

Ocean Avenue Association Interim Board of Directors  
Meeting Minutes

Thursday, April 14, 2011, 5:15PM 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 Excused: Matt Patel

1. Call to order 5:30PM
2. Approval of Minutes from March 31, 2011  
*Public Comment:* None  
*Action:* Motion to approve minutes. 1<sup>st</sup> Motion, Dan Weaver/2<sup>nd</sup> Motion, Rick England. 5 Ayes. All Approved

3. Ocean Avenue Art Walk and Sidewalk Sale Progress
  - A. The local business event will be held on May 7, 2011 along the Ocean Avenue corridor.
  - B. Dolly Sithounnolat reports that the organizations, residents, and merchants planning the local business event are asking merchants to participate by selling their items on the sidewalks.
  - C. The planning group is also contacting various local youth and adult artists to showcase their artwork or hold a performance at Caffe' D Melanio, Java on Ocean, the former Ingleside Library space, and a long the sidewalks.
  - D. Posters and postcards for the event will be delivered in the next week.

*Public Comment on this item:* None

4. Website outline for Draft RFP
  - A. Dan looked up other CBD websites and took note of general information provided by the CBD associations. Union Square BID has a good model for the business directory.
  - B. A draft outline for the website was handed out at the meeting.

*Public Comment on this item:*

- 1) Suggestion to work on the website, branding and marketing of the association at the same time.
  - 2) Fillmore District CBD has profiles for each business in their district. Check the website as another example.
  - 3) Jo Nemoyten, of Foolish Tree Films, says that Wordpress.org is easy to for creating and maintaining a website.
5. Discussion & Action: Street festival funding proposal from OMI CPP
    - A. Proposal and festival budget from the OMI Cultural Participation Project (OMI CPP) for the OMI International Family Festival was handed out at the meeting.

- B. History: The festival is a neighborhood event that began 10 years ago to celebrate the diversity in the neighborhood through a cultural street festival. The festival originally started at the OceanView Recreation Center, but is now on Faxon Avenue between Ocean and DeMontfort. Merchants and vendors are invited to sell and promote their business at the event.
- C. The OMI CPP is requesting \$3,000 from the OAA for the event, whereas 60% of its budget is covered by other sources.

*Public Comment on this Motion:*

(1) We don't have anything else like this in the neighborhood. It's a good event to promote businesses and families to Ocean Avenue.

*Action:* Motion to grant OMI CPP's proposal. 1<sup>st</sup> Motion, Dan Weaver/2<sup>nd</sup> Motion, Walee Gon. 5 Ayes. All approved.

6. Bylaws

- A. Civitas, the attorney group that the OAA is working with, is drafting the organization ByLaws.
- B. The Interim Board will review, discuss, and edit the draft ByLaws. Reviewing and editing ByLaws may take multiple meetings.

7. Discussion and Action: Board Recruitment and Executive Director Hiring

A. Board Recruitment

- 1) Dan discusses the recruitment process for more property owners and merchants on the board sending out to listervs, announcing in the Ingleside Light (neighborhood newspaper), Ocean Avenue Wave, and sending information to property owners in the CBD area.
- 2) CompassPoint will help create a Board of Directors packet.
- 3) CompassPoint will discuss various models of selecting board members will be presented with recommendations.
- 4) OAA to check on the policy on election process for the ByLaws
- 5) The City requires that 20% do not own property be on the Board of Directors, whereas many CBDs/BIDs have at least 50% property owners on their board.

B. Byron Johnson, from CompassPoint, discusses an establishment of the hiring committee for the Executive Director for the OAA.

- 1) The draft duties and responsibilities available with the agenda packet.
- 2) The hiring committee will screen 5 to 7 candidates and recommend 1 to 3 candidates to the full board. The OAA interim board will interview and select the ED.
- 3) At least 5 members on the hiring committee.
- 4) Hiring committee meetings are not open to the public.
- 5) OARC to recommend one person to be on the hiring board.
- 6) Dan Weaver's request to be removed from the hiring process

*Public Comment on this item:*

- 1) Dolly reads a letter from Kate Favetti regarding input on the hiring committee proposal.

- 2) If any person may be a candidate should not be in the committee, hiring process or discussion regarding the ED hire.
- 3) Suggestion to email merchants and give a deadline to respond for those who might be interested being a part of the hiring committee.

Action:

Motion to Recuse Dan from the Hiring Process. 1<sup>st</sup> motion, Howard Chung/2<sup>nd</sup> Roger Seto. All Approved.

Motion to adopt duties and responsibilities of the hiring committee. 1<sup>st</sup> Motion Howard Chung/2<sup>nd</sup> Roger Seto. All Approved

#### 8. General Public Comment, for items not on this agenda

A. Reverend Roland Gordon, Pastor of the Ingleside Presbyterian Church, came to speak to the OAA regarding their CBD assessments. The ministry provides services for youth and food pantry services for seniors. The ministry cannot afford to pay for the annual CBD assessments.

- 1) Dolly Sithounnolat: Non-profits and religious institutions pay a discounted assessment rate for cleaning and maintenance services. Nonprofit services and religious institutions are not excluded from the CBD assessments.
- 2) Lisa Pagan, from Office of Economic Workforce Development, explains that every year there is an annual report hearing to the City's Board of Supervisors. If the OAA feels that the church does not benefit from the services, than this will have to be presented at the annual hearing. The City Attorney will have check to see if this can be done for the Church.
- 3) Other CBDs have also created a hardship policy, which CBD needs, such as meeting space, is provided by the Church. The Church will need to pay their yearly assessments, but will be reimbursed a portion or all for providing space for the CBD association.
- 4) Dolly and an OAA interim board member to discuss his first year of assessments.

B. Jo and Ian Carruther would like to present their proposal on the OAA website development and web series. The couple founded Foolish Tree Films and are also residents in the neighborhood. Jo and Ian worked with owner of Caffe D'Melanio on their website. They incorporated videos to promote the café and have made it easy to maintain the website. A proposal is handed to all board members for possible discussion in the near future.

9. Next meeting: May 4, 2011 at 5:15pm 755 Ocean Avenue (Lick-Wilmerding High School), Room TBD.

10. Adjournment 7:00pm

Information about the meeting or meeting materials 72 hours before the meeting and at any time after the meeting. Contact the Ocean Avenue Association at 1728 Ocean Ave. PMB154 San Francisco, CA 94112-1737 or by telephone at 415.375.2265

**Please RSVP for meetings with Dolly Sithounnolat ([dolly.oarc@gmail.com](mailto:dolly.oarc@gmail.com) or 415.375.2265)**