



Minutes of the Regular Meeting

Thursday, July 5, 2012

Montana Branch Library

1. The July NOMA meeting was called to order at 7:10 PM. A quorum was present: Attending were: Danillo Bach, Patricia Bauer, Victor Fresco, Albin Gielicz, Todd James, Carol Landsberg, and Evelyn Lauchenauer. Doris Sosin and Mary Jo Stenger were absent.

2. Albin Gielicz introduced our two guest speakers who discussed the results of the City Parking Rate Study:

Frank Ching, SM City Parking Administrator

Salvador Valle, SM City Business and Revenue Operations Manager

Parking is managed by a number of city groups. The major consideration is having parking slots that are: sufficient, affordable, and easy to find. This is not easy to do - we have 20,000 parking places to accommodate 10 million cars per year. Also, retail, business, residents, and beach goers have competing requirements/goals. The use of disability placards may be eliminated in parking structures

Parking rates will be changing. Most will be rising, but some may be lowered; depending on demand and occupancy at specific sites. It is estimated the rate change and installation of Smart Meters will bring in about 1 million dollars, but the upgrades to do this will cost approximately \$800,000. Now SM parking revenue is about 2 million dollars. Before changes to parking rates are made, there will be a public information campaign to inform residents and visitors. Parking slots will all be equipped with sensors that will reset meters (within 5 seconds) when the slot is vacated, prevent more money being put in to lengthen the stay in a slot, and provide data to help manage parking more efficiently. In the future, the GPS "Way Finding System" will help motorists find open parking slots.

Al Hastings- resident concerned about the proposed Verizon equipment at San Vicente and 7th Street on the city right-of-way. We are told that this installation is for data. He is asking NOMA to write a letter opposing this installation. We need more information to act.

3. Minutes: the Minutes were approved as written by unanimous vote.
4. Reports:

Treasurer: NOMA has approximately \$6,205 in the One West Bank account. June expenditures: \$150 for logo and \$300 for Fourth of July Parade. We have not opened a second account as yet. The web site PayPal is frozen because of our delinquent status with the IRS. We now have a CPA who will help us rectify this problem.

Fourth of July Parade: It was lots of fun for the NOMA participants. People in the crowd acknowledged NOMA being active again. Need more people for next year. Thank you to Todd for the banner.

Main Santa Monica US Post Office Closure: There is a meeting scheduled for Thursday, July 19 at 5 PM at the Ken Edwards Center 1527 Fourth Street.

Neighborhood Council: Evelyn- Don Patterson discussed the Parking Rate Study.

Neighborhood organizations reported updates. Issues discussed were SM Airport, Bergamot

Area Plan, Village Trailer park, Wilmont meeting, St John's, and meetings that are scheduled.

North East Neighbors: Pat-

Election- plans are to invite some of the announced candidates for SM City Council to speak at future meetings.

Parking- residential parking near Whole Foods has been eased because Judi Masuda from the City decided to rescind the City's policy about WF employees parking on-site. After observing unused parking in the WF garage, she decided to allow employees to use it.

Traffic- NEN endorsed Bill Bauer's July 2 column in the SM Daily Press, "Pipe dreams make bad policy" - the topic being the SM City Council's delusional/idealistic vision of a bicycle-driven city is destroying the city.

5. Old Business:
Closure of the Post Office- a Federal building cannot be landmarked by the City. There will be a meeting July 19 at Ken Edwards Center.
6. New Business:

Annual Meeting: Bylaws say the Annual Meeting is to be held in January. We have time to plan our activities to be associated with the meeting. raffle? Activities? Prizes? Election of board members. Don't combine with "Can We Talk"

Should NOMA join the SM Chamber of Commerce? We will consider this next time.

Should we suggest NOMA members be asked to join the CERT Program Training to become Block Captains for disasters and emergencies? The training is held three Saturdays in August and three Saturdays in October.

Possible speakers for the next few meetings- candidates? Diana Gordon? Traffic people?

7. Next meeting will be held on August 2, 2012 at 7 PM at the Montana Branch Library.
8. Meeting adjourned at 9:00 PM

Carol Landsberg, Secretary