



## Mar Vista Community Council



**MAR VISTA COMMUNITY COUNCIL**  
GREAT STREETS AD HOC COMMITTEE  
Wednesday May 11, 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.) 6:35 p.m.
2. Introductions and Public Comments (for items not on the agenda) (2 minutes)  
Jessie Holzer spoke about ideas for Great Street Venice Blvd. from CD11. They include: Light pole banners, possible chance for an additional smart bus bench (to possibly be located on Centinela near the Coffee Connection, painted sidewalk idea for a small area, additional art boxes.
3. Motion to approve April 2016 minutes (2 minutes) Sarah Auerswald made the motion, Lenore French seconded. Minutes passed.
4. Reports (15 Minutes)
  - a. Great Streets Program brief definition-Michelle Krupkin, MV Community Council.
  - b. Report from Mar Vista Chamber of Commerce President Sarah Auerswald. Sarah shared that she hopes Caltrans will relinquish Venice Blvd. soon.
5. New Business (30-65 minutes)
  - a. Sarah Auerwald, Mar Vista Chamber of Commerce. Sarah gave a beautiful powerpoint of the final report on Make It Mar Vista that gave a great overview of the November 28 2015 event. The goals of the event included encouraging residents to engage with businesses during Small Business Friday, to promote Mar Vista and to build connectivity while getting people out of cars and into the streets.  
The goals and needs for Great Street (GS) Venice Blvd. are:
    - City Control of GS Venice Blvd.
    - Light pole banners along GS Venice Blvd.
    - Bike Lane/midblock crosswalks
    - Streamline the event (permitting) process
    - Sidewalk repairs and maintenance
    - Long term study of parking structures
    - Short hop transportation e.g. Venice shuttle/UCLA pedicabs

Sarah shared details on the upcoming 5/19/16 Bike to Work Day event. It takes place from 7 -9 am and there will be 6 venues serving coffee and juice: Coffee Connection, Venice Grind, Starbucks, Renewed Juicery, Grand View Market and Atmosphere Café. Metro will be providing Clif Bars and info on Bike safety.
  - b. Lenore French, GCI, gave a preview of special event for upcoming 6/02/16 Mar Vista Steppin' into Art walk event. Lenore reported that there were many exciting things

happening with the Art walk. A new feature in June will be the Mar Vista Walls. It includes a new live painting kickoff event for a new tourist attraction, which is a series of street murals curated by nationally recognized street artist DJ Neff and friends. Trunk Gallery will have a group show entitled "The Von Restorff Effect" in which four artists collaborate on a large-scale installation of paint, video, sculpture, mixed media and sound. There will be spoken word by emerging artists at 826LA. The artwalk will also feature the NextGen millennial art exhibition and music with Live Talk about their work.

Lenore also shared an overview of how the Mar Vista Steppin' into Art walk event have grown. In December 2015, there were 18 venues participating. Then in March 2016, that number grew to 31. Lenore anticipates having 45 venues participating for the June 2016 event. The new venues will include the VCA with a "Yappy Hour" doggie portraits, A Tiny house store on wheels with portable food including vegan cheesecake and an experimental film to screen in the space behind the C. Nichols gallery. Additionally, attending is increasing. December attendance was approximately 750, March 2016 was between 1000-1500 with more anticipated for the June 2016 event.

There is a billboard going up 5/13/16 with different artists including Jules Muck and People of the Babak.

Volunteers can go to LA Works, Volunteerspot and I'm Golden to sign up to volunteer.

Lenore announced that the event is now being made possible in part by grants from the Department of Cultural Affairs in partnership with Community Partners and Sony Pictures Entertainment. Sponsors include Martian Ranch & Vineyard, Michelle Pine Rappoport KW Realty and Pamela Day Enterprises.

- c. Michelle Krupkin, MV Community Council. Preview of May 20 EXPO Line 7-station opening and Big Blue Bus route/fare info. Michelle shared that Expo Line Station celebrations will be held at several of the new stations from Culver City to Santa Monica. The upcoming Expo Line Opening celebrations will feature Station parties from 10 am – 4 pm with a variety of entertainment, children's activities, food trucks, live music, DJs, bounce house, bike valet and bike-pit stops and information booths. All Expo line rides will be free from opening day May 20<sup>th</sup> until 2:30 am May 22. Rides will also be free on the Big Blue Bus as well as the Santa Monica Breeze Bikeshare service.

Two potential questions to discuss for the June 5 2016 Questionnaire/Survey DONE  
MVCC Election Day: -tabled until next election

- d. Public Comment
- e. Future Agenda Items
- f. Adjournment 7:56 p.m.

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