

Ocean Avenue Association
Board of Directors Minutes
Monday, January 9, 2023
6:00 pm
Virtual Meeting via Zoom

Directors Present: Shirley Lima, Vivian Liang, Henry Kevane, Howard Chung, Dan Casias, Alberto Vasquez, Walee Gon, Ravi Lau (LWHS), Linda Shore, Raymond Hou

Staff: Christian Martin, Rosendo Betancourt, and Gabe Cory

Also present: Kevin Matt Allen (director of operations Nexstreet), Kevin Thomason, Al Casciato, Kate Favetti, Mary Harris, Anne Marie Kristoff

Agenda Items

- Call to order, Shirley Lima (Chair) Quorum was present, and meeting called to order at 6:06 pm
- Approval of Minutes, Christian Martin (Discussion, Public Comment, and Possible Action) -10 min (6:15 pm) by Dan motioned to approve minutes and seconded by Linda. Minutes approved unanimously. No public comment.
- Budget Report, Henry Kevane reported that he just received the information from Sandy so will defer full discussion (Dec 2022 and January 2023) to next meeting. Henry also reporting on tax returns, financial statements, and continuing to work with Christian and Shirley regarding the audit by providing answers to requests. Audit report should come out March 2023.
- Executive Director Report, Christian Martin (Discussion, Public Comment, and Possible Action)
 - Q1 Objectives: Christian presented a multi-faceted strategic plan for the first quarter See OAA Vision and Organization Plan 2023 on the website (handouts). Discussion re setting up our Ambassador program (cleaning, event support, outreach to businesses), reporting, and our current contractor, Cleanscapes. Matt Allen spoke about the role of Ambassadors. Al Casciato spoke about closer support with SFPD.
 - Staffing Updates
 - Board Training Schedule—Christian will work with Alison Hart to schedule board training.

- Marketing & Social Media Report, Rosendo Betancourt (Discussion, Public Comment, and Possible Action) - 10 minutes (7:10 pm)
 - Lunar New Year (CYCOSF). Rosendo: getting participation from local restaurants, getting permits, and working with the committee. We are not the fiscal sponsor.
 - Event Schedule: In 2023, Gabe and Rosendo are planning seasonal and new events. Looking to bring in college students, and entrepreneurs—look for a report next month.
 - Social Media Report: 724 followers instagram showing steady growth and used by other CBDs, business, email 1000 subscribers, Twitter about the same, Facebook about the same.

- Board Member Comments and Proposals for Future Meeting Agenda Items. Lease of 1720 Ocean Avenue.

- General Public Comment for Items Not on This Agenda.

Kate Favetti provided public comments about (i) Ocean Ave community and business updates on various platforms—need for more regular reporting; (ii) Check out other local newsletters like friends of lakeside for reference.

- Next Board Meeting: Monday, February 13, 2023
 - Virtual on Zoom 6:00 PM
- Adjournment: Linda motioned for adjournment. The motion to adjourn was passed unanimously. Adjourned at 7:05 pm.