



Mar Vista Community Council



MAR VISTA COMMUNITY COUNCIL
GREAT STREETS AD HOC COMMITTEE
Wednesday December 9 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.) 6:36 pm
2. Introductions and Public Comments (for items not on the agenda) (2 minutes)
3. Motion to approve October & November 2015 minutes (2 minutes) Sarah Auerswald moved to approve, Tracey Corinne seconded. Minutes passed 5-0-0.
4. Reports (15 Minutes)
 - a. Great Streets Program brief definition -Michelle Krupkin
5. New Business (30-65 minutes)
 - a. Sarah Auerswald, Mar Vista Chamber of Commerce President and head of the Make It Mar Vista/Small Business Saturday event was a huge success that featured interactive art projects, live entertainment, a collaborative local “living history” project, pottery and Pilates demonstrations, a community bike ride and various other activities among 34 participating businesses. The block of Venice between Grand View Boulevard and Centinela Avenue was reduced from three lanes of traffic to two in order to demonstrate how parklets and protected bike lanes could further transform that whole corridor into an even more bicycle- and pedestrian-friendly environment. Mar Vista businesses saw great attendance on 11/28/15. Some businesses reported as much as five times the normal sales from the event and others reported twice last year’s sales. The bike parade was a great success as was the tricycle derby. Storycore collected stories at the 826LA site. 826LA was very happy with the turnout and foot traffic. There was a ribbon cutting for Sweet Lucie’s, which included President Obama’s Cabinet member Administrator Maria Contreras-Sweet of the Small Business Administration. There was a brief general discussion of the budget from the Challenge Grant, some of which went into pre-production, the remainder being used for the event production. There was some trouble with parking signs that did not come on time from DOT. There were also some Caltrans issues, since their permit came only four days before the event. The event staff did a great job of engaging people for the survey. The survey data from the event is still being compiled. A few tips for next time were discussed: the event could have used more signs to delineate parking; the team could have used twenty more volunteers/key staff. Lilly O’Brien of Great Streets and Len Nguyen commented that the Venice Blvd. relinquishment from Caltrans is still being worked on and that the pilot program might

go forward even if the relinquishment is not complete. More pre-pilot program traffic counts were taking place on Venice Blvd. this week.

- b. Lenore French of Green Communications Initiative (GCI) reported on the December 3, 2015 inaugural event: Steppin' into the Art of Mar Vista. The event took place around the one-mile stretch of Venice Boulevard between Beethoven Street and Inglewood Boulevard, with live painting to music and dance at Grand View Market and Vintage on Venice, improvisational live music and dance jam at The Moving Joint, spoken word at youth writing nonprofit 826LA's Time Travel Mart, a concert at TimeWarp Records, art performances by young adults affiliated with the nonprofit Pieces Art at Buckwild Gallery, art openings at the Trunk Gallery and C. Nichols Project, plus an environmentally themed scavenger hunt for repurposed household goods hosted by Dreameco Crafts. Full-Circle Pottery and Peach Tree Pottery also each hosted live clay-molding demonstrations. It was a great success with a wonderful turnout. Feedback was generally positive, with art encouraging people to get out of their cars and walk. A mural, painted by artist Mitchelito Orquiola and art partner Chalavie (a.k.a. Charlotte Vanhaecke) was hung on a billboard above The Venice Grind on Nov. 30, to attract, announce and advertise the art walk. There was no problem with sidewalk events, which actually had more foot traffic. The bands that performed were great! Clusters 2 and 3 were quite crowded. The next event, planned for March 3 2016, may go four hours instead of three.
- c. Public Comment. Tracey Corinne discussed the possible placement of the hopscotch tiles that were created during the 11/28/15 Make It Mar Vista/Small Business Saturday. It was determined that Sarah and Tracey would meet with CD11 staff to continue the process of placing the hopscotch tiles as a functional art piece on the Venice Blvd. sidewalk.
- d. Future Agenda Items: In 2016 there may be more transit items on agendas as we near the expansion of the Expo Line and it's potential to interface with Great Street Venice Blvd.
- e. Adjournment 7:57 pm

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