



Minutes- NOMA Meeting Thursday, September 3, 2015

Social- 6:30 PM; Meeting 7- 8:55 PM

Montana Branch Library

1. The September 3, 2015 NOMA Meeting was called to order at 7:00 PM.
A quorum was present. Attending were Board members: Danilo Bach, Victor Fresco, Jeff Gordon, Todd James, Carol Landsberg, Evelyn Lauchenauer, and Meyera Robbins. Absent were: Nancy Coleman and Jane Koehler.
2. Approval of the Minutes: The Minutes for August 6, 2015 Meeting were unanimously approved as written: Meyera Robbins- moved; Evelyn Lauchenauer- seconded.
3. Treasurer's Report: Victor Fresco We have approximately \$8,500 in our account.
4. Crime and Safety Report: Scott McGee: SMPD Neighborhood Resource Officer There are things to report: 1) car crash behind Spumoni knocked out a gas line- fire; 2) a robbery in 1400 block Marguerita- resident saw a man under neighbor's car- reported it and got license plate- person arrested. AWARENESS made the difference. If you see something, say something; 3) 200 block Alta-guys on bikes broke a window to enter home at 1PM. Time frame for burglaries now is 10 AM until 2 PM; 4) silent robbery alarm at 7th and Palisades- homeless person. scott.mcgee@smgov.net
5. Introduced Debbie Lee, the new SM Communications and Public Affairs Officer.
6. New City Manager, Rick Cole: He was Mayor of Pasadena- 12 years; City manager of Ventura-8 years; City Manager of Azusa- 6 years; Deputy Mayor for Budget and Innovation for Los Angeles 2 years. He asked the City Council to determine their top 3-5 priorities from the current 25 top priority projects and initiatives (the many priorities reflect a very engaged community). The top five are:
 - (1) Mobility- how do we get around the City? Can we build a new model that will take advantage of all that's coming- EXPO, changes to the Big Blue Bus, BikeShare, Uber, etc. There is no magic solution for this.
 - (2) Inclusion, diversity and affordability- Santa Monica reflects a range of backgrounds and incomes. This is becoming less true and we want to keep the diversity. How do we deal with affordability? Many could not afford to buy their homes back now.
 - (3) Local Control of Santa Monica Airport – Measure LC confirmed that people want local control of the land upon which the airport sits. We will work to achieve that goal.
 - (4) Homelessness- the City Council has put lots of money and effort into putting people in housing, offering services and finding where they originally lived. Now it has become a regional problem which is getting bigger and more severe as more homeless require more services or have needs for which there are not

enough services – such as substance abuse, mental illness. CC wants to partner with LA City and County for solutions.

(5) Lifelong learning- a commitment to continued partnership with the K-12, SM City College and Emeritus College for seniors to provide learning opportunities for all ages. It is Rick's job to see that these priorities are met- like a CEO. This doesn't mean that the other projects and initiatives are not important. They will all get attention, but the focus will be on the top five.

Over development is not on the list, but Rick sees the need to deal with planning and development issues. There is a real challenge here with polarization around the issue. How do we sort through the development issues? We need to unwind the counter-productive project by project planning process – “planning” by Development Agreements is a broken system. It is up to the community to decide our future. It took 7 years to do the general plan- LUCE and 3 years to do the Zoning Update. And it was in that last 3 years, the DA's really flourished. We need to adopt a Downtown Specific Plan and the Bergamot Station Plan and once adopted, then the rules will apply to everyone.

Whatever you're planning should be done by planning, not reaction. No matter what we come up with, they will be the rules and they will be followed. Some will not like it – that's democracy. But we must agree on rules - residents should be able to sleep at night knowing everyone has to abide by the rules. We need consistency and transparency.

Rick Cole: Q and A:

Elizabeth Riel termination: there are 2,000 pages of depositions and documents. He urges people to withhold judgment and not come to conclusions based on excerpts. The process needs to respect the gravity of public trust and credibility to believe in a plan and have confidence in the persons involved. City Council will reach out to SMCLC and other voices in the community to consult on what to do. The worst thing is to bolt forward without thought, trust, and credibility.

BBB: The EXPO will be the primary focus of change. We are implementing Phase 1 of changes to the BBB. How do we serve the 93,000 people who live here and meet our regional responsibilities? The answer will come out of the new model of mobility, utilizing all resources. County has spent \$1.5B for the EXPO expansion -- with 0 parking next to the stations. SM has embarked on an effort to use County, State, and Federal money to help people get maximum efficiency to get the community to and from the stops. Bus stops can be moved based on ridership.

Medical marijuana: Voters passed a 1 paragraph State law 20 years ago. SM, like some other cities resisted “dispensaries” Patients and care givers were technically the only ones allowed to cultivate and consume medical marijuana, “dispensaries” are not in the original law. The Zoning Code allows for 2 medical marijuana dispensaries in the City of SM. At first the lottery idea was put forth, but now councilmembers are considering a better way to ensure a very narrow, squeaky clean, credible, limited business model.

Lincoln Blvd: What about off-site affordable housing on Lincoln? Generally we have not put affordable housing off sight. We need to set a policy and then follow the rules so the neighbors and developers know what is expected.

EXPO: How do locals get to use it with no parking and limited bus service? All this falls under the new mobility model to be created. Bike share, driverless cars, and Uber are all part of the equation. Follow-up question about free bus or shuttle service: Everything needs to be on the table. But keep in mind that only 20% of the revenue for the BBB comes from fares. The rest comes from grants- no local SM money in this at all. A lot more people will come to SM on the EXPO. We must plan for the safety and wellbeing of all the people. Crime, health issues and other will be factored in. We have a 2-year budget system and additional funding has been set aside for more police and firemen.

Santa Monica Civic Auditorium: It is currently mothballed because of higher earthquake standards. 4 possibilities: 1) lower services or raise taxes to fund rehabbing the building and possibly running it at a deficit (it was losing \$1 million a year before it was closed); 2) turn it over to a private or non-profit group that will come up with the money and then run it; 3) build development on the site (such as a hotel) to pay for funding; 4) Find a rich person to give \$50M to restore it and put his/her name on it.

Getting from the 10 freeway to the NOMA neighborhood. Fourth Street is only street between the 10 freeway and the NOMA neighborhood that won't be affected by EXPO crossings. Putting a theater complex on Fourth Street between Santa Monica Blvd and Broadway will make more traffic on our only street home for the western part of NOMA.

And, if parking spaces cost \$40,000 per space to build, why tear down that Fourth Street parking structure to build the movie theater? Rick reiterated that, rather than react to a specific project, we need a Downtown Specific Plan that everyone can live with. It must be a community decision involving the Planning Commission and the City Council -- and always with the option of a referendum. The City has gotten in the habit of entertaining individual DA's. This has broken the trust in overall planning for the future of Santa Monica. To email Rick: Rick.Cole@smgov.net

7. Committee Reports:

a. Communications: NOMA Quarterly Newsletter for Fall- Evelyn Lauchenauer: looking at asking for feedback about Affordable Housing in the newsletter with an on-line link to the survey.

b. City Priorities/ Council Retreat- Danilo Bach:

c. Land Use Committee- following developments on issues of:

1) Affordable Housing

2) 419-423 Ocean Ave

3) Bergamot Station Art Center: For information, go to the web site:

http://www.smgov.net/Departments/HED/Economic_Development/Space_and_Opportunities/Bergamot_Station_Advisory_Committee.aspx

d. Executive Committee: SMCLC letter/City response and Board Support letter

We will circulate an email among Board members for a vote to support the SMCLC letter regarding the Elizabeth Riel matter. It cost the tax payers almost \$1M for this law suit. It is against the law for City Council

members to get involved in hiring/firing personnel.

8. Announcements: Danilo Bach

- a. Community Meeting- San Vicente Courtyard Historic District- public meeting Sept 9 at 6:30- MLK Auditorium- Main Library.
- b. City Council Meeting- 9-9-15- water rates and money for a bike and pedestrian safety program
- c. Aero Theater: great month of exceptional films, ending with Damnation and a panel discussion

9. Public Comment: Jule Lamm- Term limits for CC members and residents vote directly for the Mayor.

10. The meeting was adjourned at 8:55 PM.

Carol Landsberg, Secretary