

## **Draft OPA Minutes**

1/07/13

Meeting held at Jocelyn Park.

### **Board Members in Attendance (Enough for a Quorum)**

David Auch, Pauline Bohannon, Andrew Gledhill, Patty Godon-Tann, Jeff Jarrow, Sadat Huq, James Lawson, Jan Ludwinski, Mary Marlow, Evan Meyer, Michele Perrone, Thane Roberts, Jodi Summers, Roger Swanson, David Tann, Bob Taylor, Marcy Winograd

### **Noticed Board Member Absences**

Lori Nafshun,

### **Introduction to OPA**

President Jim Lawson called the meeting to order at 7:09 pm, welcoming new OPA Board members Andrew Gledhill, Thane Roberts, and Jodi Summers.

### **Announcements**

David A. thanked Evan Meyer for his work recruiting volunteers to create murals on Lincoln Blvd. and applauded his success in getting a SMDP front page news article about the beautification efforts.

Roger announced the Lincoln Blvd. committee needs volunteers on Jan. 19<sup>th</sup> and 26<sup>th</sup> to help flyer businesses on Lincoln Blvd. to learn to take the OPA on-line Lincoln Blvd. survey.

Patty announced OPA had secured the \$4,000 city neighborhood grant – and that OPA was the only neighborhood association that applied for the city funds.

### **Approval of Minutes**

The minutes were unanimously approved.

### **Actions Taken Since Last Board Meeting**

David T. reported he had met with the manager of code compliance to discuss code violations on Lincoln Blvd. Despite the personal meeting, David said he had not received answers to questions about non-compliance and the need for code enforcement.

## **Setting OPA's Priorities – Brainstorming Session**

After Roger led a brainstorming session, OPA board members and visitors identified four top priorities for OPA's work in 2013: a) Double OPA's membership/Increase membership participation at events b) Increase OPA's involvement in airport issues/Push the City Council to adopt the Airport Commission's recommendations endorsed by OPA/Expand the airport survey c) Recruit more volunteers for the Lincoln Blvd. Task Force d) Increase OPA advocacy on LUCE/Address development in Santa Monica.

Before the participants prioritized the above, attendees went around the room suggesting the following goals: double OPA's membership; have at least one OPA board member attend each City Council and Planning Commission meeting to monitor development; celebrate completion of the Ocean Blvd. project; increase OPA's involvement in airport issues; offer scholarships, interns and contests to get young people involved in OPA; revitalize the beach trees; recruit volunteers for the Lincoln Blvd. task force; improve the alleys; maintain OP infrastructure; increase OPA membership participation; mitigate traffic; push the city to adopt the Airport Commission's recommendations endorsed by OPA; update the web site more often with committee reports; issue OPA business cards; hold a disaster preparedness event with the fire department; increase OPA advocacy on LUCE; reach out to the Venice Neighborhood Council concerning intersections at Rose and Main and Rose and Lincoln; schedule times for city department heads to come to OPA meetings to address pertinent issues

[See Priorities Session Overview](#)

## **Neighborhood Council Report**

Mary M. reported the council had created specific subcommittees to look closely at agendas for Planning Commission, City Council, and Architectural Review Board meetings. She said she would forward those agendas to the OPA board, as well. Mary mentioned the council had also created a subcommittee to work on disaster preparedness.

## **Development Agreement Letter**

David Auch moved, Marcy W. seconded, and the board unanimously approved a letter Mary M. presented urging the city to direct Planning Staff to conduct an accounting of the total amount of proposed residential, retail and commercial units, including administratively approved projects and projects issued building permits since LUCE was enacted. The letter says it is imperative that both the Downtown Specific Plan and Bergamot Area Plans be completed before any more Development agreements are approved. In particular the Plan must address housing policy near the transit stations.

Mary said neighborhood groups are troubled by the extraordinary number of Development Agreement application filed in Santa Monica since the LUCE was enacted two years ago. With 38 development agreements in the pipeline, Mary said the city is way ahead of itself – approving projects before the city has a master plan for downtown and Bergamont. She said under LUCE the city has a 20 year time frame for residential housing development – but that the current agreements, if approved, would mean the city had maxed out on development in two years, not twenty. Much of the residential development, said Mary, would be small box apartments, (renting for \$1,795) – not affordable housing.

Bob T. said the city needs to stop all Development Agreements because the agreements side-step the LUCE limits on development. Roger added the city is agreeing to development agreements before a process is in place. Mike Salazar, OPA member, said a moratorium on development agreements needs to be part of the dialogue.

### **Beach Trees**

Andrew G. expressed concern that the Torrey Pines near Ocean Park Blvd. and the beach are dying or in miserable shape. He will work on possibly writing a letter or contacting the Urban Forest Task Force to weigh in on remedies for the trees. Ron H. said he spoke with Randy Little at Santa Monica Talks. Randy said the trees near OP Blvd. are suffering from overwatering and aluminum in the soil. By comparison, Torrey Pines at the Annenberg Center are healthy due to extensive soil amendments.

### **Meet the City Manager Meetings**

Jim L. followed up on his commitment to communicate with the City Manager's office OPA's disappointment in the decision to hold city-wide City Manager meetings, as opposed to neighborhood oriented meetings hosted by local neighborhood associations. An e-mail from the City indicated that the City would review the format used this past year and then attend a Neighborhood Council Meeting in the Spring or Summer to discuss their ideas and would appreciate any further input. According to the city, 161 residents attended the meetings this year, with an additional 16 submitting comments via the SM Talks web site.

### **Proposed Financial Policy for OPA Spending**

The board unanimously approved a new financial policy for OPA spending. The approved policy reads as follows: *The Ocean Park Association maintains two separate banking accounts – the general account, funded primarily by membership dues, donations and city grants; and the special events account, funded primarily by corporate, business, and municipal sponsorship. The general account is utilized for all regular business conducted by the Ocean Park Association, including but not limited to storage fees, board insurance, reimbursement for meeting*

*refreshments, website and survey sites, communication with membership. The special events account is utilized primarily for the SM 4<sup>th</sup> of July Parade and the Holiday Party, and may include other singular events that are deemed appropriate by the Board of Directors as promoting community spirit and cohesion beyond regular membership functions. All expenditures requiring a budget in excess of \$250 must be approved by the Board of Directors. The Board will decide the amount of funds and the source of funding during the approval process. Expenditures of less than \$250 for regular OPA business are at the discretion of the Treasurer, who is a board officer.*

### **Overview of Neighborhood Grant**

Patty reported OPA's \$4,000 municipal grant had been approved, as of December 11<sup>th</sup>. She requested all board members keep a record of their volunteer hours, as required by the grant. Each board member is expected to log 25 hours between January and June of 2013. Patty will email board members a log to keep track of their hours.

### **Treasurer's Report**

Patty reported there is \$15,000 plus in the special events account and all bills are paid for previous events. She said there is approximately \$3,600 in the general membership account. See attached budget report.

### **Business Cards**

Patty will bring samples of business cards to the next meeting.

### **Committee Reports**

#### **Ocean Blvd. Project**

Bob Taylor reported bike lanes are slated to be painted this week. No ribbon cutting is scheduled as of yet.

#### **Membership**

Sadat said he is cleaning up the membership database.

#### **Airport Committee**

Michele reported increased plane noise over her home during the holidays. Others agreed that they, also, had experienced a dramatic increase in flight traffic during the holidays. Both Michele and Mike Salazar (OPA Airport Committee member) reported the city, working with John Fairweather of CASMAT, as well as the flight schools, had been looking at using plane mufflers to reduce noise, calculating the amount of noise reduction. The OPA Airport Committee is waiting to see if the mufflers will be used, though the last Michele heard the flight schools were concerned about the cost – approximately \$5,000 per muffler.

### **Disaster Preparedness**

Marcy reported the committee will meet on Thurs., Jan. 17 at 7 PM at her home in Ocean Park. At that meeting, members will discuss Jan's proposed event with the fire department, as well as identify community block captains.

### **Lincoln Blvd. Project**

Roger reported the following timeline for improvements:

Paving – March/April

New tree plantings – to follow

Priority bus lanes – June at the earliest

Roger and other committee members are still collecting survey results – with 340 completed surveys and a goal of receiving 500 by February.

### **Communications**

Jodi said she could use clarification on a) deadline for the newsletter b) needed parade materials c) new logo ideas She shared a Communications – Scheduled Responsibilities sheet, requesting newsletter article ideas, a proof reader for the newsletter, due dates for the July 4<sup>th</sup> posters and ads. Jim L. said he would reserve more time for her on the agenda at the next OPA meeting.

### **Outreach**

Jeff J. asked for more volunteers to participate in the Bowl-a-Thon for the homeless, set for Feb. 1<sup>st</sup>, 7:45, at the local bowling alley. Jan, Bob, Dave, Jodi and Mary all volunteered to participate. The board unanimously approved donating \$150 to the event for the first team to participate and another \$150 should a second team be formed.

David T. applauded Jim's job as the new President of OPA. The board joined in with praise.

Jim L. adjourned the meeting at 9:15.

## ##

## OPA Priorities Session Overview : 2013

Here are the results of our Priorities session in the January 7, 2013 meeting:

Item	Priority Projects/Activities (Original list #)	Votes
1	Double OPA's membership (1) / increase member involvement at events (10)	13
2	OPA Board member presence at City Council and Planning Commission meetings to monitor development (2)	3
3	Increase OPA's involvement in airport issues (3) / push council to accept Airport Commission's recommendations endorsed by OPA (12)/expand airport survey (18)	12
4	Offer scholarships, interns and contests to get young people involved in OPA (4)	1
5	Celebrate completion of the Ocean Blvd. project (5)	2
6	More OPA branding (6)/OPA business cards (13)	10
7	Revitalize the beach parking lot trees (7)	5
8	Recruit volunteers for the Lincoln Blvd. Task Force (8)	11
9	Address alley maintenance and improvements/ maintain OP infrastructure (9)	1
10	Mitigate traffic (11)	4
11	Hold a disaster preparedness event with the fire department (14)	5
12	Reduce burden of July 4 <sup>th</sup> Parade (15)	1
13	Update the web site more often with committee reports (16)	3
14	Outreach to the Venice Neighborhood Council concerning intersections at Rose and Main and Rose and Lincoln (19)	1
15	Invite Council and Planning to City Manager's meeting (22)/schedule times for city department heads to come to OPA meetings to address pertinent issues	4
16	Increase OPA advocacy on LUCE (17)/ address development in SM (21)	11
17	Enforce maintenance of news racks (local papers) (20)	1

### Suggestions/Comments:

- Make item 6, OPA branding and business cards, a high priority project
- Combine items 2 and 10 with item 16
- Combine items 7, 9 and 17 and create a stand-alone Infrastructure Maintenance project
- Create a stand-alone project, item 11, to hold a Disaster Preparedness event with the fire department
- Item 15 is a President driven activity (not sure I got the wording on this correct)
- Item 13 is everyone's responsibility to submit items to Ron Heinmiller for posting
- Item 12 is more important than the votes indicate.

<b>Priority</b>	<b>Leader</b>	<b>Team Members</b>
Double membership / increase participation	Sadat Huq	Jan Ludwinski Pauline Bohannon David Auch
Increase OPA involvement with Airport	Michele Perrone	Thane Roberts Mike Salazar Mary Marlow
LUCE implementation advocacy	Mary Marlow	Thane Roberts Jodi Summers Mike Salazar Michele Perrone
Recruit volunteers to Lincoln Blvd Task Force	Roger Swanson	Michele Perrone David Auch
Branding and business cards	TBD	TBD
Infrastructure maintenance	TBD	TBD
Disaster preparedness	Marcy Winograd	TBD