

Ocean Avenue Association Interim Board of Directors

Meeting Minutes

Monday, May 16, 2011, 5:30PM at Lick-Wilmerding High School
755 Ocean Avenue at Howth
Classroom 6

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

Members Excused: Matt Patel

Interim Staff Present: Dolly Sithounnolat

Guests: Byron Johnson and other attendees

1. Meeting Call to order at 5:30PM

2. Action Item: Approval of Minutes of May 4, 2011 OAA Meeting Minutes

Edit wording of item number 5 Public Comment, from *About percent of the assessments were returned* to *About 50 percent of the assessments were received to date.*

Dan Weaver Motions to approve minutes with proposed edits. Rick England seconds.

Public Comment: None

Board votes on motion with the correction. Motion passes unanimously.

3. Maintenance Service RFP Cost Proposal

- A. Dan Weaver requested that the cleaning and maintenance service contractors to break down the cost for steam cleaning, graffiti removal, and other services listed in the Ocean Avenue CBD Management Plan. Current cost proposals are in the budget for the services.
- B. Two of the service contractors specifically addressed public safety as they have experience in other retail corridors.
- C. Property owners can call the cleaning company or CBD Staff for graffiti removal. The property owner provides the paint to match the building color and the cleaning company will paint over the graffiti.

Public Comment

Mildred Pakeman –Rose: She would like heavier penalties for the graffiti vandals. What are the prevention strategies?

Al Harris: Prevention strategies for graffiti include working with SF SAFE and community efforts.

K. Tang: Mr. Tang is a safety neighborhood activist in the City. He was invited by his friend, who is a property owner and merchant on Ocean Avenue. Karl suggests that graffiti is photographed and reported online to San Francisco Police Department Abatement Graffiti Unit. A file is incurred, so that once a suspect is

caught, the penalty is greater. There are motion sensor systems that can be installed and identified graffiti hot spots. Once activated, the camera flashes and takes photographs. Other ways to increase safety in the neighborhood is the community efforts to bring attention out to Ocean Avenue. This year there was the Lunar New Year event at the Taraval corridor with SF SAFE, the Police Captain and community organizers. There were Lion Dancers and activities. The Police Captain and SF SAFE went to businesses to provide information on safety.

D. Sithounnolat: In 2010, SF SAFE, the acting Police Captain, and SF SAFE did go to businesses to provide information on safety during Lunar New Year. The CBD can work with SF SAFE and the police department to continue outreach to merchants.

M. Harris: Hope that people do not feel that graffiti will go away when CBD cleaning contractors start removing graffiti. Graffiti prevention will take a lot of community efforts.

4. Action Item: Public Safety Committee Proposal

- A. Dolly reports that many property owners and businesses owners have expressed their concerns about public safety for merchants and people on the corridor. Dolly requests that the OAA Board of Directors form a safety committee for the CBD. Merchants, residents, and the OAA Board of Directors can be a part of the committee. The Public Safety Committee will connect with the police department, SF SAFE, merchants and residents on safety initiatives.
- B. Dan nominates Al Harris to be Chair of the Safety Committee. Long time resident, Ray Favetti volunteers to be in the Public Safety Committee.

Dan Motion to approve the formation of the Public Safety Committee with Al Harris as Chair of the committee and Ray Favetti in the committee. Walee Gon seconds.

Public Comment: None

Board votes on motion. Motion passes unanimously.

5. Budget Committee Report

- A. Rick reports that the focus of the budget committee meeting on May 11th was to give a recommendation on the Executive Directors salary range. Rick put together the overall budget categories, using the Ocean Avenue CBD Management Plan. From sample budgets from other CBDs, Rick listed the cost of payroll taxes, estimated office and administration expenses, and potential salary for the CBD Executive Director. The recommended salary range from the Budget Committee is a range between \$40,000 to \$44,000 from the Ocean Avenue CBD budget.

Public Comment:

D. Sithounnolat: The Hiring Committee is meeting on May 20th at 4:30pm at Lick-Wilmerding High School. The committee will discuss recommended salary range and job description.

6. Ocean Avenue bicycle lane removal, parking meter re-installation and traffic lane change

- A. Dolly reports that there has been no word from Supervisor Avalos' office regarding the changes announced by the San Francisco Municipal Transportation Agency (SFMTA) in a community meeting in February.
- B. Dan will draft a letter to tell of the merchants situation in the area and for updates on the changes announced earlier this year by SFMTA. Dan will suggest a temporary fix, such as "Parking Allowed," until the bike lane is removed and parking meters are re-installed. The letter will be addressed to Nathaniel Ford Sr., Executive Director/Chief Executive Officer at the SFMTA's management, and CC'd to Supervisor John Avalos.

Public Comment:

S. Morrison: Is the Office Manager at the Ocean Avenue Veterinary Hospital. The veterinary hospital has five parking spaces in the front for their business. Pet owners that take their animals to the hospital are often elderly and need the parking. The spaces are taken by other cars that are not visiting the veterinary hospital.

7. Local Business Day Event, May 7th

- A. Dolly reports that the Ocean Avenue Art Walk and Sidewalk Sale on May 7th went very well. Each year the Art Walk and Sidewalk Sale grows to be a larger event that brings visibility in the neighborhood. A few residents told organizers and volunteers that they hope events like this continue as they like to support businesses on the corridor. Few merchants sold items in front of storefronts, while some merchants let artists sell their artwork along the sidewalk. Many merchants wanted to participate, but do not have enough staff to sell outside.
- B. The Art Walk was at nighttime with performances in 3 commercial spaces and along the Ocean Avenue from Faxon to Plymouth.
- C. Rick suggests a survey or feedback from merchants. What worked? What didn't work well?

Public Comment:

K. Favetti: Was told by an artist that ETSY coordinators can help plan for vendors to be at an event if they are asked in advance. Possible the art walk can start earlier, to stagger with the sidewalk sale

M. Harris: Suggest performances to be staggered as many people did not want to miss performances in various spaces.

8. General Public Comment

K. Lee: Suggests a "Good Neighbor Policy" for McDonalds and City College. Customers from McDonalds create a lot of trash that is blown across Ocean Avenue. City College is responsible for maintaining the future Phelan Plaza. The CBD can have an MOU with McDonalds and City College to state that their employees to maintain the area.

Mildred Pakeman –Rose: The property next door to her building has dumpsters visible to the street. The location of garbage dumpsters make it easy for vandals to climb and graffiti on the second floor of her building.

Suggestion for Mrs. Pakeman-Eose to call DPW to report property owner's garbage dumpster is blight. A shelter can also be built over the garbage, so that the garbage dumpsters are not visible to the street.

Meeting Adjourned 7pm

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

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