

**From:** [Peter Tham](#)  
**To:** [Preston, Dean \(BOS\)](#); [Melgar, Myrna \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Elsbernd, Sean \(MYR\)](#); [Kate Sofis \(ECN\)](#); [Ponce De Leon, Diana \(ECN\)](#); [Chung, Lauren \(BOS\)](#); [Hernandez, Melissa G \(BOS\)](#); [Perkinson, Jessica \(BOS\)](#); [ChanStaff \(BOS\)](#); [MandelmanStaff, \[BOS\]](#)  
**Cc:** [Miles Escobedo](#)  
**Subject:** Letter from the Ingleside Merchants Association to the GAO Committee  
**Date:** Wednesday, June 15, 2022 3:36:14 PM  
**Attachments:** [6.15.2022 Ocean Avenue Letter.pdf](#)

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Dear Members of the Board and Esteemed Directors and Staff Members,

I hope everyone is having a good week so far.

On behalf of the Ingleside Merchants Association, I am delivering this letter regarding the Ocean Avenue Association Strategic Plan that was adopted in February 2021. I thank all of you kindly for reviewing the letter. Should you have any questions, please do not hesitate to contact me. Thank you and have a wonderful day.

*Regards,*

**Peter Tham**

**Realtor / DRE 01965347**

C. 415.606.8210 / F. 415.366.1689

[Peter.Tham@LTGroupRE.com](mailto:Peter.Tham@LTGroupRE.com)

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June 15, 2022

Board of Supervisors, Government Audit & Oversight Committee  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

To: Supervisors Dean Preston, Connie Chan, Rafael Mandelman, Myrna Melgar, and Ahsha Safai  
CC Director Kate Sofis, Deputy Director Diana Ponce De Leon, Melissa G. Hernandez

Dear Supervisors Preston, Chan, and Mandelman,

Before the Ocean Avenue Association appears before the Government Audit & Oversight Committee soon, we would like to share our deep concerns about the current oversight of the nonprofit.

In February 2021, the OAA adopted a \$65,000 strategic plan that has not been fully implemented to this day. Here's a breakdown of the outstanding to-dos nearly 18-months later:

**30-to-60 day Recommendations**

- Agree to develop of a marketing and communication plan
- Create a \$25,000 communication and marketing budget
- Adopt a financial policy

**60-to-120 day Recommendations**

- Develop a work plan for 2021/22 fiscal year

**Internal Recommendations**

- Make the board handbook and financial policy part of each member's orientation
- Develop an annual work plan for the coming fiscal year in May
- Receive annual work plan progress reports and hold staff accountable
- Operate committees and Task Forces, ad-hoc committees with limited life and narrow focus around specific issues.

**External Recommendations**

- Develop a consistent communication strategy that targets the community and hold staff accountable for implementing it

**Operational Recommendations**

- Fund an office where business owners, property owners and the community can interface with OAA staff

Sincerely,  
Miles Escobedo

**From:** [Peter Tham](#)  
**To:** [Preston, Dean \(BOS\)](#); [Melgar, Myrna \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Elsbernd, Sean \(MYR\)](#); [Kate Sofis \(ECN\)](#); [Ponce De Leon, Diana \(ECN\)](#); [Chung, Lauren \(BOS\)](#); [Hernandez, Melissa G \(BOS\)](#); [Perkinson, Jessica \(BOS\)](#); [ChanStaff \(BOS\)](#); [MandelmanStaff, \[BOS\]](#)  
**Cc:** [Miles Escobedo](#)  
**Subject:** Letter from the Ingleside Merchants Association to the GAO Committee  
**Date:** Friday, June 10, 2022 3:10:49 PM  
**Attachments:** [6.3.2022 Supervisors Letter.pdf](#)

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Dear Members of the Board and Esteemed Directors and Staff Members,

Happy Friday. I hope everyone is enjoying the weather.

On behalf of the Ingleside Merchants Association, I am delivering this letter regarding the Ocean Avenue Association Strategic Plan that was adopted in February 2021. I thank all of you kindly for reviewing the letter. Should you have any questions, please do not hesitate to contact me. Thank you again and have a great weekend!

*Regards,*

**Peter Tham**

**Realtor / DRE 01965347**

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Michelle Saadeh  
*The Pawber Shop*

June 3, 2022

Board of Supervisors, Government Audit & Oversight Committee  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

To: Supervisors Dean Preston, Connie Chan, Rafael Mandelman, Myrna Melgar, Ahsha Safai  
CC: Director Kate Sofis, Deputy Director Diana Ponce De Leon

Dear Supervisors Preston, Chan, and Mandelman,

It's been five months since the Ocean Avenue Association appeared before the Government Audit & Oversight Committee. Before the organization makes its next appearance soon, we must share our deep concern and observations about its continued performance problems.

The OAA has not taken the Office of Economic and Workforce Development's recommendations presented at the January GAO Committee meeting, a review of its website and meeting minutes show. In the past five months, the OAA has not

- Finished executing the \$65,000 strategic plan
- Developed ladders to elevate board members into leadership positions
- Installed term limits to the bylaws
- Organized an annual board retreat
- Gotten full participation from all board members during meetings
- Established rules for the awarding of subcontracts and proper fiduciary management
- Created an annual work plan

Despite the lack of performance and accountability, OEWD is giving OAA an additional \$10,000 for board member training in the hopes that it will assist District 7's economic recovery.

The neighborhood is still reeling from the pandemic, gentrification, and crime waves, all while OAA and OEWD confer about the district's renewal and expansion.

We ask that the city hold the CBD accountable and compel its compliance with the strategic and management plans this summer. If it cannot, the city ought to take it over so that the neighborhood can flourish again.

Sincerely,  
Miles Escobedo