



Mar Vista Community Council



MAR VISTA COMMUNITY COUNCIL
GREAT STREETS AD HOC COMMITTEE
Wednesday June 10, 2015, 6:30 to 8:00 pm
Mar Vista Library
12006 Venice Blvd., Mar Vista, CA 90066
(SW corner of Venice and Inglewood Blvds.)

Chair: Michelle Krupkin

Minutes

1. Call To Order and Welcome – Chair (1 min.) 6:33 pm.
2. Introductions and Public Comments (for items not on the agenda) (2 minutes)

Jessie Holzer, CD11 Mobility Deputy, shared that CD11 has identified funds in the amount of \$5000 for the purpose of placing artwork on DOT utility boxes in Mar Vista. Daniel Osztreicher of CD11 will be working to identify five (5) boxes that will be selected for this project. There are three (3) DOT utility boxes that are located on the Great Streets section of Venice Blvd. that will be part of the five (5) to be selected.
3. Motion to approve June 2015 minutes (2 minutes)
4. Reports (15 Minutes)
 - a. Great Streets Program brief definition –Michelle Krupkin
 - b. Report from Mar Vista Chamber of Commerce President Sarah Auerswald. Mar Vista Chamber of Commerce's possible partners for the Great Streets Challenge Grant will be Green Communications Initiative, CD11, Mar Vista Community Council, Vineyard Church, Venice High School and Grand View Elementary School. Additional partners are also possible.
5. New Business (30-65 minutes)
 - a. Brainstorming session for Great Streets Challenge Grant Application (40 minutes). Discussion centered on possible aspects of the Mar Vista Chamber of Commerce Nov. 28 Event – Small Business Saturday. Sarah Auerswald spoke about possible activities for the day: a map game -a game with retail/stores giving out stamps to collect and enter in a final game, live music and other entertainment on a stage, food vendors giving out samples, Ecocab/pedicabs (possibly sponsored by local businesses) shuttling between businesses, a temporary community mural, booths for home-based businesses, way finding signs (each possibly to be assigned to a different

artist), collection of data from shoppers through social media posts and business surveys.

Beacon Miodovsky gave an overview of ideas for her separate event, Artify Mar Vista. She discussed five (5) possible art projects for Great Streets Venice Blvd. including 3D street artists, possible painting of crosswalks, a hopscotch art project, a fence decorating art project using recyclable materials and a set of alphabet letters hidden for kids to discover.

Hyeran Lee of the LA County Bicycle Coalition discussed possible ideas such as temporary bike lanes during the Nov. 28 event, giving out extra stamps for the map game if participants bike/walk on Small Business Saturday. Hyeran discussed how a protected bike lane could be complicated but still feasible. It might include reflectors, rolling planter boxes, and other elements. Jessie Holzer of CD11 said that there might be DOT money for a temporary bike lane.

Tom Sipalia of the Watershed Protection Division of LA Sanitation discussed growing gardens on pallets and options for capturing storm water. He also mentioned that it is possible to cut asphalt to put planters in as a storm water treatment.

Greg Tedesco of the Mar Vista Chamber discussed the possibility to customize planter boxes; for example schools could each take a planter to decorate, texture could be created with leaves, recycled products such as plastic could be used.

Michelle Krupkin suggested that Sarah Auerswald and Beacon Miodovsky might want to consider combining their efforts as one team going forward.

- b. Public Comment -Tiffany Robinson from Alta Planning + Design gave a presentation of projects that her company has done. These included Revitalization Projects, Pop-up projects/events and Edible parkways. She gave a lovely power-point presentation that gave an overview of projects such as Sweet Auburn in Atlanta GA, Yonkers NY Lawrence Street Festival, Rochester NY, Troy NY events that included edible gardening. Many of these projects included installing temporary bicycle lanes and Blvd.'s using tape and other markings and temporary street closures.

- c. Future Agenda Items

- d. Adjournment 7:53 pm

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