Ocean Avenue Association  
Board of Directors Minutes  
Monday, August 15, 2022  
6:00 pm  
Virtual Meeting via Zoom  

Directors: Dan Casias, Howard Chung, Walee Gon, Christy Godinez-Jackson, Henry Kevane, Shirley Lima, Vivian Liang, Joycelin Craig, Maurice Rivers, Tacha Santana, Alberto Vasquez, Larry Dorsey, Raymond Hou  

Staff: Pierre Smit, Rosendo Betancourt  

Agenda Items  
1. Call to order, Shirley Lima (Chair) at 6:05pm  
   ○ 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. OAA Board Training | Development Updates by Howard, Vivian and Chris. Two applications and possibly a third application. Since no deadline, Chris suggests adding a deadline to end of next week. Howard to follow up to make sure this is done.  

3. Approval of Minutes, Howard Chung (Discussion, Public Comment and Possible Action)  
   No suggestions for changes and no public comment. Henry motions to approve the minutes as is, and seconded by Raymond. Motion passes unanimously.  

4. Budget Report, Henry Kevane (Discussion, Public Comment and Possible Action)  
   ○ July Budget for FYE 2022-2023 was submitted as part of the materials. No questions, no public comment. Minor amendment as to categorization. No motion required since budget is substantially the same.  

5. Executive Director Report, Pierre Smit. This is Pierre’s last report due to his retirement 8/31/2022.  
   ○ Shared Spaces City-wide Townhall meeting about the new City Regulations for parklets will happen again tomorrow Aug 16, 2022.  
   ○ Trash Cans: as you may have seen, the new trash can is now at the NW corner of Ocean at Plymouth Avenue. Visit sfpublicworks.org/trashcanpilot for more information on trash can models and to fill out the survey. Inefficient, over flowing, and trash accumulating nearby the trash can without any trash getting inside the can.  

   ○ Happening on the Avenue:
1. 1019 Ocean will be a cannabis dispensary. Community outreach meeting scheduled. Tyler Makras, co-founder, for the dispensary. Community outreach 8/25/2022 6:00 pm at 1019 Ocean Ave (previously City College printing). Larry asked for security plan. There will be a security guard. Tyler wants to hear what the community wants—otherwise will follow City guidelines. Delia asked plan for traffic. Tyler says red zone out front. Expects customers to use public transportation.

2. 1423 Ocean Ave.: AD Unique Bath and Kitchen - opening soon.

3. 1425 Ocean Ave.: possibly a CPA Firm

4. 1437 Ocean Ave.: leased to Co-Founder & Real Estate Consultant at Clearpoint Commercial Julien Goavec

5. 1500 Ocean Ave.: Ocean Seafood Market - opening soon

6. 1735 Ocean Ave.: Construction inside but no info yet on incoming business. Sam House medicinal herb store.

7. 1967 Ocean Ave.: Pilate Work by Isabella - opening soon

8. 1601-1633 Ocean: Pierre connecting Joycelin with DTSC to follow up on progress

- Vandalism/shoplifting/theft status: still more instances of break-ins at Java (1700 Ocean) and Beauty Box (1600 Ocean). We continue helping these business apply for the Vandalism Relief Grant. We also contacted the office of the new D.A. to visit Ocean Avenue to let the business owners know her strategy to fight these crimes, but no reply yet. Armed robbery of mailman last Tuesday.

- Direct marketing campaign: approx 5,000 Ocean Avenue Business Directories dropped in the mail to neighboring areas on Thursday 8/12/2022. On the brochure, we included the link to a brief survey to obtain some results to measure the response. It is also online on our website. Cost was under budget at $2880.

- Beautification Proposal for existing planting areas: Pierre worked with DPW for many months on updating the planting areas. At end of June, we were told that due to a new law, DPW could no longer take care of this due to the fact we are a CBD and we maintain the planting area. So, an RFP for fixing and replanting these existing areas where trees either died or was broken by a storm was sent (SEE handout). Friends of the Urban Forest supplied a proposal (also on handout). We are looking for an approval so we can bring new refreshed planting in these areas that will be maintained by OAA. Henry suggests mature trees so that they can withstand the elements including folks that may interfere with their growth.
Shirley makes the motion, two seconds by Henry and Raymond, for the approval of the Friends of the Urban Forest proposal which was part of the materials. Motion includes a cap up $8000. Motion passes unanimously. No public comment.

- Westwood Park Association (WPA): thanks to Kate Favetti, Pierre contributed two (2) articles in the 2 WPA newsletters about what is happening on Ocean Avenue, including about the Taste of OMI.
  
  For the WPA Annual Meeting (September 17, 11:30 am - 2:30 pm), OAA has been invited to host 2 tables to promote Westwood Park businesses on Ocean Avenue (North side from 1300 to 1700 blocks on Ocean Avenue). Volunteers are needed.

- OAA Annual Report FY21-22: still working on it, but does not believe he can finish 100% by Pierre’s departure date.

- Cleanscape Report for July 2022:
  
  299 workers’ hours; 2,040 lbs of trash; 15.5 block power washed; 104 graffiti occurrences clean-up; 36 “311” calls; 77 “code 300”; 0 needles.

- Volunteer Opportunities: Adopt-A-Street & Handyman...contact info.oacbd@gmail.com for info.

- Rosendo’s reporting
  
  i. Business of the Week. New page on website that showcases a business. Westwood Produce was featured.

  ii. Website Updates. New additions: featured business, directory survey 100% increase in websites visit. OAA.org migration is coming soon.

  iii. Social Media Report
  
  8/15/2022: FB 769 followers; 574 Instagram followers, Twitter 201; 988 emails on the email list. Taste of OMI may have been a factor in website increase.

Public comments? Ellen Lo submitted Taste of OMI to events website. Suggests that OAA do the same for other events. Julia of Aptos PTSA introduces the PTA and wants to partner with OAA.

6. Working Groups Check-in (Discussion, Public Comment and Possible Action) -

- Strategic Plan (Shirley Lima)
  
  i. Financial Policy Document: Commenting Period completed with Chris Corgas.

- Executive Working Group: Annual Plan for FY 2022-2033 (Vivian Liang, Dan Casias)

- Street Life & Business Working Group (Maurice Rivers, Tacha Santana, Kate Favetti)
  
  i. Report from Taste of OMI (Maurice, Pierre): July 23, noon to 4pm, Ashton Avenue and Ocean Avenue
ii. Lakeview/OMI - “Jazz in the Gardens”
iii. Future proposed events (Mike Sorrels—tabled for next month)
    ● BBQ Blues & Boos
    ● Sleigh This Holiday
  ○ Hiring Working Group (Henry Kevane, Walee Gon): Interviewing candidates. Deadline for resumes / proposals was August 12. Henry: Received 50 responses. Most were for EDs but some for entities to provide services. Already interviewed a batch last week, and another batch of applicants for this week. Hope to have a recommendation for board late next week.

  No public comments for the working groups.

7. Board Member Comments and Proposals for Future Meeting Agenda Items. Maurice: equity and wants more participation from the African American community.

8. General Public Comment for Items Not on This Agenda. Chris: Grand National Rodeo at Cow Palace. October 7 and 8, 2022.

9. Next Board Meeting: Monday, September 19th, 2022
  ○ Virtual on Zoom 6:00 PM

10. Adjournment at 7:01 pm!