

Ocean Avenue Association
Board of Directors Minutes
Monday, February 13th, 2023
6:00 pm
Virtual Meeting via Zoom

Zoom Link:

<https://us02web.zoom.us/j/2043334035?pwd=dzZDZlcrOVNwSXdlJWjYxYUI5bE00QT09>

Directors: Shirley Lima, Vivian Liang, Henry Kevane, Howard Chung, Larry Dorsey, Dan Casias, Alberto Vasquez, Ravi Lau (LWHS), Maurice Rivers, Joycelin Craig, Raymond Hou

Staff: Christian Martin, Rosendo Betancourt, Gabe Cory

Additional Guests: Chris Gorgas, Kate Favetti, Kevin and Mary Harris

Agenda Items

- Call to order, Shirley Lima (Chair) - 5 min (6:05 pm)
Roll call of all board members who stated “present.”
- Motion of Continuation of Telephone / Zoom Meetings, Shirley Lima. Larry mentioned doing a “hybrid” i.e., some in person and some on Zoom. Other board members and public provided comments. Motion to make next month’s meeting by Dan and Joycelin seconded, _____ [fill]. Motion passed unanimously. All voted yes:

Shirley Lima, Vivian Liang, Henry Kevane, Howard Chung, Larry Dorsey, Dan Casias, Alberto Vasquez, Ravi Lau (LWHS), Maurice Rivers, Joycelin Craig, Raymond Hou. No public comment.

- Approval of Minutes, Christian Martin (Discussion, Public Comment, and Possible Action) Motion by Dan and seconded by Alberto. No opposition and not public comment. Motion passes unanimously. Roll call all “yes”: Shirley Lima, Vivian Liang, Henry Kevane, Howard Chung, Larry Dorsey, Dan Casias, Alberto Vasquez, Ravi Lau (LWHS), Maurice Rivers, Joycelin Craig, Raymond Hou
- Treasurer Report, Henry Kevane. Some missing items that Henry went through: (i) Slay the Holiday did not happen; (ii) lease of 1720 Ocean numbers are TBD if approved; (iii) other miscellaneous items were covered.
 - Treasurer Announcement: After 11 years as treasurer, Henry announced that he is resigning. Henry will stay on as a board member and hopefully will be able to get

the new treasurer (when a volunteer is found) up to speed. THANK YOU,
HENRY, FOR YOUR YEARS OF EXCELLENT SERVICE!

- Executive Director Report, Christian Martin (Discussion, Public Comment, and Possible Action)
 - Administrative Updates
 - i. [1720 Office Space Lease Agreement](#). Howard, who is the landlord, dropped off the Zoom call to allow the voting. After discussion, a motion to approve the lease was made by _____ and seconded by _____. No public comment. Motion passes with the following affirmative votes and roll calls taken:
Shirley Lima, Vivian Liang, Henry Kevane, Larry Dorsey, Dan Casias, Alberto Vasquez, Ravi Lau (LWHS), Maurice Rivers, Joycelin Craig, Raymond Hou
Howard Chung recused himself from this vote since he is the landlord.
 - Board Training Update. Rosendo sending out the proposed schedule for the training session.
 - Cleaning Ambassador Program Launch. Roland is the new ambassador under the new program.
 - District Landscaping. Christian reports that OAA is keeping the relationship with Roberto.
 - Grant Proposals
- Deputy Director Report, Gabe Cory
 - New Initiatives Research and Exploration reported on a few exciting grant opportunities for murals and sidewalk gardens. Lighting along the corridor proposal along Miramar—Gabe will follow up. Ravi mentioned that LWHS could partner with some of these initiatives.
- Working Groups Check-in (Discussion, Public Comment, and Possible Action)
 - Street Life Committee Report (Christian Martin, Rosendo Betancourt, Larry Dorsey, Maurice Rivers). Met a few weeks ago, and a major update was re in-house ambassador program. Next, update former police captain Al Casciato for a public safety program.
 - Strategic Plan (Shirley Lima)
 - i. Organizational Recommendations
 - Submitted the last set of deliverables to Chris Corgas on 12/21/2022. Awaiting a response from Chris, and he will double-check and get a response.
- Marketing & Social Media Report, Rosendo Betancourt (Discussion, Public Comment, and Possible Action)
 - Lunar New Year 2023 Recap – Lunar new year’s event was great! Supervisors Melgar, Supervisor Safai, Mayor Breed, and speeches by Christian, Maurice, and Mike Sorrels of Ocean Incubators.

- i.
- [Social Media Report](#) (see chart)
- [Events Schedule for 2023](#)
 - i. [OAA Networking Event](#) (Gabe Cory, Rosendo Betancourt)—attracting entrepreneurs and investors to Ocean, connecting existing businesses with each other and OAA, expanding marketing. Budget: less than \$1000 for promotion, beverages,
 - ii. [Wine Down Wednesday](#) (Gabe Cory, Rosendo Betancourt). A social fun event on Ocean Ave.
Kudos to Rosendo for the lunar new year event!
- Board Member Comments and Proposals for Future Meeting Agenda Items. Maurice: members that don't show up to meetings.

- General Public Comment for Items Not on This Agenda. [Dan Weaver talked about dying trees.](#)

12 trees have died. Public Works said they would replace it but have not done. Dan to provide the list of trees to Christian. Kate suggested that this item be an agenda item. Christian acknowledged this.

- Next Board Meeting: Monday, March 20th, 2023, Virtual on Zoom at 6:00 PM. A motion to adjourn was passed. Alberto and Dan made the motion, and it was passed. (Off the record: Ocean Ave as a theme song on Spotify by Raymond.)
- Adjournment at 7:12 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

*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**.*