

Ocean Avenue Association  
Board of Directors Agenda  
Monday, March 20th, 2023  
6:00 pm  
Virtual Meeting via Zoom

Zoom Link:

<https://us02web.zoom.us/j/2043334035?pwd=dzZDZlcrOVNwSXdJWjYxYUI5bE00QT09>

Directors: Shirley Lima, Dan Casias, Alberto Vasquez, Walee Gon, Ravi Lau (LWHS), Maurice Rivers, Joycelin Craig

Staff: Christian Martin, Rosendo Betancourt, Gabe Cory

Public: Kate Favetti, Rey Arellano, S, Olena K.

#### Agenda Items

- Call to order, Shirley Lima (Chair) - 5 min (6:05 pm)
  - **Due to time limitations, public comment will be limited to 2 minutes.**
    - i. **6:10 pm no quorum**
    - ii. **6:30 pm quorum has been met**
- Motion of Continuation of Telephone / Zoom Meetings, Shirley Lima (Discussion, Public Comment, and Possible Action) - 10 min (6:15 pm)
  - i. **Dan Motioned to approve, Walee seconded.**
  - ii. **Next meeting will be on Zoom again**
- Approval of Minutes, Christian Martin (Discussion, Public Comment, and Possible Action) - 10 min (6:25 pm)
  - [02-2023 Minutes \(DRAFT\)](#)
    - i. **Dan motioned to approve, Wale seconded.**
- Absentee Board Members (Discussion, Public Comment, and Possible Action) - 10 min (6:35)

**Board Development: Tacha has not been attending. Motion to remove from the board:**

**Shirley motions to remove Tacha Santana. Alberto seconds the motion. Tacha has been voted out of the board.**

- Treasurer Report, Reynaldo E. Arellano (Discussion, Public Comment, and Possible Action) - 10 min (6:45 pm)

- [OAA Grants Schedule-Active, February 2023, Rev#8.1.pdf](#)
- [OAA YrXIII, FY22-23 Budget February 2023 Rev#8.1.pdf](#)

**Rey Arellano on audit: still maintaining QuickBooks - will transition to new transition/platform for better bookkeeping. Rey provided details on accounts and receivables and how they carry on or get relieved. Rey Arellano and Team will also review and document all RFFs submissions from the city. Questions from Christian to Rey: "Should we have multiple bank accounts due to SVB meltdown?" Rey responds: "Yes, I highly recommend it. Reason: a second funded bank account will help in an emergency."**

- Executive Director Report, Christian Martin (Discussion, Public Comment, and Possible Action) - 15 minutes (7:00 pm)
  - Office Set-Up
    - i. **Gas Leak in the office.**
  - Cleaning & Maintenance
    - i. **Cleaning Report Data Report**
    - ii. **Joycelin mentioned that the corridor is looking great!**
  - Administrative Updates
  - Public Safety
    - i. **Once Office is ready, we will host a meeting with public/police w/ Al Casciato on safety.**
  - Board Development
  - Audit Update
    - i. **Meeting with Auditor**
  
- Deputy Director Report, Gabe Cory (Discussion, Public Comment, and Possible Action) - 10 minutes (7:10)
  - Havelock Mural Bridge grant submitted
    - i. \$25,000 mural project supported by OAA  
**Submitted with the help of Neil Ballard.**
  - RFP-225 grant submitted
    - i. \$100,000 grant application for new initiatives and events to be executed by OAA on the Ocean Avenue corridor
  - Entrepreneur, Investor, and Small Business Networking Event

- i. **April 13<sup>th</sup>, 5-7 at Unity Plaza**
  - ii. The event posted to Eventbrite
- [Partnership exploration with CCSF Center for Entrepreneurship and Innovation](#)
  - i. Met with Director of the program to discuss partnership opportunities.
  - ii. They will participate and partner with OAA at the upcoming Networking Event.
- Friends of the Urban Forest
  - i. Met with Friends of Urban Forest and walked the corridor to review tree planting and sidewalk garden projects on Ocean ave.
  - ii. Some of the existing areas designated for planting are now either cemented or have tree/garden plantings. Friends of the Urban Forest will send an updated bid based on the current status.
- Lighting on Ocean ave corridor
  - i. Requested bid from 2 contractors for custom lighting project on Ocean ave.
  - ii. More information [here](#).
- Kate (Public): loves the idea and would like the organization to pursue this.**
- Updated Vacancy List:
  - i. Updated [vacancy list](#) with photos posted to the OAA website
- Marketing & Social Media Report, Rosendo Betancourt (Discussion, Public Comment, and Possible Action) - [10 minutes \(7:20 pm\)](#)
  - [Social Media Report](#)
    - i. **March 20 Numbers:**
      - **Instagram: 844 followers**
      - **Facebook: 793 followers**
      - **MailChimp: 1004 subscribers**
      - **Twitter: 213 Followers**
  - [SF Restaurant Week](#)
- Board Member Comments and Proposals for Future Meeting Agenda Items. - [5 min \(7:25 pm\)](#)
- General Public Comment for Items Not on This Agenda. - [5 min \(7:30 pm\)](#)  
**Kate also mentioned sharing meeting announcements on Instagram.**
- Next Board Meeting: Monday, April 17th, 2023, Virtual on Zoom at 6:00 PM

- Adjournment  
**The meeting adjourned at 6:57 pm.**

## **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 which 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](mailto: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.*