



Minutes for June 2, 2014 OPA General Meeting

7:00 – 9:00 PM

Le Meridien Delfina Hotel

Members in Attendance: (Enough for a quorum) 16

Judy Abdo, David Auch, Andrew Gledhill, Ferris Gluck, Patty Godon-Tann, Mark Gorman, Sadat Huq, Jeff Jarow, Evan Meyer, Marc Morgenstern, Michele Perrone, Thane Roberts, Mike Salazar, Jodi Summers, David Tann, Bob Taylor

Noticed Members Absent: Jim Lawson, Mary Marlow

AGENDA

1. Introduction to OPA (David Auch/ Andrew Gledhill - 1 minute)

Andrew called meeting to order at 7pm.

Welcome from hotel manager Stephen Sowards: We're here to be part of community with new team

2. Membership Announcement (Sadat Huq - 3 minutes)

Welcome; Consider paid membership: \$15 individual, \$20 HH, \$5 senior

3. General Announcements

Jerry Rubin: extends invitation to Save Chain Reaction event, Fri. Jun. 27, 6-7 pm in remembrance of Paul Conrad's 90th birthday

Jeff Jarow: 4th of July Parade reminder

Rec and Parks Commissioner Phil Brock: First day of summer Celebration of Music; City only paying for 3 bands in Tongva Park; Various neighborhood associations supporting performance; Encourages OPA to join and participate, suggests Hotchkiss Park in afternoon; All unpaid performers; add event to website of Make Music LA; Time up to OPA but suggests 4-7pm; no permit needed, no electricity provided. Reach at: commissionerbrock@gmail.com

David A: Send email to board for volunteers

4. Olympic High School Mural (Janie Gates Principal - 15 minutes)

Also, Scott Flax, prominent artist and muralist

Janie Gates: Mural on Corner of Lincoln and OP Blvd, painted 1978 by Jane Golden when she was local artist, is decaying and falling off walls; School is working with 3 former



students and 3 local artists to develop new image/context; Golden's given blessing to change it

Painted for Muir Elementary, but became Olympic HS 2 years ago for students having hard time in school; School functions without library, science labs and basic functions; Want campus to represent kids and be part of its community; Should express spirit of the school

Scott Flax: Create mural with message for that school and gateway to OP; Public opening to new possibilities, hope to have some options in next few months; looking at incorporating waterfall section, which is in relatively good shape

Patty: We understand we can't just recreate Muir Woods; My concern that it's gateway to OP, so willing to rethink images and building upon them, while getting community involved

Janie: 2 year construction starts this fall; we have 2 yrs. to resolve

Brock: School should be open to restoring

Thane: Should consider in context of other murals in corridor

Jerry Rubin: Imperative to restore

5. Meet the new Santa Monica Daily Press Editor (Matthew Hall - 20 minutes)

Open to hearing from community at any time; hear what you like and don't like

Making changes to paper, additional features (Police Log)

Changing focus: less AP copy, more local news

Looking for new columns, looking at replacing environmental column

10,000 Circ., Readership about 25,000 plus online

Evan: Process for replacing decrepit news boxes? Call us and let us know

6. Lincoln Boulevard Task Force/Auto Dealers on Lincoln (Bob Taylor - 15 minutes)

Presentation Board was part of presentation

Taskforce formed 3 years ago; Goal: improve depressed street

Working with city on zoning requirements as result of LUCE

Repaving, waiting for new trees

Conducted resident survey: 1. Traffic concerns, 2. Too much auto related business—don't want expansion, 3. Abandoned look of street



Very narrow lots, 50,000 vehicles/day, few alleys
Commercial butts against residential
Proposed Zoning ordinance doubles buildable area—50% increase in density being opposed
LUCE specific about street being less auto-centric
Strategic goal: Reduce auto biz—now 35% (many shabby) not saying eliminate all
Proposed Subaru dealership—contrary to LUCE, zoning and survey
Neighborhood serving use preferred—not a car dealer
Consultants for the Linc will be coming to the next Council meeting for approval
Zoning Ordinance Update prohibits auto dealerships south of the freeway.

7. Proposed Subaru Dealership on Lincoln Boulevard between Hill and Raymond (Ron Davis Owner - 15 minutes)

2 years on lease left at Euclid and SM Blvd.
Contribute \$400K sales tax to city.
Proposed location: 2700 Lincoln at Hill and Raymond, 26,000 sq. ft. site, proposing approximately 70,000 sq. ft. corporate project not allowed by zoning or the LUCE
Opportunity to contribute to area [limited details given]
We care about SM, won't do anything to hurt city
Existing businesses: auto repair mall, roll up doors, noise from air guns, exhaust from open bays
Propose urban format dealership: All activities inside, vehicle loading fully enclosed requiring access from residential streets and autos queuing to enter facility;
Café, 10 foot landscape between commercial and residential behind proposed building
LUCE tier 2 height, staff says need clarifying LUCE amendment, understand community concerns, keep it narrow so not expand auto uses replaces them

Q & A Items 6-7

Jodi: How are curb cuts and height serving neighborhood?

Ron: We would reduce current traffic levels

Bob T. How much lost revenue and jobs by closing existing businesses? [Response not recorded]

Linda Jassum: Pleased with proposed clean design; feels like good thing to do.

Dennis Allard and other spoke against this project and other auto dealers on Lincoln



Bob T: This issue is not just about one dealer

Ron: I'd be surprised if any other dealer interested in moving off SM Blvd because of restricted parcels; most dealers need bigger parcels. After which his attorney stated there would be two or more and Bob T. challenged on that. [No response recorded]

Evan: What does facility bring to the community beyond café?

Ron: Bring in local café operator like Perry's

Only other likely location is outside SM, but want to stay in city
Every dealer submits test drive plan to city for approval to control traffic and safety

Bob T: Pointed out that there is a multi year history of complaints by residents adjacent to the auto dealers without resolve

Roger Swanson: A recent resident/business survey supported consolidating and eliminating auto-serving businesses.

8. Santa Monica Festival Sat. June 14 - Volunteers Needed (Sadat Huq - 5 minutes)

Art, music, dance, cooking, fitness, Clover Park, 23rd annual event 11am-6pm
Patty, Judy volunteered

9. Actions taken since last Board meeting

Patti: Permits in place for next 3 meetings July 7, Aug 4, Sept 8

10. Report from May 2014 Neighborhood Council Meeting (Mary Marlow - No Report)

11. Approval of Minutes from May Meeting (Marc Morgenstern - 1 minute)

David A.: Motion

Jodi: Second

Motion approved unanimously

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

\$1200 membership dues received in past month
Bought Board insurance

General Account: \$3,286

Parade Account: \$8,590



Neighborhood grant received, Need to fill out hours

13. Committee Reports:

Ocean Park Zoning: (Judy Abdo - 5 minutes)

Meeting scheduled with Climate Change Committee at Church in OP
Met briefly Via Veneto restaurant, interested in outdoor seating

Lincoln Boulevard Task Force: (David Tann - 5 minutes)

Already Covered

Membership: (Sadat Huq - 5 minutes)

Mailer—big influx of interest

Jan 1-June 1 \$575 donations independent of membership, \$840 membership payments
from 40 people, \$880 from PayPal, \$130 random checks

Currently 300 members

General Plan: (Mary Marlow - No Report)

Communications: (Jodi Summers - 5 minutes)

Started issuing press releases for upcoming meetings

Outreach Update: (Jeff Jarow - 5 minutes—No report)

Parade: (Jeff Jarow - 10 minutes)

Plan moving forward quickly

Second volunteer meeting on Thursday 7pm, venue tbd

Introduced Donna Gentry

Santa Monica Airport: (Mike Salazar - 5 minutes)

Articles on website

Last month about emails back and forth—concern about facts on lead

Request for follow up email recommend not sign circulating airport –can rescind
signature, not about initiative or changing our vote, extension of position

Mike S: Motion to send following email...to come: Not sign petition

Thane: Seconded



Patty: I seconded motion last meeting; went out twice, now overkill
No objection to generic protocol to rescind signature

Marc: We sent out info twice; not our job to protect people from themselves as their nanny

Mark: Agree with Marc

Thane: Our position is to inform public -- this is important info

Judy: People getting paid to get signatures, misleading people

David A: Good that Mike worked within process, gotten opinion out, won't make big difference

David T: People read initiative when you sign it

Chair: Calls vote on motion

Vote Taken: Motion to post rescission notice, to be submitted as read

Yes: 7 Mike, Michele, Thane, Andrew, Jodi, Judy, Sadat

No: 6 Marc, David A, David T, Patty, Jeff, Mark

MOTION APPROVED 7-6

NOTE: Other board members had left early and therefore did not vote

Beach Tree Update: (Andrew Gledhill - 5 minutes No report)

Meeting Adjourned at 9:15pm

Motion: David A Second: Mike S

Judy: In honor of Pat Barrett of Barrett Appliance

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

Refreshments for July: Mike Salazar