

Ocean Avenue Association  
Board of Directors Minutes  
Monday, December 12, 2022  
6:00 pm  
Virtual Meeting via Zoom

Directors: Shirley Lima, Henry Kevane, Larry Dorsey, Joycelin Craig, Alberto Vasquez, Ravi Lau, Vivian Liang

Staff: Christian Martin, Rosendo Betancourt

Agenda Items

- Call to order, Christian Martin (Chair) -5 min (6:05 pm)
  - Due to time limitations, public comment will be limited to 2 minutes. When making a public comment, please spell your first and last name.
  
- Approval of Minutes, Christian Martin (Discussion, Public Comment, and Possible Action) -10 min (6:15 pm)
  - [11-14 Minutes \(DRAFT\)](#)
  - [12-1 Minutes \(DRAFT\)](#)
  - Shirley Lima motions to approve both sets of minutes
  - Joycelyn Craig seconds
  - Public Comment: None
  - Motion passes unanimously
  
- Budget Report, Henry Kevane (Discussion, Public Comment, and Possible Action) -10 min (6:25 pm)
  - [OAA YrXIII, FY22-23 Budget November 2022 Rev#5.1](#)
  - [OAA Grants Schedule-Active, November 2022, Rev#5.1](#)
  - Changes on the budget includes exploring lease for office space (1720 Ocean); negotiating at \$1850 / month starting in January
    - i. See budgets estimates for utilities
    - ii. Christian talking to Allison Hart about appropriate time to post for Board Approval.
  - Sleigh This Holiday (Canceled): Hernandez Rentals deposit will be applied to Lunar New Year event
  - Adjusted budget to allow some Marketing giveaways & boosted social media posts (Rosendo will take lead on this)
  - Public Comment: None
  - Dan Casias motions to approve budgetary changes
  - Walee Gon seconds
  - Motion passes unanimously

- Executive Director Report, Christian Martin (Discussion, Public Comment, and Possible Action) - 10 minutes (6:35 pm)
  - Presentation of Recommendations: See Christian's slides [here](#).
    - i. In-House Cleaning & Safety Ambassadors
    - ii. Placemaking
    - iii. Notes:
      - Will explore ideas for above in the Street Life Committee (Maurice and Rosendo will continue to head this up with Christian)
      - Some funding will come from Supervisor Myrna Melgar's office
      - Larry Dorsey would also like to join Street Life Committee
      - Public Comment: Mary Harris: Please get both Supervisors (including Supervisor Safai) involved; for intervention programs used at other CBDs, she is not a fan of Urbany Alchemy
  - Structural Organization Training OEWD, Consultant
    - i. Board Training contact is complete.
    - ii. Christian will be setting up Board Training meetings soon.
  - Events for 2023
    - i. [Lunar New Year w/ CYCOSF](#)
    - ii. Easter Egg Hunt
    - iii. [Musix on Ocean Avenue 2021](#)
    - iv. Monthly Pop-Ups & Farmer Markets
    - v. All of above are potential events that can be part of the Annual Plan. Maurice Rivers would like to join the Annual Plan working group; he has ideas for farmers markets. Ravi Lau and Alberto Vasquez can provide ideas to get for student performances, help, artwork, etc. Maurice Rivers recommends: Youth Art Exchange, Performing Arts Workshop and LWHS would bring some vital art to the OMI.
  - Retail Attraction
  - Annual Plan Update
  
- Marketing & Social Media Report, Rosendo Betancourt (Discussion, Public Comment, and Possible Action) - 5 minutes (6:40 pm)
  - [Social Media Report](#)
  - Rosendo predicts in two months that Instagram will surpass all other social media platforms.
  - Public Comment: None
  
- Working Groups Check-in (Discussion, Public Comment, and Possible Action) -20 min (7:00 pm)
  - Strategic Plan (Shirley Lima)
    - i. Organizational Recommendations

