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
    - See budgets estimates for utilities
    - 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
Annual Plan Working FY 2022-2023 Deliverable (Christian Martin, Vivian Liang, Dan Casias): Motion to approve the following from the Strategic Plan, “A written commitment, approved by the OAA board, to have the Executive Director update the OAA board at its monthly Board meetings on the progress in executing the work plan." Note: This one is subtly different than the deliverable to commit to creating a plan.

a. Dan Casias motions to approve
b. Alberto Vazquez seconds
c. Public Comment: None
d. Motion passes unanimously

Street Life & Business Working Group (Maurice Rivers, Larry Dorsey, Rosendo Betancourt)

i. Sleigh This Holiday Cancellation
   - Canceled due to weather; Hernandez Rentals deposit will be applied to Lunar New Year event
   - Public Comment: None

ii. 2022 Lakeview/OMI Kwanzaa Celebration
   - Rosendo will set up an OAA table

Board Member Comments and Proposals for Future Meeting Agenda Items. -5 min (7:05 pm)

- Larry Dorsey: When is cannabis club opening?
  i. Maurice Rivers: Still waiting on planning process; he’ll see if he can find out more info.
- Joycelin Craig: When are new housing meetings starting?
  i. Alberto Vasquez: Has a meeting tomorrow and will let Joycelin know.
  ii. Joycelin Craig: Feedback about 20 mph zone—doesn’t feel like folks are abiding by this especially east bound

General Public Comment for Items Not on This Agenda. -5 min (7:10 pm)

- None

Next Board Meeting: Monday, January 9th, 2022

- Virtual on Zoom 6:00 PM

Adjournment at 7:14 pm