

Minutes

Date: December 5, 2011

Time: 7 PM

Location: Joslyn Park Community Room

Board Members in Attendance

David Auch

Pauline Bohannon

Patty Godon-Tann

Jim Lawson

Jan Ludwinski

Mary Marlow

Michele Perrone

Roger Swanson

Bob Taylor

David Tann

Marcy Winograd

Noticed Board Member Absences

Sadat Huq

Susan Lewis

Lori Nafshun

Other Absences

Ross Furakawa

Jeffrey Jarow

Topics Discussed

Introduction to OPA

President Jan Ludwinski called the OPA Board of Director meeting to order at 7:05 PM.

Announcements

- Dec. 10 from 10 AM to 2 PM: SMO Airport Open House and sign ups to SMO focus groups
- Dec. 12 at 10 AM: Ocean Park Blvd. Groundbreaking at Ocean Park Library
- www.SMConstructs.org for Citywide construction updates and road closures
- www.sustainable-sm.org/hhw for hazardous waste pick up program
- Dec 3 Flea Market at John Muir Elementary School: Better organized and coordinators developing detailed rules

BOD Actions Since Last Meeting

- Responded to City request to comment on MSBIA initiative to not restrict the number of restaurants on Main Street north of Ocean Park Blvd. to only one restaurant per block
- Dec. 3 Holiday Party at Naresh's on Main
- Storage locker cleanup completed by Mary, David T. and Sadat

Prior Meeting Minute Approval

Deferred approval of Oct. and Nov. Meeting Minutes to the Jan. 2012 meeting; the Dec. Meeting Minutes will also be reviewed in Jan.

Election Results

All incumbent BOD members were re-elected, along with three new BOD members: Marcy Winograd, David Tann and Jim Lawson

Election of New Officers

The following were elected as Officers to OPA (Executive Committee denoted by asterisk (*)):

- President*: Jan Ludwinski
- Co-VP*: Jim Lawson
- Co-VP*: David Auch
- Treasurer*: Patty Godon-Tann
- Secretary*: Marcy Winograd

Motion to delay election of the following Officer positions was tabled until the Jan. 2012 meeting (By Mary, seconded by Bob) due to the absence of incumbent BOD Officers passed unanimously.

- VP/Special Events:
- VP/Outreach:
- Communication:
- VP/Membership:

Treasurer's Report

Patty presented the Treasurer's report, highlighted by the following General Account events:

- Received reimbursement from City Manager's for Town Hall meeting
- Current balance is \$3,789
- Still waiting for annual City grant of \$4,000

A 2012 Budget will be created to show the need for more revenue to fund the current level of activity.

Update on Transparency Report

Mary discussed the Transparency Project that uses public campaign financing data to assess and analyze funding sources for City Council candidates:

- Misleading campaign mailers in the 2010 election were the catalyst for the creation of the Transparency Project
- Initial findings were presented during the review of the Hines project at the Jan. 25th City Council meeting. One Council member felt that contributions had no effect/did not sway his vote.
- Recent proposed increase of campaign contribution limit from \$250 to \$400 per person per candidate was opposed by members of the Transparency Project; their argument that Santa Monica residents contribute less than non-residents influenced City Council decision to compromise on a \$325 limit.
- The Oaks Act was invoked recently to force the resignation of various Santa Monica City Commissioners having substantial business (\$10,000 or more) before the City Council.
- Mary volunteered to research the Oaks Act to determine how and when it applies to OPA
- OPA BOD members are prohibited from contributing to incumbent campaigns since OPA receives over \$10,000 for the 4th of July Parade.

Motion to support the efforts of the Transparency Project (by David T, seconded by Patty) passed unanimously.

Traffic Light at 3rd on Ocean Park Blvd.

Marcy will meet with Bob to review the construction plans for Ocean Park Blvd. to determine if a new light should be requested at 3rd.

Email Blast Policy

Motion to complete email blast procedure (by Patty, 2nd by Mary) passed unanimously. Roger volunteered to do this. The flood of emails for the Town Hall (six emails in three weeks) was discussed.

Currently two portions of the policy have been discussed/approved:

Purpose of Email Blasts

Respecting our members' busy lives and limited time availability, we endeavor to limit our email to only those considerations that are most important and worthy of their attention. It is therefore our policy to restrict all-membership emailing to the following purposes:

- 1) Notification of official OPA meetings
- 2) Notification of important pending business that is coming before a City Commission or the City Council that affects Ocean Park and that is to occur prior to the next OPA Board meeting
- 3) Provision of factual information aimed at educating the membership regarding upcoming ballot initiatives
- 4) Relaying of local government announcements, including transportation-related concerns, that are deemed of general interest to our membership
- 5) Conduct of membership business
- 6) By specific direction of the OPA Board

Review/Approval Process

All proposed community-wide email communications must be approved by at least two different officers prior to sending. At least one of the approving officers must be the President or (Co-)Vice President.

The timing of reviews and the number of emails for each topic needs to be addressed.

Meeting Close

Meeting adjourned at 8:50 PM

**Next Meeting: Monday, January 9, 2011, Joslyn Park
Community Room, 7:00 PM to 8:30 PM**