



August 13, 2018 OPA Meeting Minutes  
6:30 “Closed Door” Session  
2601 Main Street, Santa Monica CA 90405

**BOARD MEMBERS PRESENT:**

Judy Abdo, Patty Godon-Tann, Sadat Huq, Andrew Gledhill, Dave Tann, Evan Meyer, Kate Kennedy, Marc Morgenstern, Jeff Jarow, Zachary Gaidzik, Roger Swanson, Lauren Bell

**BOARD MEMBERS ABSENT:**

Jodi Summers, Mark Turner, Bianca Mitchell

Boardmember Meeting - Closed-Door Session

1. Call to Order: 6:35 pm with a quorum present.
2. Beyond Main Street – Dave Tann
  - a. There is a need to engage members and residents who live closer to Lincoln and Pico Blvds and not focus entirely on Main Street.
  - b. Could hold “pop-up” events along Lincoln, such as Jack’s Surf Shop
  - c. Roger mentioned that there is a Lincoln Blvd. Business District in the works
  - d. Patty mentioned that John Muir ES will be having a fund raiser on Sept. 22<sup>nd</sup> to which Team OPA will have a table.
3. Code of Conduct – Evan Meyer
  - a. Attendance – Evan acknowledged an error in the bylaw reference and that it was already corrected, but he feels that despite the number of missed meetings allowed, attendance is important and if someone doesn’t want to come to meetings then they shouldn’t be on the board. It is part of our mission.
  - b. Cell Phone use – Both Kate and Patty felt that the wording for cell phone use should be more aggressively prohibited, and that we should not use them at all during a meeting.
  - c. Other areas will be discussed at later meetings
4. Parade Recap
  - a. While the parade appeared to be a great success there were problems in the production and execution. Dave listed some of the more obvious – No OPA signage on a truck or in the march, no waste pickup, children were walking in poop and behind a double decker bus, car check in was confusing, it cost \$1000 to pick up and deliver \$400 worth of furniture.
  - b. Judy mentioned the inclusion of Phil Brock after the board had voted against his participation after last year.
  - c. Patty mentioned that the parade is getting too large and too expensive for OPA to handle and perhaps the City should take charge of its production.
  - d. Jeff acknowledged the issues and felt that the city should take more responsibility as well.
5. Becoming an Agile Organization – Evan Meyer
  - a.—Evan was concerned about work that is done between meetings and the difference between voting and surveying opinions
  - b.—Marc defined them as “one taking action” as opposed to “finding whether an action is desirable”.
  - c. Patty indicated that the procedures for “email voting” are found in the Board Policies Bulletin and will circulate copies.
6. The closed door session was adjourned at 7:04p



August 13, 2018 OPA Regular Meeting Minutes  
7:00 – 8:45 PM Ocean Park Library  
2601 Main Street, Santa Monica CA 90405

**BOARD MEMBERS PRESENT:**

Judy Abdo, Patty Godon-Tann, Sadat Huq, Andrew Gledhill, Dave Tann, Evan Meyer, Kate Kennedy, Marc Morgenstern, Mark Turner, Jeff Jarow, Zachary Gaidzik, Bianca Mitchell, Roger Swanson, Lauren Bell

**BOARD MEMBER ABSENT:**

Jodi Summers

Regular Meeting

1. The meeting was called to order at 7:15 pm by Evan Meyer with a quorum present. Evan gave a brief introduction to the goals and mission of the OPA and welcomed all residents and guests in attendance.
2. Community Comments/Neighborhood Voice – In the interest of time Evan asked all in the room to give their names and identify their favorite restaurant or business.
3. Community Discussion on Bird/Lime Scooters – Marc Morganstern
  - a. Marc began by explaining the purpose and “ground rules” for the discussion. He stated that the dockless scooters are here and how we could make this a better experience, looking constructively at the big picture. Representatives from Lime, Bird and the SMPD are present.
  - b. The City has new recommendations for the two companies that will be utilized in the trial period in September and as of now neither Bird nor Lime is being considered.
  - c. Marc then asked from the audience a hand count of users vs non users, good experiences, bad experience or mixed reactions. The numbers were fairly even.
  - d. BIRD REPRESENTATIVE – Morgan Roth, Community Relations Manager (brand new) stated the First Mile/Last Mile mission, feels they provide a more sustainable ecosystem by reducing the number of cars, feels that since this is a new resource he needs to listen to the voice of the people and bring it back to the company.
  - e. LIME REPRESENTATIVE- Sam Dryman spoke about the dockless transportation company that offers bikes as well. Feels that this is supportive of local businesses. Wants to hear local issues to make the experience safer and more community friendly
  - f. SMPD – Myesha Morrison spoke about the major community issue for more enforcement of standing laws and how this is a huge drain on officers’ resources. People are choosing not to follow the rules and making it more dangerous for everyone. Over 1000 tickets have been issued and there is an active education campaign going on from the city. The Bike Path is off limits and has the most offenses, however the city has not yet fined the companies.
  - g. Marc placed a series of questions out to the group taking responses from the representative and audience. Additional questions came from the audience.
    - i. Are there possibilities for self regulation? Bird wants people to take photos and send them to the company. Talked about climate change as an issue but asked community to “shame” sidewalk riders.
    - ii. Does the scooter have apps to tell the company where it is located or if it’s being used on the sidewalk? The GPS is not sensitive enough with Bird or Lime, nor can they address illegal usage or abandonment. Geofencing is not accurate either in the small scale so riders continue to use the Bike Path resulting in injuries and crashes.
    - iii. Are the companies concern with personal safety? Lime is lobbying against helmet usage, claiming that it makes it safer for users. Bird wants people to wear helmets and has made them available for free. SMPD mandates helmets. Many people in the audience related traumatic experiences.

- iv. Is there any data available for joyriding vs commutes? None at present, impossible to tell and visitors cannot be expected to know all the regulations unless they are posted on scooter.
  - v. Are the scooters licensed in the city and do the companies pay fees? Right now both companies are working under a conditional use permit until after the trials.
  - vi. Can the companies handle unintended consequences or is this just a BETA test? Many issues need addressing as “they are here to stay and we need to be more positive about that”. Bird and Lime will both put out Outreach with positive outcomes timeline. There will be an emphasis on education.
- h. Marc kept notes on the suggestions offered by the audience and will summarize the meeting. Marc closed with thanks to all and suggested that audience email the board with additional questions if need be. Evan thanked everyone for maintaining civility during the discussion and called for a 5 minute break.
4. Pop-up Beach Libraries – Karen Reitz
- a. Karen discussed the upcoming calendar and the last Pop-up Beach Library on Saturday, August 25<sup>th</sup>. She also gave an update on current library programs.
  - b. She referenced the broken windows at the entrance as an act of recurring vandalism and mention that they will be installing cameras.
  - c. SMPL.org has lots of programs available and she displayed a book mark which listed all the library apps available at this time.
5. Neilson Way Safety Initiative – Tom Zanic
- a. Tom is a resident of the Shores and lives along Neilson. His HOA and the City requested that he attend to try to get our support in the transformation of Neilson Ave to a safer, bike/scooter/pedestrian street.
  - b. Tom described Neilson Way as very narrow as are the sidewalks along side. It is the only second of that street that doesn’t have a bike lane. He wants to slow down traffic and make it one lane in each direction and believe that it would require a minimum of work to modify it.
  - c. There was much support and some dissent so an OPA committee will be formed with Patty and Marc to see if it’s a viable request. Marc will get in touch with Tom.
6. Welcome to Santa Monica Sign on Beach proposal – Mark Turner
- a. Mark believes that visitors should know when they enter SM on the beach and its proximity to Main Street. There was general agreement.
  - b. Mark would like to know how to get the sign, what are the next steps and who would pay for it.
  - c. Evan suggested that he check with Buy Local and the City Council
7. TeamOPA – Dave Tann
- a. Dave stated that this has been the most engaged we have been yet with the following events:
    - i. MMLA on the 21<sup>st</sup> of June in Hotchkiss Park (our 4<sup>th</sup> one)
    - ii. Soulstice table and band participating on the 1<sup>st</sup> OPA stage
    - iii. Assistance in the 4<sup>th</sup> of July Parade
    - iv. Adopt the Beach cleanup in a partnership with Heal the Bay on July 29<sup>th</sup>
    - v. NNO table on August 7<sup>th</sup>.
  - b. 2 events coming up in September, Coastal Clean-up on the 15<sup>th</sup> and John Muir ES fundraiser benefit on the 22<sup>nd</sup>.
8. Demolition Permit Applications, new City Protocol – Andrew Gledhill
- a. Andrew referenced an email which listed historical houses (over 50 years old) that are up for demolition and will now go to the neighborhood groups and the Conservancy during the 75 day waiting period to determine if there is merit in keeping the house intact. Only then will it go to the Landmarks Commission. The City wants input from the Associations now. A committee will probably be formed to deal with this.
9. Treasurer’s Report – Patty Godon-Tann
- a. Patty reviewed the income and expenses for June and July with a balance of \$6209.33 in our membership account. She spoke about the importance of the newsletter getting members and why residences should support OPA.
  - b. Patty referenced the 2018-19 Neighborhood Grant which has just become available and the need for the Board to approve the application process at the next meeting.

- c. An update on membership was discussed with 257 active members. Almost 30 new members had been added in the last two months.
  - d. The quarterly report will be given at the next meeting due to time constraints.
10. Main Street – Main Street/OPA Partnership – Hunter Hall and Judy Abdo
- a. Hunter began by speaking about the “rewards” card that is near completion and the number of businesses involved. It had been delayed but should be available within the month. While the protocol needs to be worked out, members should receive the card for free which others would have to purchase it. More discussion on this at the next meeting.
  - b. Hunter also spoke about the “last Sunday” event that occurs on the Library lawn. He feels that there has been a good response.
  - c. Judy stated that there were new ideas for the tree lighting ceremony in December and that the Heritage Museum will have a sale of donated good from the community as a September fundraiser. She encouraged everyone to look for unwanted items to pass along.
11. Community Comment – Nicole Picard announced that John Muir Elementary School will be having Community Breakfast and on line Auction kick-off on Saturday, September 22<sup>nd</sup> from 9am – 1pm which will include a pancake breakfast, silent auction, sponsor booths, raffle, live music, free face painting and a student talent show. TeamOPA plans on participating. Evan – talk about it offline.
12. No motion was made to adjourn as the Library was closing and we were asked to leave. The meeting ended at 9pm.

Refreshments September: Dave

Next meeting: Monday, September 10, 7-8.45 pm at Ocean Park Library.