Ocean Avenue Association
Board of Directors Agenda
Monday, December 12, 2022
6:00 pm
Virtual Meeting via Zoom

Directors: Shirley Lima, Vivian Liang, Henry Kevane, Larry Dorsey, Joycelin Craig, Alberto Vasquez, Ravi Lau, Walee Gon,

Staff: Christian Martin, Rosendo Betancourt

Agenda Items

● Call to order, Christian Martin (Chair) -5 min (6:05 pm)
  ○ Due to time limitations, public comment will be limited to 2 minutes. When making a public comment, please spell your first and last name.

● Approval of Minutes, Christian Martin (Discussion, Public Comment, and Possible Action) -10 min (6:15 pm)
  ○ 11-14 Minutes (DRAFT)
  ○ 12-1 Minutes (DRAFT)

● Budget Report, Henry Kevane (Discussion, Public Comment, and Possible Action) -10 min (6:25 pm)
  ○ OAA YrXIII, FY22-23 Budget November 2022 Rev#5.1
  ○ OAA Grants Schedule-Active, November 2022, Rev#5.1

● Executive Director Report, Christian Martin (Discussion, Public Comment, and Possible Action) - 10 minutes (6:35 pm)
  ○ Presentation of Recommendations
    i. In-House Cleaning & Safety Ambassadors
    ii. Placemaking
  ○ Structural Organization Training OEWD, Consultant
  ○ Events for 2023
    i. Lunar New Year w/ CYCOSF
    ii. Easter Egg Hunt
    iii. Musix on Ocean Avenue 2021
    iv. Monthly Pop-Ups & Farmer Markets
  ○ Retail Attraction
  ○ Annual Plan Update
- Marketing & Social Media Report, Rosendo Betancourt (Discussion, Public Comment, and Possible Action) - 5 minutes (6:40 pm)
  - Social Media Report

- Working Groups Check-in (Discussion, Public Comment, and Possible Action) - 20 min (7:00 pm)
  - Strategic Plan (Shirley Lima)
    - Organizational Recommendations
      - Annual Plan Working FY 2022-2023 Deliverable (Christian Martin, Vivian Liang, Dan Casias): Motion to approve the following from the Strategic Plan, "A written commitment, approved by the OAA board, to have the Executive Director update the OAA board at its monthly Board meetings on the progress in executing the work plan." Note: This one is subtly different than the deliverable to commit to creating a plan.
    - Street Life & Business Working Group (Maurice Rivers, Rosendo Betancourt)
      - Sleigh This Holiday Cancellation
      - 2022 Lakeview/OMI Kwanzaa Celebration

- Board Member Comments and Proposals for Future Meeting Agenda Items. - 5 min (7:05 pm)

- General Public Comment for Items Not on This Agenda. - 5 min (7:10 pm)

- Next Board Meeting: Monday, January 9th, 2022
  - Virtual on Zoom 6:00 PM

- Adjournment