

Ocean Avenue Association
Board of Directors Minutes
Monday, May 15th, 2023
6:00 pm
Virtual Meeting via Zoom

Zoom Link:

<https://us02web.zoom.us/j/2043334035?pwd=dzZDZlcrOVNwSXdJWjYxYU15bE00QT09>

Directors: Shirley Lima, Vivian Liang, Henry Kevane, Howard Chung, Larry Dorsey, Dan Casias, Maurice Rivers, Joycelin Craig, Raymond Hou

Staff: Christian Martin, Rosendo Betancourt, Gabe Cory

Other attendees: Vivian Padua (Community Well 78 Ocean Ave), Anne Marie Kristoff, Chris Gorgas, Julien Goavc (Clearpoint Commercial Brokerage), Olena K (CPA) , Al Harris, and Mary Harris.

Agenda Items

- Call to order, Shirley Lima (Chair) - 6:02 pm. Quorum was deemed present.
 - Due to time limitations, public comment will be limited to 2 minutes.

- Motion of Continuation of Telephone / Zoom Meeting. Plan is to meet in person at 1720 Ocean Avenue for the next month's meeting.

- Board Development - 5 min (6:20 pm)
 - Board Member Announcement

- Approval of Minutes, Christian Martin (Discussion, Public Comment, and Possible Action) Henry K re reporting method---always on accrual basis of accounting not cash basis of accounting. Minutes need to revised. Tabled approval of minutes.

- Treasurer Report, Reynaldo E. Arellano, CPA Presentation by Olena of proposed OAA FY Budget –see materials titled OAA YRXIII, FY 22-23 Budget April 2023, Rev#10.1. No action required—only discussion.
 - Discussion re OAA Active Grants. Discussion only; no action required.

- Executive Director Report, Christian Martin (Discussion, Public Comment, and Possible Action) -
 - Cleaning and Maintenance report
 - Flower Baskets
 - SFMTA to add night time enforcement for meters along Ocean. This is a SFMTA decision and not SF BOS or Mayor’s Office. Takes effect Q1 of 2024. Monday to Saturday to 9:00 am - 10:00pm and Noon to 6:00 pm on Sunday.
 - Civic Joy Grant: \$100,000 grant and exploring ways of beautifying Ocean Ave. Focus on a targeted block. More details to come.
 - Board Member(s) Recruitment: looking to develop the board so looking for applicants.

- Deputy Director Report, Gabe Cory
 - Looking into lights similar to West Portal, Valencia, for entire commercial corridor utilizing grant moneys.
 - Havelock Mural Bridge grant awarded

.Work in progress

- Lighting on Ocean Ave corridor
 - Looking into lights similar to West Portal, Valencia, for entire commercial corridor utilizing grant moneys.
 - Banners
 - Researching and planning new banners on Ocean for the OAA.
 - Community Events: working with groups Next SF and Small Business Boogie to get more community events.

- Marketing & Social Media Report, Rosendo Betancourt
 - Social Media Report: month of May, instagram 957 followers (increase of 52); email list 1081 subscribers (6 more); face book same; Twitter—two new followers.
 - Restaurant Week: for the fall of 2023 Rosendo will try to work with Ocean restaurants for restaurant week.

- Board Member Comments and Proposals for Future Meeting Agenda Items. –
 - Joycelin and Linda will be resigning from the board due to time constraints. Time of resignation effective June 30, 2023.

- General Public Comment for Items Not on This Agenda.
 - Vivian of Community Well. 78 Ocean Ave between Mission and Alemany services: produce for the people, holistic health services.
 - Kate asked that future meetings be in person and video conferencing.

- Next Board Meeting: Monday, June 19th, 2023, in person at 1720 Ocean Ave.
- Adjournment at 7:02 pm