

Ocean Avenue Association Interim Board of Directors  
Draft Meeting Minutes  
Tuesday, May 31, 2011, 6:00 PM at Lick-Wilmerding High School  
755 Ocean Avenue at Howth  
Classroom 6

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

**Members Excused:** Howard Chung and Matt Patel

**Interim Staff Present:** Dolly Sithounnolat

**1. Meeting call to order at 6:05pm**

**2. Action Item: Approval of Meeting Minutes for May 16, 2011**

*Dan Weaver Moved to approve minutes with proposed edits. Rick England second that.*

**Public Comment: None**

*Board votes on motion. Motion passes unanimously.*

**3. OAA Hiring Committee Activities**

- A.** Dolly reports that the Hiring Committee reviewed a draft of the OAA Executive Director job description. Samples from other CBDs were also provided to the committee. Edits to the OAA Executive Director position were made at the meeting.
- B.** The job announcement was emailed to merchants, property owners, OARC's yahoo groups, neighborhood organizations, and City and Planning Departments at local Universities. Dolly will check for posting requirements for Idealist.org and Planetizen.com.
- C.** All resumes and cover letters are due June 14, 2011 by 5pm. The hiring committee will meet on the week of June 22<sup>nd</sup> to review resumes, which is a closed session, and call for the first round of interviews. The OAA's goal is to hire the Executive Director by mid-July.
- D.** The Executive Director salary range is between \$60,000 to \$70,000, depending on experience. The OAA will provide the ED up to \$44,000. The remainder salary will come from the Community Development Block Grant award.
- E.** Dolly announces that she is open to contracting with the OAA as interim staff to help transition to the full-time Executive Director. Dolly can work for a few hours per week. The OAA board can discuss this proposal at a later meeting.

**Public Comment:**

*M. Pakeman-Rose:* If the OAA decides to revise the job description is revised to attract more applicants, she suggests that Required Qualifications "Experience managing City grants and contracts" should read "Experience managing City Grants and/or contracts."

**4. Management of Community Block Grant award**

- a.** Dolly reports that the Ocean Avenue Revitalization Collaborative (OARC) was awarded \$30,000 for the Community Development Block Grant (CDBG) to provide services to

support the retention of locally-owned businesses and increase corridor potential for providing jobs, services and opportunities for residents. Technical assistance examples include business attraction and retention, access to resources and referrals, business safety consultations, and marketing and branding.

- b. The CDBG will be transferred to the OAA to provide a full-time staff person to work with CBD related services and business technical assistance services.
- c. The grant administrator at the Office of Economic and Workforce Development will need to know where to transfer the CDBG award. The negotiations and contracts must be approved by June 30, 2011.
- d. If the CBD completes all tax-exempt filing, provides proof of insurance, and other required documents for the grant by June 30<sup>th</sup>, the grant can be transferred over to the CBD. If the required documents and tax-exempt filing is not complete, the OAA can contract with a fiscal sponsor (another non-profit) to help manage the grant.
- e. Dolly distributed a handout showing fiscal sponsor options with estimates on fiscal fee, Human Resource (HR) processing fees, fringe, and potential salary for the Executive Director
  - i. Community Initiatives (CI), a fiscal agent that can manage funds for the grant
  - ii. Using a non-profit organization as a fiscal sponsor for the CDBG and use a HR company
- f. OAA reviews the options and thinks that the CI fees will leave little room for the ED's salary. The OAA will contact Civitas about filing all incorporation documents by this week.

**Public Comment: None**

**5. Action Items: Approval of OAA's Bylaws, Conflict of Interest Policy, and Annual Statement**

- a. The ByLaws that was approved by the OAA on May 4<sup>th</sup> was outlined for Mutual Benefit, whereas the Ocean Avenue CBD is for Public Benefit. Civitas made edits to the ByLaws, specifically Article II:  
*“ The purpose of this corporation is to promote social welfare and combat community deterioration in the Ocean Avenue retail district, and to maintain, improve and promote the Ocean Avenue retail district and carry out related support programs and initiatives for the district.”*
- b. The purpose of the conflict of interest policy is to protect the OAA's interest when it is contemplating entering into a transaction or arrangement that might benefit the private interest of an officer or director of the Organization or might result in a possible excess benefit transaction. This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest applicable to nonprofit and charitable organizations.
- c. The OAA Board of Directors must sign that they agree to comply with the conflict of interest party.

*Dan motions to approve and file OAA's updated ByLaws. Roger seconds.*

**Public Comment: None**

*Board votes on motion. Motion passes unanimously.*

*Dan motions to approve OAA's conflict of interest policy and annual statement. Roger seconds.*

**Public Comment: None**

*Board votes on motion. Motion passes unanimously.*

**6. Action Item: Maintenance contractor recommendation**

- A. Dan and Rick have been reviewing proposals from 4 cleaning and maintenance contractors. They would like to recommend that the OAA Board of Directors to negotiate a contract with Curb Appeal.
- B. There were two companies with competitive rates and have best ideas of maintaining the corridor, Curb Appeal and Cleanscapes. Curb Appeal will provide 2 employees at 6 days a week. Curb Appeal was also highly recommended by another CBD in San Francisco. Cleanscapes will provide an employee for maintenance 5 days week and had a reasonable price for steam cleaning. Both companies provide staff with cell phones that will call DPW and call for police services when needed.
- C. Dan suggests that July 1<sup>st</sup> the sidewalks are steamed cleaned to kick-off the cleaning and maintenance services.

*Dan Motions to move forward with Curb Appeal and start negotiations. Rick Seconds.*

**Public Comment:**

*M. Pakeman-Rose:* Suggests that property owners and merchants receive notification when maintenance service begins. A flyer in English and translated in Chinese, describing services to come and phone numbers to call when graffiti needs to be removed.

If someone slips during the steam cleaning, who will be responsible for injury?

*D. Sithounnolat:* Will check the current OARC budget and see if we can start on the flyer soon.

*D. Weaver:* The contractor's have liability insurance that will hold them responsible shall a person fall from steam cleaning the sidewalks.

*Board votes on motion. Motion passes unanimously.*

**7. General Public Comment: None**

**8. Next meeting Monday, June 13, 2011 at 6pm. Location to be determined.**

**9. Adjournment**

Agenda packet is available for review 72 hours before or anytime after the meeting upon request. Contact Dolly Sithounolat at 4702 Mission St., or by telephone at 415.375.2265

Public comment on any item and general public comment is generally limited to 3 minutes; the chair may limit public comment if time constraints require.