basis, i.e. “as needed.” Shirley commented that Dan’s input for historical knowledge of the OAA is invaluable.

7. Executive Director Report, Pierre Smit and Jordan Mar
   - Welcome to Hamza, representative of family who owns of Muscle Maker Grill (old KFC location next to 7-11). Concept is “everything healthy.”
     - Safety: 20MPH status along Ocean.
     - Redistricting D11 and D7. Motion was made by Shirley to support all of OAA business district staying in staying in ONE district. Seconded by Henry. No public comment. Motion passes unanimously.
     - Supervisor Melgar’s 2022 Participatory Budget Proposals by OAA. First Project Proposal: Auto 280 and Plymouth Garage (closed during Covid) properties – proposal by Pierre to acquire to turn into indoor/outdoor park. Similar park: Noe Valley Town Square.
       - Second Project: Look into engineering study for “living light poles.”
     - New & Lost Businesses on the Avenue. Losing Dry Cleaner Express at 1973 Ocean; Wells Fargo reopened, which is Ocean Avenue’s only bank. Losing mural on NEMS due to graffiti vandals. Vivian reports that NEMS is opening as enrollment center only at their location.
     - Palm trees status. DPW is in charge. Pierre has called and DPW is going at their own slow speed. Budget does include clearing of cleaning of dead palms quote is $6000. Avalon has done on their own. Shirley makes motion for Pierre to
negotiate with arborist and clean up palm trees with budgeted amount of $5000.00 Seconded by Joycelin Craig. Motion passes unanimously.

- 1601-1633 Ocean Ave updates—passed till next meeting.
- Vandalism/shoplifting/stealing. Last week three businesses hit, Emmy JoJo, A1 Bakery and Champa Garden
- Notifications posted on properties. Call Taraval police station if merchant wants anyone to be asked to be moved.
- Supervisor Melgar’s 2022 Participatory Budget suggestions
- Grants Amendment for Events (Pierre and Maurice)...OAA is fiscal sponsor for
  i. Juneteenth 2022
  ii. Taste of OMI
- FY 21/22 Mid-year Report and FY20/21 Financial Statements . Mailed out to all property owners.
- Social Marketing Monthly Results (Jordan Mar): April 2022 email contacts 890, Facebook 764, 195 twitter, 470 for Instagram for a sum total 2319 total.

8. Trash on Ocean Avenue, Shirley & Joycelin Craig
   - Revisit private options for additional trash cans that were removed by the City.
     News by Pierre: approval 4/18/2022 install concrete cans at 1140 Ocean NE corner, 1600 Ocean Ave (near the seats), and 3 brand new cans pilot locations $20,000 cans 1298 Ocean, 1344 Ocean and 1900 Ocean Ave.

9. Exterior window at The Plant Lady (1649A Ocean Avenue), Maurice Rivers
   - Window has graffiti that is permanently etched in, and can only be replaced with a new pane of glass. Pierre has informed the merchant that grants are available.

10. Working Groups Check-in
    - Strategic Plan: Shirley Lima met with Chris Corgas
    - Street Life & Business Working Group: have not met but Jordan working on getting group together.
      i. Car Show
      ii. City College STEM Fair: April 30, 2022. OAA may have 3 tables at the Fair.
    - Renewal & Expansion Committee: Pierre Smit, Henry Kevane, Walee Gon, Daniel Casias. Pierre budget has been submitted; things are moving.

11. Board Member Comments and Proposals for Future Meeting Agenda Items (Discussion, Public Comment, and Possible Action) NONE

12. General Public Comment for Items Not on This Agenda (Discussion and Comment).
    Comment from Alex Mullaney: status of CBDG Small Business Assistance Program. Hired a new person late last year who is working with the CBDs. Got approval today for August; going very slowly.
13. Next Board Meeting: Monday, May 16, 2022
   ○ Virtual on Zoom 6:00 PM. Informal consensus for continued Zoom meeting.

14. Adjournment at 7:49 pm.