

# OPA Monthly Meeting Minutes

March 14, 2010

Time: 3:30 to 6:00

p.m.

Location: Joslyn Park Auditorium

## BOARD MEMBERS IN ATTENDANCE:

David Auch  
Nina Fresco  
Jeffrey Jarow  
Nina Fresco  
Lori Nafshun  
Jan Ludwinski  
Mary Marlow  
Joseph Smith  
Susan Lewis  
Ted Winterer

## NOTICED BOARD MEMBER ABSENCES:

Pauline Bohannon Dana Ehrlich  
Ross Furukawa Bob Taylor

## 3:30 to 6:00 PM REGULAR MONTHLY MEETING

1. Introduction to OPA provided by President Marlow
2. Announcements

-OPA Board Member Joseph Smith is moving out of Ocean Park; March 14 is his last meeting; need to fill Board Secretary position; Roger Swanson is a potential candidate.

-All budgets are due by the end of the month; submit to Mary ASAP.

-Mary is collecting ideas and volunteers for review of the Land Use and Circulation Element (LUCE) update.

-Vacancy on the Parks and Recreation Commission.

3. Nomination and election of the OPA Community Outreach Chair.

Motion: Jeff Jarow nominated as Community Outreach Chair.

Action: Voted unanimously.

4. Membership committee progress report (report not given; Pauline not in attendance; continue to next meeting)

5. Review and approval of February 1 Meeting Minutes.

Motion: Approved.

Action: Minutes approved unanimously.

6. Brief OPA website report given by Mary. The new website is up and working. (report only; no action taken)

7. Ocean Park Blvd report (report not given; Bob not in attendance; continue to next meeting)

8. Spring newsletter schedule and assignments; newsletter mail-out was delayed; Kate Vernez, Assistant City Manager, will follow up with deadline coordination to prevent future delays. (report only; no action taken)

9. Reading and approval of a letter to Big Blue Bus and City Council protesting the proposed change of the Tide Shuttle from public service to "on demand" hotel service. (no report or action taken due to Ms. Plummer's comments under Item No. 12 that the proposed Tide Shuttle change was cancelled)

10. Discussion of sponsorship of Pony League.

Motion: Provide \$300 from OPA funds to sponsor Pony League, less expenses for the banner.

Action: Passed unanimously.

11. Kate Vernez, Assistant City Manager, spoke about the Los Angeles Marathon running through Santa Monica and its affect on Ocean Park. Ms. Vernez discussed the marathon route through the City and noted 25,000 people will be participating, 650 of which are

Santa Monica residents. The marathon is planned for Sunday, March 21, 2010, travels through four municipalities (W. Hollywood, Beverly Hills, Santa Monica and Los Angeles) and begins at Dodger Stadium. The event ends at Santa Monica Blvd and Ocean Blvd and is paced at a 13 minute mile. The last official runner is anticipated to finish the race at 12:58 p.m. Police, Fire and Traffic/Parking enforcement will be enhanced and available to ensure safety and provide for a successful event. Community outreach is ongoing and includes presentations, mailings, signage and television/radio notification, outreach to places of worship and farmers markets, and website postings. Fire Chief Davis discussed the route, staffing, and filling needs for medical care at the end of the route. Officer Trisler discussed police coordination and safety. Also discussed were lane closures (beginning at 6 a.m.), detours, parking and shuttles, and bus operations via the Big Blue Bus (no Big Blue Bus cancellations, only Tide Shuttle). Waste Management discussed street cleanup and recycling efforts following the race. OPA recommended KCRW to be notified of the event. Also, OPA recommended noting that the Marathon route is very similar to the old Grand Prix races that used to happen in Los Angeles. (report only; no action taken)

Action: Lori to send out an email announcement regarding the Marathon and information provided by Ms. Vernez and agency staff.

12. Teri Plummer, Marketing Manager of the Big Blue Bus (BBB), spoke about planned bus shelter redesign and BBB branding. Ms. Plummer noted the primary purpose of her presentation is to announce capital projects and take in feedback from the community. Projects include bus stop redevelopment, ADA compliance, signage, shading devices, trash and recycling. Various OPA members requested further consideration be given to design aesthetics, historical context, and the functionality of shade/protection devices, in addition to fare card modifications (bus and parking meters). Ms. Plummer also noted that the \$250,000 set aside for Tide Shuttle route changes for on-call service to hotels was cancelled. (report only; no action taken)

13. Nimish Patel, a concerned parent, spoke in support of the Proposed School Parcel Tax. Nimish noted that 75 percent of the school district's revenue comes from the State. In addition, the school district is facing an approximate \$12 million deficit per year for the

next two years and argued in favor for passage of the measure (the measure would authorize a parcel tax of \$198 per parcel; funds would remain in the City). He noted that if the measure passes, it would generate approximately \$5.7 million per year, but there would still be a deficit. Even after the school district has already cut \$4.5 million out of its yearly operating budget to reduce this deficit amount. Ballots will be mailed out on April 26 and must be received by the County Recorder by May 26. Parcel taxes are not unique to Santa Monica; they are being proposed in various cities and counties statewide. (report only; no action taken)

14. Bob Reidy, US Census Partnership Assistant, spoke about the importance of the 2010 census to Santa Monica getting a fair share of government funds and representation. (report only; no action taken)

Action: Lori to send out an email announcement regarding the Census and information provided by Mr. Reidy.

#### PUBLIC REQUESTS, ANNOUNCEMENTS, AND FUTURE BUSINESS

1. Follow up with the Membership Committee about coordinating their March membership push.

Action: Mary to follow up with Pauline and Ross regarding the March membership push.

2. The City of Santa Monica is applying for a grant offered by Google to install fiber optic systems in the community that would provide speeds of up to 1GB/second – more than ten times the speed widely available now; nominations need to be received by March 26.

Request: Letter of support from OPA for this grant.

Action: Mary will coordinate an email vote to determine OPA's support for the grant within the next week.

3. Jeff and Lisa, OPA residents, discussed a project at 2510 7th Street that is slated for a condominium development, which recently changed ownership. Building permits have been extended, but recently expired. The developer is threatening a lawsuit and City Council has repeatedly continued the item, but must take action soon.

Request: OPA residents attend the March 23, 2010 City Council meeting to oppose the extension of expired building permits for the project at 2510 7th Street.

Action: Individual members can attend the March 23, 2010 City Council meeting and speak their position on the issue to extend permits for a condominium project at 2510 7th Street. If specific policy issues need to be discussed and/or acted upon by the OPA Board, they should be agendized to a future OPA meeting date.

4. Peter James from Santa Monica City Planning reported that the RFP for the Ocean Park Blvd project has been awarded and the project team selected. The item is scheduled for Council review on April 27, 2010. January 2011 is targeted as the construction start date.

#### SUMMARY OF ACTIONS

1. Jeff Jarow nominated as Community Outreach Chair.
2. Provide \$300 from OPA funds to sponsor Pony League, less expenses for the banner.
3. Lori to send out an email announcement regarding the Marathon and information provided by Ms. Vernez and agency staff.
4. Lori to send out an email announcement regarding the Census and information provided by Mr. Reidy.
5. Mary to follow up with Pauline and Ross regarding the March membership push.
6. Mary will coordinate an email vote to determine OPA's support for the grant within the next week.
7. Individual members can attend the March 23, 2010 City Council meeting and speak their position on the issue to extend permits for a condominium project at 2510 7th Street. If specific policy issues need to be discussed and/or acted upon by the OPA Board, they should be agendized to a future OPA meeting date.

Meeting Close: Adjourned at 6:15 p.m.

Next Meeting: April 5, 2010 at Joslyn Park Auditorium, 6:30 – 8:30 p.m.