



Ocean Avenue Association Board of Directors Meeting Minutes

Date: Monday, September 23, 2024

Time: 6 pm-7:15 pm

Location: Hybrid

- **In-Person:** 1720 Ocean Avenue
San Francisco, CA 94112
- **Virtual Meeting:** via Zoom

Zoom Meeting Information:

- **Join Zoom Meeting:** [Link here](#)
- **Meeting ID:** 204 333 4035
- **Passcode:** 94112
- **Find your local number:** [Link Here](#)

All [OAA](#) board meetings are open to the public. During the Public Comment period, attendees may address the Board on any item, whether on the agenda or not, as long as the matters discussed fall within the Board's authority. Each speaker shall have up to 3 minutes to address the Board. Agenda materials will be available at the meeting and upon request 72 hours in advance by contacting rosendob@oaacbd.org.

Agenda

1. Call to Order (President Shirley Lima) (6:00-6:05)

2. Introductions (6:05-6:10)

Kath, Mary Harris, Dee Wu, Michael, Jen Low, Kate, Al Harris, Elena, Henry, Ray, Christian, Rosendo, Roland, Shirley, Kacee Ochalek, Jackie Hazelwood, Howard, Brit, Walee (6:05)

Online: Rey Arellano, Larry Dorsey, Al Casciato, Anne Marie Kristoff, George Karsant, Michael Rong, Ravi Lau, Tiffany Zhang, Walee

3. Public Comment Period (6:10-6:15)

- a. Open floor for comments, questions, or concerns from the public within the Board's jurisdiction (No public comment)

4. Review and Approve Minutes from Meeting (August 2024) [Action Item]

(6:15-6:20) -clarification to Ray A for a comment. Minutes approved 6:09

- a. [8.2024 Minutes \(DRAFT\).pdf](#)

5. Treasurer Report (Rey Arellano CPA) (6:20-6:35) Revenue increased 100K, expenses were up 20K over expenses. We had a surplus so OAA was able to fund the deficit. Nothing jumps out to Rey as abnormal for the budget. Compared FY22, FY23 and FY24

budgets for reference.

Question Henry: What is the end-of-year budget? Rey did not know and will get back to Henry. Shirley motion, Howard second to approve. 6:19

- a. [Financial Statements FY24 vs FY23](#)
- b. [Financial Statements EOM 240831](#)

6. Review & Vote Service Level for Renewal Process (6:35-6:45) Reviewing and voting on a service level.

Henry question: How are we able to do that? Jackie: There had been back and forth on whether we could do this. However, Jackie spoke to the city attorney and determined that we could do this, there is a precedence for this - a green district in Bernal Heights has done something similar.

Christian: Laws have changed since the beginning and that has impact on renewal.

How points are calculated:

1. Commercial properties receive most points because they receive the most benefits from services. Residential with more than 5 benefits less but more than residential with fewer than 5 buildings and points are calculated accordingly.
2. Zone Factor: Properties in busier areas are allocated more points than those with less.
3. Frontage - how much of the building has frontage in the district.
4. Lot Size and Building - Larger buildings and lot sizes require more services.

How to calculate assessment:

Calculate points for cleaning, marketing, and beautification based on point factors. Multiple points by specific rates.

Outreach: OAA has been making contact with many of the property owners, business owners, and employees. Overall positive feedback from survey results.

Proposed service levels are \$500k, \$700k, and \$900k.

Option 1: At \$500k, it allows for 2 ambassadors and 4 part-time employees. Option 1 requires grants to continue what we are doing right now going. But can still provide a basic service.

Option 2: At \$700k, it allows 2 more ambassadors. Increases safety and hospitality by having

ambassadors in the evening.

Option 3: At \$900K budget provides for 5 FT ambassadors. 2 FT administrative staff and a part time. 7.2 employees.

Howard question: Is it up to the board to decide?

Christian: Yes they can decide what to do with the budget.

Whenever a new building comes on it adds a new assessment contribution.

The headcount can stay the same but the budget can be changed.

Proposed budget: Highest: 0, Medium: 6 Low:

If you need Lakeside, medium will be difficult. Unanimous vote for option 2. 7:20PM

Board member:

Tiffany: motion to add Tiffany to the board. Shirley second. Tiffany added to the board, Tiffany is property and business owner. 7:22PM

a. The Board will discuss three prospective budget options for renewal and approve one to proceed within the petition phase.

b. [OAA Budget Renewal 5-7-9 summary v2.pdf](#)

c. [Proposed Boundary for the Ocean Avenue Association](#)

7. Executive Director's Report (Christian Martin) (6:45-6:50)

a. Board Member Nominations & Elections:

1. [Tiffany Zhang](#)

b. [August 2024 Operation Report](#)

8. Deputy Director's Report (Gabe Cory) (6:50-7:00)

a. Autumn wine walk

1. October 25th - 8 merchants participating in serving unique wines in a festive autumn setting on Ocean Avenue.

b. Spooktacular Halloween Event with Little Oceanauts

i. Free Family Event with a costume contest, Halloween maze, raffles, and prizes

ii. Sunday, October 27th, 12-2 PM

iii. Feel free to attend. RSVP at <https://www.littleoceanauts.com/halloween/>

c. September Vacancy Report (Vacancy Report [Webpage](#))

- d. Renewal - Conducted merchant visits with OEWD to all businesses on Ocean Avenue to discuss OAA services and renewal service levels.
- e. Lighting contractors are coming on September 24th to tune up the bistro lights on Ocean.

9. Social Media & Marketing (Rosendo Betancourt) (7:00-7:05)

- a. [Social Media Report](#)
- b. Safety Meeting Recap
- c. [ArtSpan SFOS 2024: Ingleside | Ocean Avenue](#)
- d. YAX: New Utility Box Arts Update
- e. Saturdays in the City: September 28
- f. Merchant Welcome Packet Update (Sabine)

10. Review and Approve Continuation of Telephone/Zoom Meetings [Action Item]

(7:05:710)

- a. Vote on maintaining virtual meetings as per ordinance AB361

11. Adjourn (7:15)

General Information

Welcome to the Ocean Avenue Association (OAACBD) Board of Directors Meeting. The OAACBD Board comprises volunteers, many of whom own property in the district and/or are business owners in the district. None of the Board members are compensated.

The OAACBD mission is to improve the quality of life in the district by supplementing services performed by the city and county of San Francisco. Those services include, but are not limited to, street cleaning, greening, neighborhood beautification, and public safety.

OAACBD is funded by a special assessment approved by and paid for by property owners in the district. It receives no public tax dollars. The assessments appear on property tax bills, are collected by the San Francisco Assessor's Office, and forwarded by that office to the OAACBD.

Members of the public are welcome to but not required to introduce themselves and to sign in on the sheet provided. If, when a member of the public speaks, the Chair asks them to introduce themselves, it is done as a matter of courtesy. If the speaker does not wish to introduce themselves, they are free to decline.

Members of the public are welcome at all Board Meetings and Committee Meetings except for closed sessions as allowed for in the California Brown Act.

About Public Comment

Public Comment

Public comment is taken on every agenda item, *after* Board discussion, but *before* the Board vote. Public comment at this time is limited to the specific agenda item. In general, public comment will be limited to 2 minutes per person per item, and 6 minutes total per item. These limits may be modified by the Chair at their discretion.

General Public Comment

General Public Comment is used for remarks to the Board about items not on the agenda. At Board Meetings, general public comment will be taken at 7:20 pm.

Members of the Board are not permitted to discuss items that are not on the agenda.

Therefore, during general public comment, there is no Board discussion.

Notes will be taken on comments. Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner. "Disruption" includes personal attacks, physical threats, derogatory, offensive, insolent, threatening, slanderous, obscene, etc. comments directed at members of the Board, the OAACBD Executive Director and/or Administrative Staff persons, guests, or members of the public. Disruption also includes boisterous or other behavior that prevents the meeting from continuing in an orderly fashion. This behavior is to be distinguished from comments which are critical but are delivered in a manner that is not disruptive to the meeting and non-threatening.

Members of the public can also contact the OAACBD Executive Director and request agenda items be added to the Board Meeting. The Executive Director can be contacted at (650) 273-6223 or via email:

christianm@oaacbd.org

If, due to a disability, you require accommodations to attend this meeting, please contact any of our Staff at the CBD Main Office at (650) 273-6223.

Pursuant to State of California's Assembly Bill 361, and California Government Code, Section 54953(e), and in light of the City Attorney's Office policy encouraging public bodies to place adoption of a public resolution regarding remote/hybrid meetings on monthly meeting agendas as a best practice, the attached RESOLUTION has been placed on the Board's next meeting agenda da to enable adoption of a public resolution regarding the Board's continuing practice of holding remote/hybrid monthly meetings.

RESOLUTION

The Ocean Avenue Association finds that the State of California and the City remain in a state of emergency due to the COVID-19 pandemic.

The Ocean Avenue Association has considered the circumstances of the state of emergency, and further finds that without allowing certain members of this body to attend remotely, it would present imminent risks to the health or safety attendees due to COVID-19, or for other reasons as outlined in California Government Code, Section 54953.

THEREFORE, be it RESOLVED, that until further notice, and/or otherwise as allowed by law, the Ocean Avenue Association will hold remote Zoom meetings.