

Ocean Avenue Association Interim Board of Directors

Meeting Minutes

Friday, February 25, 2011

4:00PM at Ingleside Branch Library Community Room

1298 Ocean Avenue at Plymouth

Members Present: Howard Chung, Rick England, Walee Gon, Roger Seto, and Dan Weaver

Members Absent: Matt Patel

1. Meeting called to order at 4:09PM

2. Approval of February 11, 2011 meeting minutes

Public Comment: None

Action: (Howard Chung/2nd motion Dan Weaver). Ayes-5. All Approved

3. General Public Comment:

Ray Favetti, a resident in the neighborhood and is glad that there are continued efforts on creating a more vibrant and thriving commercial corridor on Ocean Avenue. Ray has also worked for the City for many years and advises the Ocean Avenue Community Benefit District (CBD) group to work closely with city department workings, whether it be to report cleaning and maintenance, in addition to calling 3-1-1.

3. Discussion and Action: Legal process for Incorporation and required filings with federal, state and local agencies. Civitas attorney group has sent an agreement to sign with the Ocean Avenue Revitalization Collaborative, the organization working with the Ocean Avenue Association to file for Incorporation 501(C) 3. Howard has reviewed the agreement. Approval to accept the agreement with Civitas

Public Comment: None

Action: (Howard/2nd motion Walee Gon). Ayes-5. All Approved. Civitas will be asked to attend the next meeting and start the incorporation process.

4. Discussion of cleaning and maintenance contractor selection for the Ocean Avenue CBD. Four contractors were identified and asked to submit proposals according to activities in the Ocean Avenue CBD management plan. A request that interim board members or public to identify other local cleaning and maintenance contractors to submit proposals by March 1, 2011.

5. Discussion on Work Plan for Incorporation and start of services.

Dolly Sithounnolat, Project Manager of the OARC presented a draft work plan from February 2011 to June 2011. Dates for the activities are subject to change.

OARC applied for technical assistance services with CompassPoint to help the processes of electing the CBD Board and creating board packet. Byron Johnson from CompassPoint would like to meet with the board on March 25th.

Dolly was notified in recent days that the assessments for the Ocean Avenue CBD will be mailed to property owners starting March 1, 2011 and will be due April 30, 2011.

Public Comment:

- a) Will the assessment be an individual bill? Lisa Pagan from the Office of Economic and Workforce Development (OEWD) explained that this is an individual bill, but future assessment bills will come with the property tax bill as a different line item.
- b) What will happen to the funds since the CBD services have not started and the assessments will not be transferred over until June 2011? Assessments can be rolled over to the next fiscal year.
- c) When can the association contract with the City? The association can sign a contract with the City when they receive the Employer Identification Number and liability insurance. The process takes about 3 weeks of approval for the contract.

6. Review and Discussion of Request for Proposals for the Cleaning, Maintenance and Safety contractor.

Edits from the Interim Board:

- Ask contractors to state how they work with other CBDs or Business Improvement District on painting graffiti to match the property owner's building. Does the CBD pay for paint or the property owner?
- The Phelan Loop (future Phelan Plaza) cleaning and maintenance portion should be included in the RFP.

Public Comment:

- a) Laurie Martin, neighborhood resident, want to ensure that there is quality clean up and quality of paint to match when graffiti is being removed and painted over.
- b) A suggestion that one person to be the contact for merchants and property owners on graffiti abatement. This contact person will possibly be the manager of the cleaning and maintenance team.
- c) How does the contractors clean different types of surfaces, for example, brick
- d) Contractors should take photos of graffiti before removing and painting over it. Large scale graffiti should be reported to the City with a picture, date and time. The information will be kept in a database. Once that particular graffiti accumulates to \$400, the person can face felony charges if caught doing the graffiti.

7. Rick England, Treasurer, reports that some students at Lick-Wilmerding high school are interested in working on the website right away. The students have a volunteer day on March 2nd, so they can use some time to work on the website. A couple of the students can continue to work on the website. One of OARC's steering committee members can host the website.

Dolly ask that the students start with the website layout first, then the interim board can help with the content. Dolly will email Rick website links to other CBDs as examples of pages. More discussion on the design and content of the website to follow.

Public Comment:

- a) Wordpress.com is a blog site that is more interactive with the public. The CBD might want a website where people can leave comments.
- b) Suggestions to have public recognition for the students who help create the website.

8. Discussion of setting up a business promotion committee before the CBD services are to begin. The Ocean Avenue Artwalk and Sidewalk Sale is scheduled to occur on May 7th, a collaborative event with OARC, OMI Cultural Participation Project, and other organizations working with artists. The collaborative events are to help promote the district and businesses on Ocean Avenue. A continued discussion on how the association can help with the event.

7. Proposed next agenda items for March 11, 2011 at 4pm

- a) Discussion on incorporation with Civitas
- b) Discussion and Possible Action to name the CBD association

8. Adjournment at 5:15PM

Agenda packet is available for review before or after the meeting for a 7-day period upon request. Contact Dolly Sithounolot at 4702 Mission St., or by telephone at 415.375.2265

Please RSVP for meetings with Dolly Sithounolot (dolly.oarc@gmail.com or 415.375.2265)