

Minutes for April 7, 2014 OPA General Meeting

7:00 – 9:00 PM Joslyn Park 633 Kensington Road, Santa Monica CA 90405

Members in Attendance: (Enough for a quorum) 14 Jim Lawson, Judy Abdo, Ferris Gluck, Patty Godon-Tann, Mark Gorman, Sadat Huq, Jeff Jarow, Marc Morgenstern, Michele Perrone, Thane Roberts, Mike Salazar, Jodi Summers, David Tann, Bob Taylor

Noticed Members Absent: David Auch, Andrew Gledhill, Mark Gorman, Jonah King, Mary Marlow

- 1. Introduction to OPA (Jim Lawson 1 minute) To order 7:08
- 2. Membership Announcement (Sadat Huq 3 minutes) Join the association—every meeting

3. General Announcements

Jessica Partita: American Cancer Society, 24 hour fundraising walk at SM College July 26-27. Building participation and awareness. Every dollar goes for research and free services.

Jodi-get involved in Main St. parade for exposure

Michelle—OPA team? Interest?

Richard Mendelson: Homeless Veterans 5K Walk for Warriors. Hoping for 1,000. Recruiting fundraising teams. \$400 business can have booth at event. First program in nation for women veterans. LA has largest homeless vet population in country.

Lincoln Blvd closure 21st -28th Stay away from Lincoln and Colorado

Patti—Santa Monica festival, will participate June 14-17 at Clover Park. Sadat signed up. Will have sign up sheet for participation and tell people about OPA

Malin—Free health and fitness seminar

Marc—Attending People's Academy. Will report when over.



Jim-Evan nominated but did not win arts award

Patti—Letters written to Principal of Olympic School about Muir Woods mural

Evan—Principal trying to please everyone in community; issue of not enough money for restoration.

4. Introduction of New Neighborhood Resource Officer: Art Williams (Lauralee Asch - 5 minutes)

Lauralee: Beats changed in PD. Gained Arts Williams, NRO for 6.5 years, very experienced on east side of town. Great addition to community.

Art: Assignment changed when beats realigned from 8 to 4 beats—Second St. to Centinela. Wide area he's but up for it.

L: Act as liaison on chronic issues—not immediate issues (call police).

L: I'm not on Main St. We gain Susie Lockwood and Marilyn Mariachi (sp?)

5. Fourth of July Parade: Status (Jeff Jarow - 15 minutes)

Jeff: Permits in place, moving fast. Want to add everyone to staffing list. Imperative we all step up and get involved. Will resend list this week for sign up. Hiring Donna Gentry for overall organizing. City is funding Donna's services. Let me know if want do same task or switch areas. Donna will meet with all volunteers prior to parade. Pre-meeting with applicants—should calm down day of. Plan to charge \$20/application. Received \$15,000 city grant: \$5,000 for organizer, \$10,000 for city expenses

Patti: Need to nail down grant. Still asking for sponsorships?

Jeff: Yes. Working on brochure and sponsorship sheet. Asking for bars in town—flatbed and band. Will kick in next week. Red, white and blue mandatory. Donna will create parade book

Jodi: Will work with Donna on book.

Jim: Remember this is our biggest event. Different this year—transition, so we should band together and support parade and take to bigger level.



Jeff: Keep sponsorships reasonable-- \$500-1,000. Couldn't reverse parade route. If you know merchants with trucks, invite them.

6. Presentation Seeking OPA Endorsement of Recommended Changes to New Zoning

Ordinance: (that will make it easier to make changes to Historic Resources) (Nina Fresco - 30 minutes)

Nina Fresco: Shotgun house will be preservation resource center.

Landmarks Commission recommendations on zoning ordinance. Landmarks Ordinance does 2 things: designates landmarks, 2. Once designated, LC reviews changes to those buildings so remain landmarkable. Don't be afraid of us!

Of 11,000 properties in SM, about 1200 *might* qualify as landmarks some time in future. Preservation community looking for ways to encourage people who own not landmarked properties but would add to visual texture of community—make it so they can if they want to. They have really hard time from city in remodeling older homes. Results in tear down. That's what current code does to older buildings.

Gone through code to cull out trouble spots that create these problems. Asked for exceptions to those properties. Modification of section in zoning code. We're not adding restrictions—we're creating possibilities.

Tax incentive program. Info brochures on state historic building code—can OPA post on site? Most people not aware of state historic building code—so trying to make them aware.

LC asking for change in definition of demolition. If building older then 40 years applies, LC takes peek. If leave 50% of studs attached to foundation, owner can get out of it. Applying for demo permit after going to down to studs. Want to avoid. SEE NOTES ASKING FOR SUPPORT.

Like to have letter of support from OPA for November.

Jodi: Please do first draft. [Nina agreed]

Jim: Will take info provided by Nina and distribute to board. Vote at next meeting.



7. Main Street Merchants: MSBIA requesting OPA support for its request for Outdoor Display of Merchandise on Private and Public Property to be included in the Zoning Ordinance Update. (Gary Gordon Exec. Dir.- 15 minutes)

Gary: Process planned in November through planning commission to City Council. Asking to support outdoor display.

Currently: certain amount allowed on private property within vestibules. Would Like: Expansion and include public property. 15-20 businesses regularly do it...sometimes legal, sometimes not

Since 2008, not going well for Main St. retailers; many struggling

Working to increase social media marketing, new website, (don't have funds for advertising); They know outdoor display works—20%+. Tool that works so accept tickets because it's worth the risk.

Talking with city about liberalizing. Public property—city attorney taken very aggressive stance- only for public and no commercial use. Suggested there is model where merchant rents public space—outdoor dining (pay fees to use public property). City concern: aesthetics and unsightly. Submitted Sonoma ordinance as model. Talking about discrete regulated area.

Unclear what planning commission will do. Ask for OPA support so can represent that we have support of people in neighborhood.

Patti- Can it be contained to Main St? Don't want to see it on Lincoln or Promenade.

Gary: Limited to Main St. Allowed with restriction

Jim: Schedule more time as necessary

Jeff: Motion: Support Main St merchants Jodi second; Patti: Table until more discussion at later meeting [Agreed]

Michele: Asks Gary to put in writing

8. Downtown Neighborhood Group: Is OPA interested in helping Downtown form a Neighborhood Group (Jim Lawson - 5 minutes)



9. Neighborhood Survey Status: (Thane Roberts - 5 minutes

Mike: Survey input into Survey Monkey. One thing to fix. Will fix and distribute. Find out cost to allow membership link.

10. Auto Dealers on Lincoln Boulevard South of the 10 Freeway (Bob Taylor - 5 minutes)

Bob: Effort to new car auto dealers to move south of Freeway, which is permitted in the LUCE. Powerful group. They propose to upgrade on 2700 Lincoln (current repair shop). Lipstick on a pig. Lincoln Pipe location plus lots behind submitted for 10 unit apartment – but pulled tonight. Serious issue.

Survey: Between 6^{th} and 11^{th} —638 resident respondents. 35% of businesses along Lincoln auto-related. Want to reduce and encourage use. Will be a battle.

Roger: Mid city neighborhood upset. How get cars there? Where do test drives?

Judy: Meeting held with neighborhood groups and auto dealers. Ron Davis and developer did presentation; invite him here for the facts. Issue: test drives. Rule exists not in neighborhood. Find out what they say and then make decision.

Phil Brock: Member of mid-city neighbors. Dealers never lived up to promises. Trucks and test drives are a nightmare—horror and always has been

11. Actions taken since last Board meeting

Santa Monica Malibu Schools Foundation fundraiser on Pier—needs 164 volunteers April 27th.

12. Approval of Minutes from March Meeting (Marc Morgenstern - 1 minute)

Patti—Moved Jim: Second [Passed]

13. Treasurer's Report (Patty Godon-Tann - 3 minutes)

Jan-March: Income (inc interest) \$253.08, Expenses \$1995.41. Could not have covered without grant. Food, Website, donations.

14. Report from March 2014 Neighborhood Council Meeting (Mary Marlow - 5 minutes)



No report

15. Committee Reports:

Ocean Park Zoning/SoCal Edison Update: (Judy Abdo - 5 minutes)

Zoning committee has not met. Will meet when Red-line out. Not sure when will be released.

SoCal Edison subgroup met. Decided to meet with city and find out what they're discussing with city to upgrade facilities. Not sure what that means for OP.

<u>Lincoln Boulevard Task Force:</u> (David Tann - 3 minutes)

Talked with manager of code compliance. Try to get rep for next meeting to discuss what actually happening.

<u>Membership</u>: (Sadat Huq - 5 minutes) 256 members, email blast to 824, hope to interact with people at festival, and newsletter coming out

General Plan: (Mary Marlow - 15 minutes)

No report.

Communications: (Jodi Summers - no report)

Outreach: Update: (Jeff Jarvis, Mitch Lichterman - 5 minutes)

Mitch: His company offers websites to neighborhoods, inc. OP. Create social networking sites—not competing with OPA websites. Kind of local Yelp. So neighbors can share info. Refers businesses. Can create events postings, groups. Asks us to join it and post our links. OKOLIA.com/smoceanpark.

Jeff: May 3 Silent Film showing at Barnum Hall, include on website. Fundraiser or SM HS band

Jeff: SM Star Diane Margolies starting column for neighborhoods: what's happening in OP. Open to receiving info from us.

Parade: (Jeff Jarow - See Item 4 above)



Santa Monica Airport: (Mike Salazar - 3 minutes)

March 25 CC voted unanimously to work on closure or reduction, and directed staff to create airport concept plan, low impact uses and exclude commercial development. Start July 1, 2015 with western parcel. Rethink rules for leasing buildings. Initiative says any action CC takes requires public vote. May 7 Airport to Park hosting another meeting on park discussing options

Beach Tree Update: (Jim Lawson - 2 minutes)

Trees approved -85 trees to be sourced by contractor (like on Mill St.)

Jodi moved adjournment, Thane seconded

Next meeting on Monday, May 5, 2014 at 7PM at Joslyn Park.

Refreshments May: