



Ocean Avenue Association Board of Directors Meeting Agenda

Date: Monday, November 18, 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)
- 3. Public Comment Period** (6:10-6:15)
 - a. Open floor for comments, questions, or concerns from the public within the Board's jurisdiction
- 4. Review and Approve Minutes from Meeting (September 2024) [Action Item]**(6:15-6:20)
 - a. [9.2024 Minutes \(DRAFT\).pdf](#)
- 5. Treasurer Report (Rey Arellano CPA)** (6:20-6:35)
 - a. Review and approve profit, loss, and balance sheets. **[Action Item]**
 - b. [Financial Statements OAA 10-31-24.pdf](#)

6. OAA Renewal & Expansion Process (6:35-6:45)

- a. Discussion of budget/boundary amendments in consideration of stakeholder feedback and motion to reduce the budget to \$515k and boundary amendments. **[Action Item]**
- b. Call to Action - Petition Outreach Support Meet-up [*Board Members encouraged to attend*] - **Postcard writing on Wednesday, November 20, 5:30 pm, OAA Office**

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

- a. Board Member Nominations & Elections: [Dee \(Lirong\) Wu](#)
- b. [September 2024 Operation Report](#)
- c. [October 2024 Operation Report](#)
- d. Executive Committee Roles
- e. Recommendation of Steering Committee formation

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

- a. Autumn wine walk
 1. ~140 participants, a very successful event. Highest grossing OAA event with over \$1500 in ticket sales.
 2. Repeat customers and good reviews from merchants and participants.
 3. Requests to increase frequency to one wine walk per quarter.
- b. Safety Committee
 - i. Met with Ray, Larry, and Officer Butler to plan formation of a safety committee on Ocean
 1. Discovery phase will have a proposal for the next meeting
- c. Spooktacular Halloween Event with **Little Oceanauts**
 - i. 103 children and 108 adults attended the event.
 - ii. Little Oceanauts were happy with attendance and success of event.
- d. October/November Vacancy Report (Vacancy Report [Webpage](#))
- e. Orange lighting added to 21 light poles and trees along Ocean
 - i. Orange lighting will be swapped with white lights for the winter season.

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

- a. [November Social Media Report](#)
- b. New Businesses: El Touch Massage & Bodywork - 1410 Second Floor & Deziign Labs - 1507 Ocean Ave
- c. [Holidays @ Unity Plaza 2024](#)
- d. YAX Utility Boxes Art Project:
 - i. 10 SFMTA Boxes alongside Ocean Ave—vinyl-wrapped designed
 - ii. Motion to approve "2024 Ocean Avenue Utility Box Mural Project" at next Visual Arts Committee Meeting on November 20, 2024, at 2 pm, Online. [Info & Meeting link](#).
- e. 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.