



Ocean Avenue Association Board of Directors Meeting Minutes

Date: Monday, February 24, 2025

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](#)

Attendance: Kacee Ochalek, Jackie Hazelwood, Supervisor Chyanne Chen (D11), Jen Low, Shirley Lima, Howard Chung, Rey Arellano, Ray Favetti, Henry Kevane, Walee Gon, Larry Dorsey, Dee Wu, Tiffany Zhang, Lily _, Kate Favetti, Kath Tsakalakis, Sabine Taliaferro, Gabe Cory, Rosendo Betancourt, Brit Bostic, & Christian Martin

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.

Agenda

- 1. Call to Order** (President Shirley Lima) (6:00-6:05) 6:04 pm
- 2. Introductions** (6:05-6:10)
- 3. Public Comment Period** (6:10-6:15) 6:08 pm
 - a. Open floor for comments, questions, or concerns from the public within the Board's jurisdiction

Supervisor Chen thanks the community for the press walk on 2/8. Sup. Chen raises safety tips and comments on the recent break-ins. Kath Tsakalakis notes the recent cleaning and maintenance efforts @ Lakeside Village w/ new ambassador, Sophie. Larry Dorsey advocates for Safety ambassadors. Ray Favetti gives thanks to Officer Butler. Sup. Chen raises caution with current phone scams directed at the

elderly community. Sabine Taliaferro finishes the public comment period with land acknowledgment.

4. Review and Approve Minutes from Meeting (November 2024)

(Discussion, Public Comment and Possible Action) (6:15-6:20) 6:18 pm

- a. [12.2024 Minutes \(DRAFT\)](#)

Howard raises a motion, and Ray's seconds and the minutes are approved unanimously at 6:18, with a correction to be made.

5. Treasurer Report (Rey Arellano CPA) (6:20-6:35) 6:22 pm

- a. [Financial Statements EOM 241130.pdf](#)
- b. [Financial Statements EOM 250131.pdf](#)

Rey Arellano answered questions regarding fiscal monitoring and compliance. Howard Chung made a motion to approve, and Walee Gon seconded. The Treasurer Report was approved unanimously at 6:30 p.m.

6. Executive Director's Report (Christian Martin) (6:45-6:50) 6:31 pm

- a. [January 2025 Operation Report](#)
- c. Ocean Avenue Association Renewal Updates

Christian Martin reports that the OAA is at 12% of renewal support. Jackie from OEWD adds to the positive efforts and engagement the OAA has been making with its outreach. Large assessment holders like City College, Avalon, and DPW are discussed, as they're tentative about supporting.

7. Deputy Director's Report (Gabe Cory) (6:50-7:00) 6:43 pm

- a. Events
 - i. Holiday Event
 1. <https://www.instagram.com/reel/DEBE2LszQJA/?igsh=NTc4MTIwNjQ2YQ==>
 - ii. Small Business Networking Meetup at Ocean Ale House
 1. <https://www.instagram.com/reel/DEBE2LszQJA/?igsh=NTc4MTIwNjQ2YQ==>
 - iii. The San Francisco Boba Festival on Ocean Avenue is now live!
 1. <https://www.eventbrite.com/e/san-francisco-boba-festival-on-ocean-avenue-tickets-1254977293869>
 - iv. Merchant Mixer with Supervisors Melgar and Chen
 1. OAA hosted two merchant mixers to invite business owners to discuss current events and updates.
- b. Renewal
 - i. OCEAN AVE CORRIDOR WALK: OEWD Small Business Outreach Walk
 1. OAA partnered with OEWD to visit all businesses in the corridor to update with 2025 business support services and OAA renewal efforts.

- ii. In the petition phase - OAA is working with business owners and OEWD to reach property owners to discuss future of OAA services.
- c. Ambassador hours extended
 - i. An additional part time ambassador has joined the team to extend cleaning and ambassador services from 7AM - 5PM Tuesday, Thursday and Saturday.

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

- a. [February 2025 Social Media Report](#)
- b. YAX Utility Boxes Art Project:
 - i. Project was approved on 11.20 at the Visual Arts Committee
 - ii. Next Steps
- c. Walgreens 1630 Ocean Ave - Last day 2/28
- d. New Restaurant: [Taishan Cuisine - 1125 Ocean Ave](#)
- e. [CYC - Ocean Ave Lunar New Year Celebration @ Unity Plaza 2.22](#)
- f. [Mural at 1155 Ocean Ave by Ellen Lo & Shrey Purohit](#)
- g. Ingleside Gate Repair
- h. [SF Shines reopening 2/28](#)

Rosendo provides social media reports and updates on new businesses and projects. Sabine Taliaferros summarizes the Scavenger Hunt at the LNY 2025 Event. Tiffany Zhang also comments on LNY 2025, positive feedback, and overall improvements in the district.

9. Review and Approve Continuation of Telephone/Zoom Meetings

(Discussion, Public Comment and Possible Action) (7:05-7:10) 7:05 pm

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

Larry raises a motion to continue hybrid meetings; Shirley seconds. The continuation of Zoom meetings was approved unanimously at 7:05 pm

10. Adjourn (7:15) 7:05 pm