

Ocean Avenue Association  
Board of Directors Minutes  
Monday, November 14, 2022  
6:00 pm  
Virtual Meeting via Zoom

Directors Present: Dan Casias, Howard Chung, Walee Gon, Henry Kevane, Shirley Lima, Vivian Liang, Alberto Vasquez, Raymond Hou

Staff: Christian Martin, Rosendo Betancourt

Others Present: Alison Hart, Gabriel Cory, Mary Harris

#### Agenda Items

- Call to order by ED Christian Martin
  - Due to time limitations, public comment will be limited to 2 minutes. When making a public comment, please spell your first and last name.
- OAA Board Training | Development Updates Christian introduced the selected consultant who will be providing board training: Alison Hart of AHart Associates Incorporated.
- Approval of Minutes of last meeting October 2022. No discussion and no public comment. Motion was approved by all except Henry, who did not have a chance to review.
- Budget Report, Henry Kevane made his report and opened up to all for questions, and with no questions, no public comment, Alberto motioned and seconded by Dan to approve the budget report. Approved unanimously.
  - [OAA YrXIII, FY22-23 Budget October 2022 Rev#4.1](#)
  - [OAA Grants Schedule-Active Grants, October 2022, Rev#4.1](#)
- Executive Director Report, Christian Martin
  - GAO Committee Report was done by Pierre and will be presented to Board of Supervisors.
  - SFPD Officer Beat. Old beat officer Butler is no longer stationed at Ocean Ave. Christian to reach out to the Taraval police station to get a new beat officer. Rosendo reported on several crimes after officer Butler's reassignment. Alberto confirmed the uptick.
  - Office space recommendation—will discuss later.
  - Administrative recommendations—some suggestions for better record keeping and housekeeping given the current audit.
  - Cleaning and Maintenance recommendations—will make to Cleanscape. Need more of a presence in the corridor, perhaps by hiring someone.
  - Beautification and Placemaking opportunities
  - Events/Activations—will put together a calendar of events on a regular basis.
  - Economic Development/ Business attraction Plan—Christian is putting this

together.

- Office Space, Christian Martin & Rosendo Betancourt. Recommendation of the ED to go forward on Howard Chung's property at 1720 Ocean Avenue. Christian and Henry to discuss with Howard the terms of a one-year lease, month to month thereafter. Motion for the foregoing by Walee and seconded by Dan. All in favor: unanimous. Howard abstained since he is the property owner
- Marketing & Social Media Report, Rosendo Betancourt states a bit slower of a month for social media marketing. Although adding 30 Instagram followers a month is typical, this month only 25; no twitter gain; Email and Facebook lost two followers on each one. Rosendo speculates that due to a lack of posting/content. Rosendo suggested having some OAA advertising --\$50 to \$100 a month to increase traffic and is open to suggestions to improve growth. Raymond suggested reels and videos attract more attention. Christian will reach out to Henry to budget for possible marketing "giveaways" (e.g. \$50 certificate for an OAA merchant) to increase interest and traffic. Gabriel Cory made suggestions for kicking up interest online.
- Working Groups Check-in
  - Strategic Plan (Shirley Lima)
    - i. Operations Recommendations: Sent deliverables to Chris Corgas on 11/4/2022. Awaiting approval for funding.
    - ii. Organizational Recommendations
      - Annual Plan Working FY 2022-2023 Deliverable (Christian Martin, Vivian Liang, Dan Casias), "A written commitment, approved by the OAA board, to develop a work plan in April of each year that shall define a set of programs with operational expectations and goals for the upcoming fiscal year. This plan shall be used in the development of an upcoming fiscal year's budget." Motion to commit to annual plan per the above description. Motion made by Christian, seconded by Shirley. No public comment. Motion passes unanimously.
      - [Board Member Handbook](#) Deliverable (Shirley Lima): Discussed in July 2021; however, we need Board Approval to satisfy this deliverable for the Strategic Plan.
        - a. *"The OAA's adopted organizational policy, which shall contain:*
          - i. *A copy of the approved and adopted OAA board member handbook/document, which shall:*
          - ii. *Clearly define the OAA Board's role*
          - iii. *Define the legal responsibilities and the role and expectations of each individual board member*
        - b. *The handbook/document shall include expectations of Board member participation and attendance.*
        - c. *A written commitment, approved by the OAA board, approving the OAA Board Member handbook and*

*indicating it, and the OAA's Financial Policy, shall be included as part of new Board member's orientation."*

Motion to approve Board member Handbook prepared and distributed by Pierre in July 2021.

Motion by Henry, seconded by Dan. Motion passed unanimously. No public comment.

- Agenda setting policy deliverable, *"A written agenda setting policy, approved by the OAA Board, which:*
  - a. *Shall identify that the Executive Director or OAA staff create a draft agenda and have them send the draft to the Chair of the Board to provide input and approval.*
  - b. *Shall indicate no changes can be made to the agenda without the approval of both the Chair and the Executive Director"*

Motion per the above-written agenda-setting policy by Shirley and seconded by Dan. No public comment. Motion passes unanimously.

Shirley: Going forward:--Rosendo and Christian will run the meetings. They will send the agenda to Shirley as chair.

- Street Life & Business Working Group
  - i. Proposed event [Sleigh This Holiday](#) Saturday, December 3, 12-4 pm. Rosendo is working on pulling permits and approvals. Work is progressing. Rosendo says he is still within budget with \$3500 from OAA with an \$11,000 total budget.
  - ii. Holiday Bows—Christian will try to get them out this week.

- Update Board “Criteria Membership” for Shirley Lima from Property Owner to Community Member. Recommendation by Shirley: move Shirley’s status as a property owner to community member due to the mistaken belief that her condo was providing a passthrough of the property taxes for OAA. Shirley makes motion to reclassify her status from property owner to community member. Dan seconded. Motion passes unanimously—no public comment
- Board Member Comments and Proposals for Future Meeting Agenda Items. Henry suggests a quick meet-up in the next day or two on funding certain projects
- Alberto: from City College approval for the “STEAM building” and wanted to give a head’s up. Also, the Balboa project is starting work soon, and that area will be very active with construction. Will provide information for either Dec or January meeting.

Christian wants to do more outreach with City College.

- General Public Comment for Items Not on This Agenda.  
Mary Harris: we need a public comment for each agenda item. Is there a Lick Wilmerding relationship? Ambassador program—has anyone spoken to Supervisor about this. Christian to follow up on these items.

Pierre public comment: Saturday SF Turkey Drive. Last year there were 14,000 turkeys for St. Anthony’s from 9:00 am to noon collecting turkeys. Christian asked that this be put on OAA social media.

- Next Board Meeting: Monday, December 12th, 2022
  - Virtual on Zoom 6:00 PM
- Adjournment at 7:03 pm.