

# OPA Monthly Meeting Minutes

February 1, 2010  
p.m.

Time: 6:30 to 8:30

Location: Joslyn Park Auditorium

## BOARD MEMBERS IN ATTENDANCE:

David Auch      Lori Nafshun  
Pauline Bohannon      Susan Lewis  
Dana Ehrlich      Jan Ludwinski  
Nina Fresco      Joseph Smith  
Ross Furukawa      Bob Taylor  
Jeffrey Jarow

## NOTICED BOARD MEMBER ABSENCES:

Mary Marlow  
Ted Winterer

## Members from the public:

Scott Pace, Neighborhood Resource Officer  
Gary Gordon, Executive Director, Main Street Business Improvement Association  
Lynda Auer      Katie Jaroch  
Dimitris Georgakopoulos      Roger Swanson  
Mark Gorman      Patricia Stallone  
Sadat Huq

## 6:30 to 8:30 PM REGULAR MONTHLY MEETING

1. Introduction of Scott Pace, Neighborhood Resource Officer, who spoke about his role in protecting and assisting residents in the Ocean Park Neighborhood. Topics included noise enforcement, leaf blowers, thefts and home invasions.
2. Introduction of Gary Gordon, Executive Director of Main Street Business Improvement Association, who spoke on new signage and outdoor display standards for Main Street. He discussed the history pertaining to the outdoor display of merchandise within the City. In

November 2009, Councilmembers Bloom and O'Connor requested staff revisit the outdoor display of merchandise and signage, and reach out to businesses, merchants and stakeholders to consider more flexibility so long as it doesn't impede upon the public right-of-way. He noted the item will go to the City Council in March. Mr. Gordon requested the OPA as a board or members individually remain active on the issue. He also requested the Board provide him feedback with what works/ doesn't work along Main Street (email [msmastaff@netvip.com](mailto:msmastaff@netvip.com) / phone (310) 899-9555).

3. Introduction to OPA: Board member Ludwinski

4. Announcements

-72nd Annual Memorial Day Observance will take place on Monday, May 31, 2010 at the Woodlawn Cemetery. Details TBD. The event is sponsored by the City of Santa Monica.

-City presentation of improvements to Ocean Park Boulevard, Tuesday, February 2, 2010 from 6:30 to 9:00 p.m. at SMASH/John Muir Elementary School.

-2010 Santa Monica Twilight Dance Series Poster Contest – all entries are due on March 12. Finalists will be selected and voting will take place during the month of March and April. All entries will be displayed on the Pier inside the Carousel Hippodrome from March 26 through April 23. The winner will receive a \$750 cash prize and a VIP package for the concert series. Contest rules and submittal info is available at: [www.santamonicapier.org/2010contestrules.pdf](http://www.santamonicapier.org/2010contestrules.pdf)

-Washington School Feasibility Study is scheduled for discussion by the Measure BB Advisory Committee on Monday, March 1 from 4:00 to 6:00 p.m.

5. Review and approval of January Meeting Minutes.

Motion: Approved.

Action: Minutes approved 11-0-2 (Marlow, Winterer absent)

6. Website Committee report provided by Ross, including an overview of the site content, organization, membership levels and

training for board members on posting to the site. The site is scheduled to 'go live' on February 15, 2010 and the web address is anticipated to remain the same ([www.oceanpark.net](http://www.oceanpark.net)). After February 15, all current website content will be transferred across to the new webpage. All board members will have a login account.

Action I: Ross will discuss OPA's usage of the [www.oceanpark.net](http://www.oceanpark.net) web address with Dennis Allard and report back to the Board in March.

Action II: Prior to the February 15, 2010 launch, Ross will email the web link to all board members for review.

7. Ocean Park Blvd. Committee Report presented by Bob, including an overview of the meeting with City Planner Peter James regarding project components. The project will include the widening of sidewalks for landscaping, tree wells, bio swales to drain 55 acres of the community, crosswalks at 2nd, 6th, Highland, and 7th with lights overhead, colored bike lanes, street resurfacing, planted medians, increase in trees, permeable concrete in various areas, and street furniture/benches. Prop V funds appropriate over \$1 million toward the project. The project budget is approximately \$4.5 million. The project will be presented to the City Council on March 9. Bob requested all board members attend the City Council meeting and speak in favor of the project. The Ocean Park Boulevard Committee voted unanimous support for the project.

Motion: Bob to speak on behalf of the Ocean Park Association at the March 9 City Council Meeting and express OPA's full support for the project as designed.

Action: Approved 11-0-2 (Marlow, Winterer absent)

8. Report on OPA Board motivational retreat provided by Roger Swanson (retreat facilitator). He confirmed the importance of organizations such as OPA taking time to refresh and refocus. He stated OPA is a very cohesive group and the retreat's outcome was constructive. He requested the Board review the draft language in the OPA mission statement and offered to facilitate any further discussion desired by the Board.

Action: Upon completion of the retreat minutes by Jan's daughter, OPA to review and follow up on any outstanding actions items.

9. Executive Committee Report on OPA committee restructuring presented by Joseph. OPA committees include:

- 1) Membership Committee
- 2) Events Committee – includes 4th of July Parade
- 3) Street and Circulation Improvement Committee – includes Ocean Park Blvd
- 4) Planning and Land Use Committee
- 5) Community Outreach Committee
- 6) Communications Committee

Each committee has been assigned goals for 2010, tactics to complete those goals, and accountability measures. Each committee is to prepare and turn in their annual budgets to the Treasurer at the March 14 OPA Board meeting. Reference the OPA Committee Restructure Plan dated January 28, 2010 for a complete listing of goals, tactics, and accountability.

In order to improve efficiency at monthly OPA Board meetings, future discussion items will be assigned to the appropriate committee for review, as applicable. The committee will vote on the item and present their recommendation at the subsequent OPA Board meeting. Depending on a committee's recommendation, Board action may be required. Joseph also discussed the responsibilities and accountability measures assigned to the executive officers (i.e., President, Vice President, Secretary, and Treasurer). To note, the Vice President will act as parliamentarian at OPA Board meetings, checks the OPA mailbox weekly, distributes mail to appropriate committees, and oversees web site content with the webmaster.

Motion: Adopt the OPA Committee Restructuring Plan as recommended by the Executive Committee.

Action: Approved 10-0-3 (Marlow, Winterer, Ludwinski absent)

10. Report on OPA newsletter and city mailer by Susan. Final revisions are being finalized and the newsletter is scheduled to be sent out soon. The next OPA newsletter should be four pages and mailed in the Spring. Susan requested OPA to start collecting article content.

Action: OPA Board to discuss article content for the Spring newsletter at the March 14 Board meeting.

11. Report from the Membership Committee by Pauline, including the current status of membership since January 2010. She requested

any OPA members interested in joining the Membership Committee to let her know. (Report only; no action taken)

12. Presentation given by Ross to consider sponsoring a symposium in April with the Santa Monica Daily Press, other neighborhood organizations, and the League of Women Voters on the school parcel tax. The event would be an issue-driven symposium and centered around the question, "To tax or not to tax?" The event is anticipated for the last week in April (Monday evening). Possible venues include the Broad, MLK, SMC, or SGI. Details TBA. For OPA to participate in the sponsorship, an approximate cost not to exceed \$500 would be required.

Motion: OPA to participate as a sponsor in the symposium and authorize an amount not to exceed \$500 be provided.

Action: Approved 9-0-4 (Furukawa abstained; Marlow, Winterer, Ludwinski absent).

## NEW BUSINESS

None

## SUMMARY OF ACTIONS / FUTURE AGENDA ITEMS

1. Ross will discuss OPA's usage of the [www.oceanpark.net](http://www.oceanpark.net) web address with Dennis Allard and report back to the Board in March.
2. Prior to the February 15, 2010 launch, Ross will email the web link to all board members for review.
3. Upon completion of the retreat minutes by Jan's daughter, OPA to review and follow up on any outstanding actions items.
4. OPA Board to discuss article content for the Spring newsletter at the March 14 Board meeting.

## SUMMARY OF MOTIONS APPROVED

1. Bob to speak on behalf of the Ocean Park Association at the March 9 City Council Meeting and express OPA's full support for the project as designed.
2. Adopted the OPA Committee Restructuring Plan as recommended by the Executive Committee.
3. OPA to participate as a sponsor in the symposium and authorized an amount not to exceed \$500 be provided.

Meeting Close: Adjourned at 8:30 p.m.

Next Meeting: Sunday March 14, 2010 at Joslyn Park Auditorium, 4 -  
6 p.m.