



Minutes for February 13, 2017 OPA General Meeting
6.00 – 8:45 PM Ocean Park Library
2601 Main Street, Santa Monica CA 90405

BOARD MEMBERS PRESENT:

Judy Abdo, Mark Gorman, Evan Meyer, Mike Salazar, Jodi Summers, Patty Godon-Tann, Dave Tann, Sadat Huq, Roger Swanson, Kate Kennedy, Andrew Gledhill, Bianca Mitchell, Jim Lawson, Zachary Gaidzik, Jeff Jarow

6:30 to 9:00 PM: REGULAR MONTHLY MEETING

6:00 to 7:00 PM: CLOSED MEETING

1. Call to Order 6:14 pm
2. Discussion of communication protocols - All – 20 minutes
 - a. Andrew – Where and when it comes to sending out agendas and sending out emails – having a set of protocols is effective.
 - b. Kate – Important to be communicating in the modern world.
 - c. Kate – We need more Facebook likes and reach. Everyone has likes and reach. Go to OPA [site](#) weekly. Share and repost OPA content.
 - d. Mike – is there a special day we go the Facebook page
 - e. Kate – just share.
 - f. Jodi – I will commit to going weekly.
 - g. Patty – On the website, spent 3 hours on the website trying to post. Calendar stuff needs to be posted more than once a month – perhaps the 1st and the 15th. Emails need oversight. Social media does not need as much oversight.
 - h. Jodi – How many people are willing to share content?
 - i. Andrew – We have an executive committee - 3 out of 5 people approve for it to go out.
 - j. Judy – It would be really good to have someone we can consult with when the issues are more difficult. I'd feel comfortable emailing several of you asking if it's ok.
 - k. Roger – can this whole thing be simplified to a 10-step process?
 - l. Dave – A tutorial page that's part of our laptop.
 - m. Andrew – let's see where we've gotten to in a month's time.
 - n. Patty – I go to Facebook to get pictures for the trifold.
3. Guided discussion: what issues do we think matter to Ocean Park Residents, and how could we go about validating our assumptions? - Roger Swanson
 - a. Brainstorming Session - What should OPA be doing to draw more membership?
 - i. We asked in 2010 and 2014 priorities to build up membership.
 - b. Sadat – membership vs. business base – currently 226 active members. Our user base is 1038 contacts.
 - c. Roger – what do our residents want – fun?
 - d. Mark – Eyes of the neighborhood.
 - e. Judy – Connections to people and us.
 - f. Jodi – Meeting neighbors.
 - g. Patty – Follow through on advocacies.
 - h. Kate – Outreach – communication, social outreach.
 - i. Zach – Meet and get to know your neighbors.
 - j. Andrew - Civic engagement.
 - k. Bianca – Local events.
 - l. Roger – Coordinate the parade.
 - m. Sadat – Feel part of the community, social inclusiveness
 - n. Patty – They also want to see us do positive things.
 - o. Bianca – Preservation.
 - p. Jodi – the Homeless count - if its well-handled through the city, delegate it.
 - q. Andrew – General Plan awareness.
 - r. Judy - Lincoln Blvd. has the most connection to us because it's adjacent.
 - s. Mike – We have all these committees so information from each one should go there as well.
 - i. Traffic, transportation, beach, housing,
 - ii. Zach – climate change
 - t. Jodi – Put it in the next newsletter.
 - u. Roger – We can do a press release and get it in the newspapers.
 - v. Kate - I created a low-tech suggestion box and will put it on the back of the room.
 - i. Evan – And there's a form on the website.

- w. Roger - We don't have data, we only have opinions.
- x. Andrew - We don't have many renters here.
- y. Mike – Some people who rent have been in Santa Monica a lot longer than most areas.
- z. Judy – Richard Orton did a lecture on Ocean Park History – which room was packed that night. In addition, some were people who were born here.
- aa. Evan – Thanks Roger this helps us with what people need.
 - i. What is most important to you as a resident?
 - ii. What roll do you want OPA to have in that issue?
- bb. Kate – OPA whys – Please review and let's do a mailing.
- cc. Roger – attendees, please add your information to the carts.

7:00 to 8:45 PM: REGULAR MONTHLY MEETING

4. Introduction to OPA - Andrew Gledhill
 - a. Andrew – our purpose is to advocate for the residents of Ocean Park.
5. Membership Announcement - Sadat Huq
 - a. Welcome and please become a paid member and you'll be invited to our holiday party.
 - b. Patty – your membership fees keep us going.
 - c. Evan – we'd like to invite everyone to an event, [Partying with a Purpose](#) – tomorrow by the library 5:30 – 8:30.
 - d. Roger – Lincoln Blvd. Task Force goes to Planning Commission Wednesday item 10A.
6. Community Comments/The Neighborhood Voice: Introductions, Public Inquiries, Questions, Concerns
 - a. Dave – February 25th – Parks Day. Our local Los Amigos Park reopens. Good outreach day.
 - i. Zachary Gaidzik - Andrew would we like to do that?
 - ii. Jodi 2nd. [Unanimous approval](#)
 - b. Patty – March 7th Election Ocean Park – county [measure H](#) to raise our taxes a little – but free to us because our taxes are already at the max.
7. Approval of Minutes from January Meeting - Jodi Summers
 - a. Zach - Approve the minutes.
 - b. Judy 2nd.
8. Treasurer's Report - Patty Godon-Tann
 - a. In the month of January – no activity - no money in or out.
 - b. City is postponing the newsletter, which is why we have no activity.
 - c. Tax paperwork filed.
 - d. We'll need to go to Joslyn Park on May 8th. The room permit will cost money now. \$78 to rent Joslyn Park for 3 hours. I need approval from the board.
 - i. Jodi I make a motion.
 - ii. Judy 2nd.
 - iii. Robin – We can also [hold our meeting at the Shores in the rec room](#). I can arrange it.
9. Actions Taken Since Last Board Meeting – Mike Salazar
 - a. Shotgun House 1st anniversary celebration. We had a birthday card that people signed, and we're going to present it to the Conservancy.
 - i. 144 visitors to the Shotgun House in the 3 hours it was open.
 - ii. In addition, the Merle Norman house was sold out.
 - iii. Judy – many people were wondering why we are there.
 - iv. Patty – just got LEED gold designation.
 - v. Andrew – our predecessor OPCO, saved it and turned it into a resource center.
10. 7.25pm – Refreshment break
11. 7:45pm – Strategic Partnership with Buy Local and Main Street Business Association - Jennifer Taylor, Anthony, Albin
 - a. Jennifer - Want to collaborate with Buy Local and OPA.
 - b. 900 businesses in Buy Local employ 3,600 residents.
 - i. Purchases in Santa Monica raised more than \$45m for Community Fund.
 - ii. Measure Y raised \$7m for our schools.
 - c. Our most Loved Santa Monica business contest. Vote for your 26 favorite Santa Monica businesses.
 - i. Kids from Santa Monica High School help tally the votes.
 - d. Beautify Earth – great partnership on Montana Ave.
 - i. Albin – utility boxes up and down the street – spoke with Evan and created some groundswell last week got 3 painted. [Buy Local](#) donated \$1,000. Montana Ave. Merchants Association chose the winners and they collaborated with Buy Local on Montana.
 - e. For the parade – Buy Local helps with the banner and with marketing support.
 - f. Jennifer – City's economic development team.
 - g. Albin - For NOMA, we had two memberships – family and business. Promoted on Montana, page on website. Made sure to let the members know they want to support the businesses.
 - i. Started doing mixers together.
 - ii. Sidewalk sale – holiday walk – Halloween walk – we would set up table.
 - iii. Mixing residents and the businesses.
 - iv. Andrew – mixers at bars or general stores?

1. Albin – clothing stores, courtyards. NOMA would bring the drinks and the food. NOMA merchants spread the word to their database.
 - v. Jennifer- Pico has done some good business mixers.
 - vi. Andrew – Did you require them to be business members?
 1. Building business relationships a great way to build membership.
 - h. Anthony – Main Street Business Improvement Distinct.
 - i. The other business districts have a lot of envy because we are always willing to show up.
 - ii. Stop the membership drive, have everybody be a member and then it becomes about promoting business.
 - iii. Jennifer has done so much for each one of us.
 - iv. Main Street has been so involved in Buy Local events.
 1. It is the only farmer’s market that has a sense of retail about it.
 2. Summer Soulstice.
 3. Holiday event – candlelight walk to the shopping cart tree.
 - a. There is a beautiful routine about participating.
 4. We wanted to have a taste of Main St Mainopoly.
 5. We welcome participation and our meetings are open to the public.
 6. See if anything is a fit.
 7. Monday morning at 9:30 at Areal - promotion and marketing.
 8. Wednesday @ 9:30 at Fish Co. – events.
 - v. Jodi – Parklets update please.
 1. Anthony - We’re challenged with a test with 3 parklets coming to the street. The businesses that get that space maintain it. They should be set up prior to the Soulstice.
 2. Jim – [What three](#) locations?
 - a. Ashland and Hill, Fin McCool’s, Holy Guacamole.
 - vi. Robin – Main Street is so dirty. They all need to clean up in front of their stores.
 1. Anthony – we have a monthly street wash.
 - vii. Evan – we’d like to have a strategic partnership in more ways than talking about it.
 1. Partnerships are a great thing to create a synergy of resources.
12. 7:30pm – Just what is going on at SMO? - Mayor Ted Winterer
- a. Ted - We have taken part 16 in hearings.
 - i. Two main issues on the legal front.
 1. City accepted money in 1994 to update the runway and make improvements, that deal extended the time frames by 20 years.
 2. FAA gave us the cost overrun.
 3. In 2014, they said the airport got the extra money in 2003 – so now must run the airport to 2023.
 4. The 1948 Instrument of Transfer - the federal government gave the airport back to us, with the documentation that it has to run in perpetuity.
 - ii. We have spent four years in the courts to go in a complete circle.
 - iii. Any time we litigate, there is a risk of losing. We risked the option of losing the rights of the instruments of transfer.
 - iv. This year calls for shortening the runway [by 1,500 feet to 35,000 feet, which will help us limit the jets.](#)
 - v. Federal consent decree gave us until 2028 to close the airport.
 - vi. Jet Suite X – commercial flights out of Santa Monica airport 30-seat aircraft.
 1. Once the runways were shortened will no longer have the right.
 2. Negotiated a standstill agreement – won’t sue each other while we’re trying to work something out.
 - vii. Mike – shortening of the runway.
 1. Ted – it will run at government speed.
 - a. We have to look at all sides.
 - b. It will happen in 2017, by the end of the summer **or** early fall.
 2. Jim – Is the city looking to take over the fixed based operations?
 3. The consent decree allows us to take over the master lease of the FBO – Atlantic Aviation and the other major tenant.
 - a. They made most of their money off selling gas.
 - b. Before they had a master lease.
 4. They will not have major motivation to stay there if jet traffic is cut in half.
 - a. If the private fuel purveyors leave the airport, and no one wants to sell fuel.
 5. Done by a Federal Consent Decree.
 - viii. Mike – Is there a reason that it’s not absolute that the airport will close? What is the process to insure that it will close?
 1. Ted – prepare for that park.

13. 8.00pm – Committee Reports:
 - a. Parade - Jeff Jarow
 - a. Meeting with parking and police.
 - i. Bit of a change with the police patrolling the parade – so we’re going to need to increase the security budget for like bomb-sniffing dogs – they’re talking like \$35,000 – so that’s close to triple the budget.
 - b. Evan – congratulations on getting so big.
 - c. Jeff – we’re going to get more donations – whether it’s gofundme.com or whatever.
 - d. It would be great to have some sponsors along Main St.
 - e. Patty – want to give a shout out to Maser Realty and their bringing people into the Shotgun House.
 - f. Andrew – would like to have a kick off session to bring in volunteers.
 - g. Still holes in the parade.
 - h. Music is always big.
 - i. Evan – how do you play it down – how do you strike the balance?
 - j. Donna is on board this year.
 - b. Lincoln Boulevard Task Force - Roger Swanson
 - a. Streetscape plan at planning commission Wednesday, item 10A.
 - i. Crosswalks.
 - ii. Bicycle connectors.
 - iii. Priority bus lane – perhaps from Santa Monica all the way to the airport.
 - b. Draft letter to the planning commission.
 - i. Jodi - motion to approve as written.
 - ii. Patty 2nd.
 - iii. Approved by proclamation.
 - c. Zach – should individual boardmembers send letters to planning commission?
 - d. Phase II is the more expensive piece. Phase I is \$3m Phase II is \$17m
 - e. First meeting 5 years ago at planning commissioner Nina Fresco’s.
 - c. Santa Monica Airport - Mike Salazar
 - a. Mike – Airport protest had about 350+ people, several speakers.
 - b. The crux of that was about the pollution at the airport.
 - c. How is the airport going to operate for the next 12 years?
 - d. Membership - Sadat Huq
 - a. A mixer sometime in March.
 - b. What is a good time to start?
 - i. Bianca – 5:30 – 7:30
 - ii. Mike – Bareburger had a movie night on the back patio.
 - c. Evan – Valentine’s Day dinner and DJ 5:30-8:30. Can get food at the food trucks – meet your neighbors, party with a purpose.
 - e. Main Street Committee
 - a. Anthony – parklets, Soulstice, Mainopoly.
 - b. Andrew – Parklet concern is drunken people picking up and throwing furniture.
 - i. They worked that out on the liabilities.
14. Ocean Park Infrastructure, Zoning, and Events - Judy Abdo
 - a. Judy – Quite a bit of electrical pole changing.
 - b. Tomorrow night at city council – the earthquake retrofit issue.
 - i. Talking about a plan that would move the program forward.
 - ii. Who is going to pay for the retrofits?
 1. Tony – got an email which holds a lottery – gives a certain amount back to the homeowner who does bolt’n’brace.
 2. Helps finance smaller building.
15. Judy – this project does not include single family homes.
16. TeamOPA - Dave Tann
 - a. On a lighter note- coffee and friends with OPA – in response to the meet your neighbor project by SMPD.
 - b. Is this something we would like to explore?
 - i. Unanimous support for events.
 - ii. Coffee crawl.
 - iii. Can Mark and I run with this?
17. Communications - Evan Meyer/Zach Gaidzik
 - a. Zach – I’ve said a lot tonight.
18. Neighborhood Art - Evan Meyer
 - a. Judy - I turn on the news last night, and what’s on, Beautify Earth.
 - b. Evan – It was a nice piece about artists from tougher background.
19. Tree Committee - Andrew Gledhill
 - a. Vandalism of trees on 5th – will be replaced March 13th.
 - b. Done in local schools.

- c. We have been in touch with city forester – encouraging them to think about the results that we’ll have 40 years from now, when they replant trees. They are looking at varieties with a comparable look to Ficus, without the downsides in an urban setting.
 - d. Matthew Wells is a great asset to the City.
 - e. Bianca - [Trees on Main Street](#) by the dog park are sick.
20. Zach – motion to Adjourn
21. Dave – 2nd.
22. Adjourned 8:46.

Refreshments March: Bianca

Next meeting is Monday **March 13, 2017** from 6:30 – 9:00PM at **Ocean Park Library**