

Ocean Avenue Association Interim Board of Directors

Meeting Minutes

Friday, March 31, 2011

7:00PM at Ingleside Branch Library Community Room

1298 Ocean Avenue at Plymouth

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

Members Excused: Roger Seto and Matt Patel

1. Meeting called to order at 7:00PM

2. Approval of March 31, 2011 meeting minutes

Comment: Meeting minutes to include that the San Francisco's Office of Risk Management has provided a letter of the City's self insurance program for the Ocean Avenue Art Walk and Sidewalk Sale.

3. Progress Report on May 7th Local Business Ocean Avenue Art Walk and Sidewalk Sale

Dolly Sithounnolat, Ocean Avenue Revitalization Collaborative (OARC), conducted outreach to merchants a week prior about their participation of either selling outside of their storefronts. Many merchants are excited about the combined events. So Far, CVS has donated \$300 and Miracle Cleaners \$50. Rick England says that Lick-Wilmerding High School is donating \$500 for the event.

Dan Weaver reports that the OMI Neighbors In Action is currently meeting, where they will also vote on allowing OAA borrow \$1,500 to help fund the Ocean Avenue Art Walk and Sidewalk Sale.

4. Discussion and Action for Legal Name of the Organization

Suggestions and Comments:

- a) Possible Names
 1. Ocean Avenue –Ingleside Association
 2. Ingleside Association
 3. Ocean Avenue Association
- b) Naming the organization Ingleside Association for historic reasons and help identify the neighborhood.
- c) To include Ingleside helps associate people with the neighborhood, but would like to include Ocean Avenue to bring residents, merchants and property owners in the area together.

Action: Motion to name the organization Ocean Avenue Association (OAA)

Public Comment: None

1st Motion: Walee Gon, 2nd Motion Dan Weaver. Ayes-4. All Approved.

5. Consulting Services by CompassPoint

The OARC applied and were selected for 50 hours free consulting services with CompassPoint Nonprofit Services. Byron Johnson will provide assistance and support the OAA with board development, director recruitment, and election process. The scope of work with CompassPoint has been provided in the agenda packet.

6. Report on Website Development

Rick England reports that Dale Allender, the director of Civic and Engagement at Lick-Wilmerding High School, was unsuccessful with engaging students to help with the website development. School schedules have made it difficult for students participate. OAA to start researching for website designers and host.

Public Comment:

- a) Property owner attending the meeting says he can help find a host. There are a few ITs that work with nonprofits to develop websites for lower costs.
- b) OARC currently has a resident in the neighborhood who hosts their website. Dan will ask for his prices.
- c) Suggestion to look at Weebly.com to create a free website, but buy a domain name.

7. Discussion and Action for criteria for Business Promotion/Event Planning Funding

The OAA would like an open call for project proposals at least twice a year. For this year, we will have at least one call for projects. We aim to fund projects such as the Small Business Week and a street festival sooner in order to allow the sponsors to engage in required fund raising and planning. A draft of criteria for proposed projects was enclosed in the meeting agenda packet.

Public Comment:

- a) Require that applicants provide liability insurance for the event.
- b) Open period to be put on the application
- c) Applicants to describe activities at the event.
- d) The business promotion/event to take place on Ocean Avenue along the CBD district lines and side streets (specifically for street closure purposes).
- e) Dan will make these edits.

Action: Motion to adopt the draft criteria plan

Public Comment: None

1st Motion, Dan Weaver, 2nd Motion, Rick England. Ayes-4. All Approved.

8. Gwynn Mackellen, an intern at District 11 Supervisor Avalos' Office, presents her suggestions for the Geneva/Phelan/Ocean wall and landscaping the lots. Gwynn proposes to cover the wall with vines to prevent graffiti. Sandra Zuniga, from the Department of Public Works, said that because funding is limited, it would have to be a collaborative effort between DPW, Avalos' Office, and community groups to implement a solution. Gwynn's proposal is enclosed in the agenda packet.

The interim board would like to get cost estimates from DPW for the Geneva wall and landscaping. The OAA can potentially seek a grant to help fund this project once a Director is hired for the organization. Will DPW help provide the labor for the project? Who will help with closure of lanes? Gwynn will contact DPW with these questions.

9. Public Comment

a) Kate Favetti reports that merchants have expressed their concerns on issues such as parking and tree trimming. Kate would like to know how could merchants and property owners get their concerns addressed?

Interim Board: The board would like to hear concerns from the public. If the public cannot make meetings, letters can be mailed or emailed. Currently, letters can be sent to Dolly at OARC at dolly.oarc@gmail.com or 4702 Mission Street, San Francisco, CA 94112.

b) Dolly reports that a merchant has emailed her regarding a burglary in his business. As mentioned in the last meeting, there have been various burglaries in businesses on Ocean Avenue. Dolly has emailed the Taraval Police Captain to ask for suggestions on preventing burglaries and if any suspects have been

found. Dolly also included that the CBD on Ocean Avenue is being established and would like to work closely with the police station regarding safety in the area.

Interim Board: OAA would like to partner with the Taraval Police Station. In the near future the OAA would like to have a meet and greet with the Police Captain and invite merchants.

10. Adjournment 8:30pm

Information about the meeting or meeting materials 72 hours before the meeting and at any time after the meeting. Contact Dolly Sithounolot at 4702 Mission St., or by telephone at 415.375.2265

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