



Mar Vista Community Council



MAR VISTA COMMUNITY COUNCIL
GREAT STREETS AD HOC COMMITTEE
Wednesday March 9, 2016, 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.) 6:38 pm
2. Introductions and Public Comments (for items not on the agenda) (2 minutes) Sarah shared the announcement about the April 23 2016 Mega Garage Sale taking place at various locations in Mar Vista. Tax deductible donations are also being accepted at The Learning zone at the Vineyard Christian Fellowship on Friday 4/22 from 12 - 10 pm at 3838 S. Centinela Ave. All money raised from donations and the Learning Zone's sale on 4/23 will benefit the Learning ZONE's after school mentoring program for Mar Vista youth. Garage sales all over Mar Vista will be joining in this first-ever community-wide effort.
3. Motion to approve February 2016 minutes (2 minutes). Sarah Auerswald made the motion, Chris McKinnon seconded. Minutes passed 10-0-0.
4. Reports (15 Minutes)
 - a. Great Streets Program brief definition -Michelle Krupkin gave an overview of the remaining Great Streets events for the month of March, including Nuestra Avendida and the Pacoima Street Values.
 - b. Report from Mar Vista Chamber of Commerce President Sarah Auerswald. Sarah reported that the CD11 Pilot program is coming soon.
5. New Business (30-65 minutes)
 - a. Len Nguyen, Senior Field Deputy, CD11, gave a brief update about the second round of artist submissions for the CD11 Utility Art Box project. CD11 has identified 15 DOT boxes, 7 of which are on Venice Blvd., 4 on National Blvd. and 4 on Walgrove Ave. CD11 has received 13 submissions from different artists. There was a discussion about the interest in having the words "Mar Vista" as an identifier included as signage on at least one side of each utility box. Artist submissions are still welcome. Len also gave an update on the "Welcome to Mar Vista" signs. CD11 is discussing with Caltrans and trying to move forward on the placement of the signs.
 - b. Jessie Holzer, Mobility Deputy, CD11, gave an overview of the upcoming Westside Bicycling Event. There will be a coordinated effort from both CD11 and the City of Santa Monica on an event to kick off Bike Month in May 2016, on Sunday May 1 called Gear Up, to be held at McKinley Elementary (2401 Santa Monica Blvd.) from 11 am to 2 pm. There will be a Bike Swap, a Raffle and a demo from Metro of how to put a bike on a bus.

Sarah Auerswald suggested that SM Breeze should come and explain their bike sharing/rental service at Gear Up.

Pat Karasick suggested that LAPD should attend Gear Up and share their info about Bike Safety and bike owners joining the LAPD Bike Registry.

- c. Jessie Holzer shared info about the upcoming April 2 2016 Great Street Venice Blvd event: the Great Streets Iconathon workshop around the topic of livable communities. It will center on trying to find new graphic representations to communicate new concepts relating to all the Great Streets.
- d. Lenore French, Green Communications Initiative (GCI). Lenore and Cigdem Akbay gave a wonderful overview of the March 3 2016 event: Steppin' into the Art of Mar Vista. They played three amazing videos.

The first video of just over three minutes was shot by Jake Albrecht using a footage from a drone mounted camera and captured moments from the 3/03/16 event including live music, live painting, artwork in the various galleries, poetry performances, dancing and theater performances.

The second video was a short teaser featuring bands at Timewarp Records and Grand View Market.

The third video, at just under three minutes, included interviews with Lenore and Michelito about the concept: "Where everyday is an art walk." For the second Art Walk, Lenore shared that they almost doubled the number of participants from 18 participants/businesses on 12/03/16 to almost 30 participants for 3/03/16. A Kids Place was able to participate this time and there were other interesting collaborations between the vendors. There were 750 maps and guides printed and they ran out. There was feedback from attendees that people want more walking-friendly food options, such as take-away bites that can be taken with attendees and eaten as they walk along from cluster to cluster.

The upcoming June 2 2016 event will have a billboard advertising the event at Venice and Centinela that three (3) artists will up cycle an old billboard to create. There may be a possible shuttle involved in the future.

- e. Public Comment. Sarah Auerswald said that the MV Chamber of Commerce will be having an event during bike month, Bike to Work, most likely during the 2nd week of May.
- f. Future Agenda Items
- g. Adjournment 7:54 pm

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