

Ocean Avenue Association
Board of Directors Minutes
Monday, October 17, 2022
6:00 pm
Virtual Meeting via Zoom

Directors Present: Dan Casias, Howard Chung, Walee Gon, Henry Kevane, Jocelyn Craig Shirley Lima, Vivian Liang, Tacha Santana, Alberto Vasquez, Dan Weaver and Alberto Vasquez

Staff: Christian Martin, Rosendo Betancourt

Also Attendance: Cory Gabriel, Mary Wilson (Aptos Middle School) and Katie Titus (LWHS), Jenny Song, Anne Marie Kristoff, Adrienne Leifer

Agenda Items

- Call to order, Shirley Lima (Chair called the meeting to order at 6:13 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.

- OAA Board Training | Development Updates. Howard Chung and Vivian Liang reported about the selection process for the hiring of a contractor to provide board training per the RFP. Howard reports that one applicant has been recommended for the position based on experience, reputation and the interviews. After discussion and questions answered, Henry makes the motion to proceed with Alison Hart and Associates, authorize Howard and Vivian to review and negotiate the details of the engagement, and have the ED sign on behalf of OAA. Seconded by Dan C. Motion passes unanimously. No public comment.

- Approval of Minutes, Howard Chung prepared the minutes for last month's meeting. After discussion and a few minor corrections, Motion by Henry to approve the minutes, which was seconded by Dan C. Motion passes unanimously. No public comment.

- Budget Report, Henry Kevane General discussion re budget and accounting.
 - [OAA YrXIII, FY22-23 Budget September 2022 Rev#3.3](#)
 - [OAA Active Grants Schedule-September 2022, Rev#3.2](#)

- Hiring Working Group, Henry Kevane, and Walee Gon
 - Executive Director: Welcome to Christian Martin, who provided brief remarks.

- Deputy Executive Director. Henry and Walee have been in discussions with various candidates. One candidate, Gabriel Cory, was present and spoke briefly at the meeting.
- Office Space, Henry Kevane toured the Astronomical Society of the Pacific (ASP) office space at 390 Ashton. Looking for an office space for office hours. ASP space seems to work, willing to provide a bit of signage. A meeting is to be set up at ASP to have Rosendo, Christian, and other available board members tour the space.
- Marketing & Social Media Report, Rosendo Betancourt presented the social media graph that was part of the meeting materials. No comments. No public comment. No board comment. Kudos to Rosendo by Christian for putting on an excellent Phoenix Day 2022 on short notice and with limited resources.
- Working Groups Check-in
 - Strategic Plan (Shirley Lima)
 - i. Operations Recommendations: All deliverables in place except noting the following email recap here on this Agenda to satisfy section C.v of the
“SOW - Strategic Plan Implementation”
- General discussion led by Henry regarding the review and renewal of the Recology contract. In August and September 2021, the Board undertook a comprehensive review of its existing contract with Recology (that had been in place since 2011 and updated and improved the pricing and service levels offered by Recology. Other significant revisions were made to the arrangement to reflect current conditions and to enhance the responsiveness of Recology to critical requests as well as to expand the cleaning zones and times under the agreement. Board members Henry Kevane and Howard Chung worked closely with then-Executive Director Pierre Smit to reach a mutual agreement on a renegotiated agreement with Recology (the agreement is attached). The agreement was approved by the Board at its September 2021 regularly scheduled meeting (meeting minutes are attached). Among other provisions, the agreement is cancelable by the OAA at any time upon thirty (30) days prior notice. At such time as the OAA is confident that the term and territory of the CBD will be renewed and expanded, OAA will seek competitive bids from parties interested in providing cleaning services in the CBD’s new geographic area and to the CBD’s new members.” By Henry. Shirley made the point that Recology workers should be wearing vests or other clothing with the OAA logo. Christian agrees and will make sure this will happen.
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- Next step: Shirley to bundle up deliverables to Chris Corgas

- Final deliverable: “Organizational Recommendations” ii. Annual Plan Working FY 2022-2033 Brief report by Dan C and Vivian.

- Street Life & Business Working Group Maurice Rivers reports:

- i. Lakeview/OMI - Jazz in the Gardens rescheduled to 11/6/2022 due to band getting COVID:

Next event is Sunday, November 20th, 2022, from Noon to 3pm • Sisterhood Gardens (116 Arch Street)

- ii. Phoenix Day 2022 - Event Recap Maurice: Good turnout, but vendors did not bring enough food. Rosendo: excellent turnout and food was gone in one hour (but more of a budgetary issue), raffle thanks to Whole Foods (Dan); over budget by \$14.00. Will ask for more funding next time.

- iii. Future proposed events by Maurice Rivers:

- Sleigh This Holiday. Request for funds for OAA in the amount of \$3500.00. Questions by board members re the proposed budget, and logistics. Maurice and Mike Sq will be responsible for the event and Rosendo to just provide support. Motion by Shirley to approve \$3500 from OAA budget for Sleigh This Holiday event with one-half (\$1750) to be paid out first for setting up. Seconded by Alberto Vasquez. The vote was unanimous. No public comment. Motion passes.
- iv. Holiday Bows. Shirley asks, do we want to do this? Up early Dec and down January. Christian spoke with the vendor and was familiar with this project. Shirley believes that the amount is not huge, about \$500.00, more or less. Dan C is willing to support with Whole Foods gift cards. No objection to the bow. Given the minimal cost, no board action is required.
- Board Member Comments and Proposals for Future Meeting Agenda Items. None.
- General Public Comment for Items Not on This Agenda.

- a. Adrienne Leifer, a general public member who lives on Durado, brought up Muni's issue of making the L metro no longer go direct to downtown without transferring to West Portal. Rosendo suggests the Ocean Avenue Mobility Plan group. Vivian suggests contacting the Supervisor. Adrienne has done that. Dan W. on the MTA Citizens Advisory Board commented on the transfer to West Portal. Adrienne asks for more info on other groups that have similar concerns.

b. Mary Wilson of Aptos Middle School PTA, wants to get Aptos PTSA more involved. (i) work on getting restaurants to benefit Aptos and (ii) Muni bus hit a 7th grader at West Gate—Kate and Shirley suggest applying with the participatory grant program with the city and Supervisor Melgar.

c. Jenny Song: due to the limitation of 2 minutes, Jenny elected to meet directly with Christian and Rosendo.

d. No other public comment.

- Next Board Meeting: Shirley: Originally scheduled for Monday, November 21st, 2022 but will try to move to 11/14/2022 due to Thanksgiving week.
 - Virtual on Zoom 6:00 PM

- As there was no further business before the board, Adjournment at 7:32 pm.