



Ocean Avenue Association Board of Directors Meeting Minutes

Date: Monday, August 19, 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.

Attendance: Lawrence Lee, Anne Marie Kristoff, Ravi Lau, Jen Low, Fernando (Expert Pet), Kath Tsakalakis, Al & Mary Harris, Kacee Ochalek, Jackie Hazelwood, Rey Arellano, Michael Rong, Dee Wu, Tiffany Zhang, Al Casciato, EJ Jones, Vanessa Pimentel

Board: Larry Dorsey, Ravi Lau, Ray Favetti, Howard Chung, Shirley Lima, Henry Kevane, Alberto Vasquez

Staff: Rosendo Betancourt, Christian Martin, Gabe Cory, Brit Bostic, Sabine Taliaferro

Agenda

- 1. Call to Order** (President Shirley Lima) (6:00-6:05) **6:00 pm**
- 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 (July 2024) [Action Item]**
(6:15-6:20) **6:06 pm**
 - a. [7.2024 Minutes.pdf](#)

The 7.2024 minutes incorrectly listed Sabine as a board member nominee. This is corrected in the final July 2024 Minutes. The motion to approve was made by Howard and seconded by Ray at **6:07 pm**.

5. Treasurer Report (Rey Arellano CPA) (6:20-6:35)

- a. [Ocean Avenue Association - Income Statement Summary July 2024](#)
- a. [Ocean Avenue Association - Balance Sheet Summary July 2024](#)

The budget is healthy, although expenses and income are slightly over the forecast. Motion to approve made by Alberto, seconded by Howard. Report approved at **6:10 pm**.

6. Review & Discuss Service Levels for Renewal Process (6:35-6:45)

- a. The Board will discuss low/medium/high budgets for approval in September.
- b. [Methodology Overview](#)

Current OAA assessment is \$377K. This includes the services and staff.

[See: Part 2 OAA Expansion Overview.PDF](#)

Next month we will recommend which service level and there will be a vote. Timeline of renewal and expansion explained. The current staff is about 2.5 people, OAA is heavily subsidized by OEWD and grants from other sources.

Option 1: \$600K budget, 1.5 ambassadors, minimum equipment

Option 2: \$800K budget, 4 ambassadors, better equipment

Option 3: \$1M, 6 FT ambassadors, best equipment.

Kath commented that the proposed budgets are in line with other CBD's.

Alberto asked, "Is there any appetite for the different models?"

OAA has been having conversations with owners and has lowered the amounts. Grants will support additional activities; the assessment values will support the displayed options.

Rey - OAA has had grant money to help with admin staff. To maintain that level, we are adding an assessment so as not to rely on grants.

Christian reviewed the methodology of how assessment values are calculated.

Ray commented that NBS has been hired to make these calculations and ensure correct assessment values. **6:51 PM**

7. Executive Director's Report (Christian Martin) (6:45-6:50) 6:53 pm

a. Board Member Nominations & Elections:

1. [Michael Rong](#)

Michael introduces himself and his role at Walgreens - Store Manager. Walgreens would like to be more involved with the community and would like to participate in upcoming events and assistance. Howard makes a motion to have Michael join the OAA Board. Shirley seconds. Michael becomes a board member. **6:58**

b. OAA Board Updates

- Committee Assignments
- Upcoming Committee Schedule

c. [July 2024 Operation Report](#)

d. Meeting Schedule changes

Christian proposed creating committees to meet in place of monthly board meetings.

Proposed committees: Events & Marketing Committee, Security and Safety Committee, & Executive Committee.

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

a. [Health & Wellness Program](#)

i. Each Saturday from July 20th to August 17th from 10AM - 1PM at OAA office. Possibly extending due to demand.

1. Self Defense, Yoga, Zumba classes
2. Free to attend, donations welcome

b. Entrepreneur, Investor, and Small Business Networking Event Recap

c. August Vacancy Report (Vacancy Report [Webpage](#))

d. Business and property owner outreach for renewal

Health & Wellness Program Update - classes have succeeded, and we are discussing continuing.

The entrepreneur, investor, and small business networking event was sold out and had a good mix of people from around the Bay Area and even India.

August Vacancy report is published.

Business and property owner outreach is ongoing for renewal and expansion conversations.

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

a. [Social Media Report](#)

X: 267

Instagram: 1650

Facebook: 804

Emails: 1302

- b. [Charm Coffee: 1939 Ocean Ave](#)
- c. ArtSpan SFOS 2024: Ingleside | Ocean Avenue

Sabine: Coffee merchant mixer at the OAA office.

Create a welcome package for each new business to introduce OAA and its services.

7:08PM

10. Review and Approve Continuation of Telephone/Zoom Meetings [Action Item]

(7:05:710)

- a. Vote on maintaining virtual meetings as per ordinance AB361

Vote - motion to continue hybrid meeting by Howard and Ray. Hybrid meetings approved. Meeting adjourned. **7:09 PM**

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.