

Ocean Avenue Association  
Board of Directors Minutes  
Monday, April 17th, 2023  
6:00 pm  
Virtual Meeting via Zoom

Zoom Link:

<https://us02web.zoom.us/j/2043334035?pwd=dzZDZlcrOVNwSXdlJWJyYxYUI5bE00QT09>

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

Staff: Christian Martin, Rosendo Betancourt, Gabe Cory

Public Comment by Selina Chan for Ocean Pacific Rims Optometry (3<sup>rd</sup> location other locations at West Portal and Irving Street). An open hearing and community meeting to be held at May 3, 2023 at 1938 Ocean Avenue, 6:00-7:00 pm.

#### Agenda Items

- Call to order, Shirley Lima (Chair) - 6:03 p.m. called to order.
  - Due to time limitations, public comment will be limited to 2 minutes.
- Motion of Continuation of Telephone / Zoom Meetings, Shirley Lima (Discussion, Public Comment, and Possible Action) . Meeting at 1720 Ocean but just in case, Christian would like to preserve the right to have a Zoom meeting—see below resolution. No public comment. No board member comment. Motion to preserve the option of Zoom Meeting Jocelyn seconded; Vivian made motion. Motion carries unanimously.
- Approval of Minutes, Christian Martin (Discussion, Public Comment, and Possible Action) - 10 min (6:25 pm) Dan made motion and Alberto seconded to approve March 2023 minutes. No public comment. No board comment. Motion approved unanimously.
- Treasurer Report, Reynaldo E. Arellano, CPA Report by Reynaldo:  
Reynaldo has experience with CBDs.  
Cash basis of accounting vs accrual basis. Accrual basis is the proper method of accounting. Needs to sort out the books because of the past cash basis of accounting—almost done. No balance sheet/income statement to give at this meeting. As of April 13, 2023 cash balance \$224K  
Spend for the month of March 2023 about \$45K. Organization is on track. Proper control for authorized signatories to account.  
Next step: Reynaldo should be able to finish the cash vs accrual alignment.  
Committing to 6/30/2023 will be completely current and accurate accounting wise.

Needs to finish the audit and needs to get a proposed fiscal year budget to be approved before fiscal year begins (June).

Shirley and Dan volunteered to be part of a small committee of board members to meet with Reynaldo to get the budget in place. Olena is with Reynaldo firm and will spearheading the effort.

- OAA Grants Schedule-Active, March 2023, Rev#9.1
- OAA YrXIII, FY22-23 Budget March 2023 Rev#9.1
  
- Executive Director Report, Christian Martin new format for presentation
  - Cleaning and maintenance metrics by team—see report which is included with materials.
  - Lakeside Village fee for service agreement update \$20,000 grant started this month.
  - Update on Office repairs and projected opening
  - Board Elections update
  - Board Vision, Mission, Strategic Planning update. Alison Hart would like to schedule the last sessions. Possible two part retreat: mission/vision and strategic planning. Rosendo will send out a poll as to whether live or remote.
  - Budget proposal discussion
  - Tax Return update
  - Audit updates
  - An anti graffiti meeting was held.
  
- Deputy Director Report, Gabe
  - Havelock Mural Bridge grant awarded
    - i. \$25,000 mural project to local artist and former OAA board member Neal Ballard supported by OAA
  
  - Entrepreneur, Investor and Small Business Networking Event (4/13)
    - i. 160 RSVPs across eventbrite and meetup, roughly 60-70 attendees
    - ii. Event summary and next event discussion
    - iii. Special thanks to Dan for the lending the stanchions, Check-in Lounge and other sponsors and attendees
  
  - Lighting on Ocean Ave corridor
    - i. Discussion of estimates received for corridor lighting
      - potential action
    - ii. Grant application to Avenue Greenlight
    - iii. Ingleside Merchant Association partnership discussion
  
  - RFP-225
    - i. Grant amount awarded to OAA confirmed \$50,000. Will be distributed between 4-5 events starting in the fall of 2023.
  
  - Marketing & Social Media Report, Rosendo

- Social Media Report : 905 followers, 1075 email subscribers (70 new), FB only 3 new followers, 16 new followers on Twitter.
- Board Member Comments and Proposals for Future Meeting Agenda Items.
- General Public Comment for Items Not on This Agenda. -
- Next Board Meeting: Monday, May 15th, 2023, in person at 1720 Ocean Ave.
- Adjournment at 7:00 pm. Go Dubs!

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 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.