

Minutes for July 11, 2016

OPA Monthly Meeting

 7:00– 9:00 PM Joslyn Park

633 Kensington Road

Santa Monica CA 90405

## BOARD MEMBERS PRESENT: (Quorum)

## Judy Abdo, Mark Gorman, Evan Meyer, Mike Salazar, Patty Godon-Tann, Dave Tann, Kate Kennedy, Sadat Huq, Zachary Gaidzik,Jim Lawson, Jeff Jarow,

## NOTICED BOARD MEMBERS ABSENT:

## Roger Swanson, Mary Marlow, Jodi Summers, Andrew Gledhill,

7:00 to 9:00 PM: REGULAR MONTHLY MEETING

Call to Order: 7:07pm

1. **Introduction to OPA (Evan Meyer - 2 minutes)**
2. **Membership Announcement (Sadat Huq – 3 minutes)**

We encourage everyone to become paying members.

Would like to ask board to consider Aug 2nd 6pm-8pm National Night Out- we have been present for the last 5 years. This year it is in 4 different locations: Virginia Park, Douglas Park, Tongva Park (80’s theme) & Clover Park (Kung Fu Panda Theme).

Do we want to be a part of this? Which location: Tongva Park or Clover Park? City-wide event, never get many new members, but is good to be present and represent OPA . Tongva Park is closest… This is not an expense, it is free.

Zak- Let’s do it! He will volunteer. Zak has a table. And will organize the evening. (Might come dressed as Madonna)

There are canopies in the OPA storage. We could bring swag.

Patty will work it as well.

Dave suggested bringing water to pass out.

Richard: (Audience member) reminds us to promote the fact we put on the parade.

Sadat passed around sign-in sheet to audience members. (He will be leaving early to attend to Roger who has eye surgery in the am- we all wish him well!)

1. **Community Comments/The Neighborhood Voice: Introductions, Public Inquiries, Questions, Concerns (5 minutes)**

Audience:

Richard- excited to be here- it’s been a long time. Lived here since 1970- loves the parade! He brought Sandborn maps from 1909- maps that show the footprint of the buildings for insurance purposes and descriptions of what the buildings housed. Feel free to take a look.

(Judy Abdo- Richard is full of great history of OP Patty- Richard works at Shotgun house, and will be showing a movie at the library which was partially filmed at the Annenberg Guest House)

Pamela- Here to see her neighbors

Greta- used to rent a craftsman which got torn down for condos and has interest in preserving historic buildings and craftsmen homes, works with SM Fire Dept

Maria Wilson- Just moved here about 3 years ago from Marina del Rey, enjoys the community and the parade. Question: what happened at 1:45am gunshots? Near 3rd and Bay

Bianca- Lives on 3rd St., works in real estate, loves to be a part of meeting people and learning the history

Jacqueline- 4 months in SM, excited to be a new part of the community

Julie-Jets are getting bigger and linger and unbelievably bad, and can’t understand why it is getting worse - it is awful.

Christian- 20 year resident and hasn’t been to a meeting in a few months and wanted to catch up

Phil Brock- Says hi- trying to work on brevity:) Chair of Rec and Parks- “Brock on your Block” Video show on YouTube, a little slice of Santa Monica Life each week

Jan- OPA member for 10 years, previous president, membership and secretary too, and works at JPL

Albin- Local connected to many groups in the past

Patty asked if anyone knows Kristine Deutsch?- She owns our P.O. mailbox. Jeff Jarow knows her. Ocean Park Post Office wants Kristine to relinquish control of the mailbox to a current member of the board

Daily press or Twitter are good resources to find out about things happening around town

1. **Actions Taken Since Last Board Meeting (5 minutes)**

Grant was reconciled! In the future we need to spend more money. They want us to purchase things that membership won’t cover- technology, outreach, incentives, etc.

Dave Tann made some awesome Team OPA t-shirts

We had a parade

1. **Approval of Minutes from June Meeting (Patty – 2 minutes)**

Patty brought a revised copy. It was emailed to the board for approval. In the treasurer’s report Patty had explained that the money that comes to us through PayPal goes to one account and Patty reconciles that name by name, and amount by amount, and separates them into the correct accounts. Since the amounts for the parades are different it is not too hard to do, and there is no need for an additional parade paypal account. THIS WAS NOT CORRECTED AND THE APPROVAL OF THE MINUTES ARE TABLED, AND WILL BE REVISITED NEXT MONTH.

1. **Treasurer’s Report/Grant Update (Patty Gordon-Tann – 10 minutes)**

Membership- Quiet month of June (due to parade)

Q.2 Report: April 1- June 30th took in $2800 in membership funds, spent $2200 (largest cost $1600 on insurance $467 for OPA Bags) Jan-Mar Membership was $301, expenses $1284. Running balance $5233.61 as of 6/30

1. **Begin Committee Reports:**

**Parade (Jeff Jarow – 5 minutes):**

10 years strong, Richard likes it and suggests we do it again next year. :)

Heard this year was one of the more crowded parades. Police said no problems worth mentioning- people still throwing things off of floats… Success!! 1500 participants. Music was well spaced out. DJ stand at OP Library was a big hit. Huge praise for this DJ- he was born and raised here and works with passion. Perhaps City TV could do a show on that DJ? Someone was live-streaming.

Richard- heard that there will be floats in the parade like Rose Bowl style…

Jeff: We are not quite there, as there is no way to prep or store floats. Police are very strict about how people ride in the parade. One of the trucks failed, and the kids all walked. 1932 convertible- real deal! Very cool. Participants really stepped it up!

Phil- wonderful parade great sense of community for Santa Monica. Not a lot of community events that really encompass the entire city. Thank you to all of the board and everyone who works to put it on. One suggestion is after the parade that the bands play on for an extra 2 hours. Or have a mini concert in Tongva Park afterwards.

Richard- people are looking for a reason to hang out. Maybe have snow cones and party on. Jan- didn’t hear any results on COAST, was that viewed favorably? Could we play this off that success?

Audience- people loved COAST!

Judy- Ocean Ave was not used well, Main St was a huge success.

Patty- 90 people came through Shotgun house after parade.

1. **7:55pm – BREAK - Get to know each other & have a snack (Everyone – 5 minutes)**
2. **Two Ocean Park Residents Share their parade experience (Maria & Christian – 5 minutes)**

Maria- First time watching this past two years. This year was so wonderful, great music and diversity, I am an international singer so I really enjoyed all the different types of music. On the way here she popped in on someone who was blasting her music, to the joy of the homeowner. Santa Monica is a special place. I can walk everywhere!

Christian- Best parade yet. Not that well known though. Perhaps it can start a little later? (Jan- City resists later start Patty- some people need to attend different parades) Very enjoyable and very nice.

(Jeff- slight concern about adverting too much and attracting too many people)

Keeping the street open longer would be good.

Audience- loves the “local” feel

Albin- All in all great parade, watched it grow- hats off! Flat bed truck distribution is an issue: which is which, who’s truck is whose- it delays decoration process. Tighten up truck process.

(Patty- we haven’t done parade debrief yet, there are some things that need addressing- like bathrooms. But police are in charge of the truck situation, and this was the best check in process yet. We will discuss the logistics)

I was on many floats, and the DJ’s are awesome- keep the feeling going, good volume and energy. Highly recommend more DJ’s.

Bianca- When you sign up to volunteer do you get an email automatically? You should.

Kate: We need to automate this.

Evan- website got thousands of unique visitors, and was in general a success

Patty- next year it will be better, it worked and worked pretty well.

1. **OPA Parade Debrief/Discussion (Evan Meyer, Jim Lawson - 15 minutes)**

Evan- This is a big parade which we plan 2 months out… perhaps a continuous strategy and plan for moving forward. Can this website be up all year long to promote excitement and interest?

Jim- 3 or 4 emails asking about participating next year… can we keep website active?

Evan- Finding a truck sponsor could be secured ahead of time, can we keep parade on the committee reports? To keep it fresh? Should be ongoing.

Mike- Monday 25th meeting to recap. Truck and vehicles need to be addressed, and the knowledge needs to reside with more than one person. Maybe a handbook about procedures and timelines? Many things need to be planned earlier.

Jim- Parade book is elusive…

Kate- I don’t think we can ask Donna to hand over everything…

Jan- disagrees that Donna is supposed to give us a book

Jim- contract (regarding book) has changed.

Evan- website OPA PARADE DOCS is the collection place

Mike- We need to have the meeting with Donna to discuss these details at the de-brief meeting, and then present to the community.

1. **A music afternoon at the OP Library (Jacqueline Koh – 5 minutes)**

A couple of months ago the board passed approval for music at the library and she has found a band! “Stay Real”- alt, pop, rock, reggae, very excited to play at music day Sat August 20th 1pm-3pm on the library lawn will play two 45 minute sets, and the band will get $400 stipend to play (thanks to library) OPA will have table with marketing materials and band will have a match table as well. We will see how this first one goes and then take it from there… Library has equipment and parking for bands, as well as break room for in between sets.

OPA needs to make sure we have incentives to promote the day.

Perhaps we can allot a small amount to artists to continue this on a monthly basis? (Going rate about $100 pp) Perhaps we can collaborate with the Friends of the Library so that we can have our marketing exposure (logos) involved as well. We get a table for this one. The library will share our logo on their calendar of events. If we can find bands who will perform for free all the better!

Phil Brock- Make Music LA,(6/210 and around the World, 800 cities, all bands perform for free on that day. We have bands, and Phil can get them for this. We should be having music and movies in our parks. Hotchkiss, Josyln, Ozone, small acoustic would be great for community building. Grants available for neighborhood movie screens and free equipment.

Evan- this is a place to start, so we can build from here. Is talking about block parties with Community Garden guys.

Christian- I understand the idea of exposure, but that small effort to pay these artists makes a difference in the talent you can acquire. If this is a one-off, it is going to be difficult, to replicate. Perhaps clump bands together three at a time? Should find money for musicians.

1. **Discussion, questions, comments regarding meeting relocation starting next month (Evan Meyer – 5 minutes)**

Evan- Next month’s meeting at OP Library.

Patty- they have a projector, looks good. However, Mark and I think we might be a bit claustrophobic there. But we will see…

Evan- perhaps after the meetings we can hit up Main Street to support local businesses ;)

Judy- Extra communication for new location

1. **National Night Out (Sadat Huq) – 5 minutes) (see above)**
2. **8:35pm - Conclude Committee Reports**.

**TeamOPA (Dave Tann – 5 minutes)**

Heal the Bay has a magazine called Current-Where they named the #1 best beach for young parents: Station 26! TeamOPA- off-shoot of OPA starting out with a beach clean up with Heal the Bay

Dave brought a sign up sheet in case anyone wants in. Contact Dave for more info, or check it out online. 5 person groups with one leader each working in each direction.

Patty- Model the shirt!(Mike’s design)

Dave did so.

Dave: This event is part of a three part series. This will go further than just beach cleanups. Open to suggestions as to future projects. Audience members have signed up- volunteers will get a hat!

Patty forgot to ask for approval of payment for TeamOPA Shirts- Judy made motion, Jim seconded all agreed and it passed.

**Ocean Park Zoning and Events (Judy Abdo – 5 minutes)**

NO news about zoning. Election coming up. A couple of years ago OPA had meetings about Edison Electric issues, and we should take credit…

Patty- multiple transformers have blown up over the past few years, 1923 Edison poles. Over Friday and Sat no electricity for Borderline neighborhood, so that they could install all new equipment. They are also inspecting the poles. This is just a start.

Dave- perhaps we should have an infrastructure committee?

Judy- Borderline area is old, and wasn’t built to provide for everything we use today. Needs updating and we should stay on top of them to fix it. Perhaps Zoning Committee should rename itself to cover infrastructure. New Name: OP Infrastructure and Zoning and Events

Also, Summer Concert Series seemed like a success!

Climate Action SM Climate Core will start doing their work on the street- high school and college kids helping people to understand transit options and the benefits of using transit vs. cars. Judy observed their training, and it was very impressive. They will be on the pier on Thursdays and on the weekends They are paid a stipend. Rolls out Wednesday.

**Neighborhood Art (Evan Meyer – 5 minutes)**

Securing 5 murals, city is matching funds

**General Plan (Mary Marlow – absent)**

**Lincoln Boulevard Task Force (Roger Swanson – absent)**

**Santa Monica Airport (Mike Salazar – 5 minutes)**

Last report was 5/16 and the jets were 53 a day, almost 1600 jets in May which puts us well over the limit. Noise complaints are up 45%. Airport Commission looked into complaint system and found the city has unfairly enforced the violations. The city is auditing the two fixed base operators- American Flyers and Atlantic Aviation. Both sell fuel and city can do a financial audit. Took down a Gannel sign and put up a Santa Monica sign in its place. They are interviewing security consultants, they will pick 2 to provide plans, and in July, and Aug will review all plans for permits and operations sector. Physical, cargo and people will be covered by this new security group. (Barker Hanger will not be affected.) Park Expansion, city presented 3 different options, and is moving forward to present to Rec & Parks in July- accelerated this process. Our two congressional reps- Bass & Lieu have written a letter to the GAO to get a decision re: 1994 grant assurance, 10 yr covenant that expired in the eyes of the city in 2014, city to 14.99% (2003) as cost over runs, and now they say b/c they took this money they have to extend to 2023. Bass & Lieu say no.

**Main Street Committee (Jodi Summers – absent)**

**Membership (Sadat Huq – absent )**

**Communications (Zach Gaidzik – 5 minutes)**

Nation Builder Transition: Question re: reoccurring donation on annual basis? Not clear, followed up with Nation Builder to see how it could work. At the different household levels, student, seniors etc. Pages on current website has many dated items- how much needs to be transferred to new website? Can we be selective about this?

Patty- We have not posting monthly our agendas and minutes on the website- haven’t been posted since September. Record must be on website up to 5 year prior.

Evan would like to go to Google docs site to collect everything in one place for all transfer items.

Dave Tann has a bunch of files.

How the financial stuff should appear in Nation Builder- Zak and Patty need to meet about this.

Patty- The one thing I like about Wild apricot- the member list can be printed out and will show if they have paid or not.

Zak- we can do that

**Tree Committee (Andrew Gledhill –(absent)**

MEETING ADJOURNED: 8:58PM

Refreshments July: Patty

Next meeting is Monday August 8, 2016 from 7:00 – 9:00PM at the Ocean Park Library.