

Minutes

Date: 1/9/12

Time: 7 PM

Location: Joslyn Park

Board Members in Attendance

**David Auch
Pauline Bohanon
Patty Godon-Tann
Sadat Huq
Jeffrey Jarow
Susan Lewis
Jan Ludwinski
Mary Marlow
Lori Nafshun
Roger Swanson
David Tann
Bob Taylor
Marcy Winograd**

Noticed Board Members Absent

**Ross Furakawa
Jim Lawson
Michele Perrone**

Topics Discussed

Introduction to OPA President Jan Ludwinski called the meeting to order at approximately 7:00 pm.

Announcements Jan and Lori announced various openings on city boards and commissions, and urged board members to apply. Boards/commissions with openings include: Parks and Recreation Commission; (streamlined to 7 people to restructure the SM Pier's management – 2 year commitment, Lori is resigning); Commission on the Status of Women; Art Commission; Metropolitan Water Board; Bike Advisory Commission (Anyone interested in this commission, should get in touch with Santa Monica Spokes)

Mary announced that the SM Airport Committee will soon send out a blast, informing OPA members that PHASE II of the city's visioning process begins with focus groups meeting from January 19-mid Feb. The email blast will explain how to sign up for a focus group.

After Marcy expressed concerns about massive graffiti on market walls on Pico near 12th Street, Jan and Lori suggested she call the city's graffiti hot line, maybe even take a photo and email the photo to the city.

Roger reminded new board members he needs bios and photos to post on the web site.

Mention was made that the current holiday party photo files are too large and need to be re-posted in a smaller format.

Roger passed around a sign-up sheet for bringing refreshments to meetings.

Board Actions Since Last Meeting Jan signed a grant request to the city for \$4,000.

Prior Meeting Minute Approval

October minutes: Following Patty's revision suggestion to take out "after party" and change to "Production" – Mary moved to approve, Jan seconded. Minutes approved as revised.

November minutes: approved

December minutes: approved (1st Patty, 2nd Jan)

Election of Officers

VP Outreach: Jeff Jarow (Lori nominated Jeff; Bob seconded; unanimous approval) Committee responsibilities include: respond to incoming web site email & OPA voicemail; prepare or assign press releases; act as MSBIA board liaison; coordinate OPA marketing (banner displays); work with communications chair on PR materials for local publications. (It was noted that Ross has set up a facebook page for OPA & Outreach VP needs to hold a committee meeting, as there is far too much work for one person.)

VP Special Events: Lori Nafshun (Mary nominated, Patty seconded; unanimous approval)

Patty volunteered to work with Lori on special events. Committee responsibilities include: plans & coordinates annual parade, City Manager meeting & holiday party; works with VP/Membership to develop additional membership events (barbecues, pancake breakfasts, movie nights).

VP Communications: Susan Lewis (Lori nominated Susan; Jan seconded; unanimous approval) Responsibilities include: design logos; design implement, print, an distribute holiday mailer,; edit newsletter; design signage for events; oversee 4th of July parade ads; works with VP/Membership to develop online eblasts for membership building.

VP Membership: Sadat Huq (Jeff nominated Sadat; Mary seconded; unanimous approval). Responsibilities include: maintain membership records process new & renewal memberships; work with treasurer to reconcile membership funds, work with other VPs to develop membership events & online blasts).

Sadat & Jan announced there will be a membership meeting Sat., 1/14; 5 pm).

Treasurer's Report: Patty distributed three reports: General Account; Breakdown of Income and Expenses; 4h of July Parade (reports are hyperlinked here). Patty reported OPA has \$3,876.16 in its Special Events Account; \$1,410.32 in its regular account. No outstanding bills. She noted that during the 4th quarter OPA received \$398.63, but spent \$3, 634.21. Others noted this is understandable given that membership dues are received in previous quarters. Patty urged the board to carefully evaluate how it is spending funds, to prepare detailed budgets for activities/events/committees and to adhere to budgets.

Jan reiterated that he wants thoughtful budgets submitted from each committee chair. Patty suggested raising membership fees to \$20 for a family. Currently, fees are as follows: business: \$30; household: \$15; individual \$10; seniors & low income: \$5) Discussion ensued, with some board members and observers saying the board was paying too much - \$100/per month – to maintain the web site.

In reviewing the 4th of July report, the city expenses were budgeted at \$11, 346, in addition to the amount spent by OPA. \$2,318.47 of unspent city money was given to OPA in support of parade production. Patty suggested the city, not OPA, should cover the cost of insurance for the 4th of July parade. Others suggested OPA had previously requested and collected more from the city to cover the cost of the parade & that going forward OPA should request from \$17,000 - \$20,000.

Committee Reports

Membership Committee Report: Sadat reiterated a desire to raise the family membership fee by \$5 to generate more income for OPA. Jan reported OPA has 269 paid members, while the email blasts go to 960 people. Discussion ensued about how to get more paying members, though David noted that the organization's purpose should be to build membership, not to fundraise.

The consensus was OPA needs to be more explicit about the benefits of being an OPA member. Benefits include membership in an organization working to improve and green Ocean Park Blvd., implement bike valets at the farmers market, host a 4th of July parade & holiday party, as well as improve Lincoln Blvd. and promote debate and dialogue about the Santa Monica Airport.

Marcy suggested that creating an emergency preparedness infrastructure with block captains would further demonstrate the benefits of OPA membership, and provide an opportunity on the block level to distribute membership forms preparedness meetings.

Susan suggested the upcoming OPA 4-page newsletter highlight the benefits of membership & address:

Who are we – What is our purpose?; What have we done for the community?; What do we plan to do in the future?

Airport Committee Report: Reminder of upcoming blast regarding focus groups to join for envisioning an alternative; reminder to take the CASMAT survey.

Disaster Preparedness Committee Report: Marcy mentioned OP resident and neighbor Mike Salazar would be working with her to roll out community preparedness. Ultimately, Marcy envisions street/area block captains who hold neighborhood meetings to survey skills and knowledge (CERT –trained; doctor, etc.), distribute information, and organize search/rescue teams.

Jan mentioned the fire department would be presenting at the next OPA meeting and agreed to give Marcy time to present and recruit block captains. Marcy will bring sign-up sheets, and, at Lori's suggestion, will contact the Red Cross about selling emergency kits, as well as the Humane Society about distributing stickers to pet owners.

Patty mentioned she and David are organizing preparedness in the Borderline neighborhood.

The following links were discussed and can be used to organize emergency preparedness in neighborhoods:

Household Disaster Preparedness Survey & Letter to Residents

<http://pw1.netcom.com/%7Erpvnw/2EPsurvy.htm>

Emergency Preparedness Meeting Agenda

<http://pw1.netcom.com/%7Erpvnw/2EPagnda.htm>

Suggested Emergency Preparedness Kit <http://www.redcross.org/portal/site/en/menuitem.53fabf6cc033f17a2b1ecfbf43181aa0/?vgnnextoid=537b218c37752210VgnVCM10000089f0870aRCRD&currPage=e507d7aada352210VgnVCM10000089f0870aRCRD>

A Guide to Organizing Neighborhoods for Preparedness, Response & Recovery (a little overwhelming)

<http://www.preparenow.org/marin-g.html>

Neighborhood Survey, Form Letter, Meeting Sign-In Sheet

<http://www.getemergencyprepared.com/neighborhood.html>

Lincoln Blvd. Committee Report: Bob will work with Gloria Garvin on this project and said the future of Lincoln Blvd. is still in limbo due to budget cutbacks for redevelopment

funds. Roger & David expressed an interest in also working to improve landscaping and non-conforming signage. Roger mentioned that Sepulveda Blvd. in Culver City might serve as a model for the transformation of Lincoln Blvd.

Civic Center Projects Update: Mary mentioned the parks under development near City Hall, the addition of 335 affordable housing units in the area, the Walgreens moving in on the other side of Lincoln, and the Goodwill taking the Matel space. Mary also mentioned that city zoning will be upgraded this year, and that Bergamont Station is being redeveloped.

Discussion ensued about who will represent the hundreds of people moving in to the affordable housing, and who will represent those living near the pier. Mary and Roger will talk to neighbors in the area, now not represented by a neighborhood association, to see if there is interest in becoming part of OPA. Following that, Mary & Roger may hold preliminary talks with City Hall. Some questioned whether OPA should expand its reach, given its budget and limited resources, and interests that may not be shared by residents north of Pico.

Meeting Close Meeting adjourned at 9 PM.

Next meeting: Monday, Feb. 6, Joslyn Park., 7-9 PM.