The Wednesday Downtown market met with instant success when it was established in July 1981, and today it is widely recognized as one of the largest and most diverse grower-only Certified Farmers Markets in the nation. Nearly one million customers visit the markets every year for reasonably priced, high quality produce including many of Los Angeles' best known chefs and restaurants.

The Farmers Market invites you to celebrate 30 years of good food and local farming at the very first Southern California Good Food Festival & Conference. This unprecedented multi-day event will focus on regional and national issues integral to building a local and sustainable food system while supporting California family farmers.

Produced by FamilyFarmed.org, the Good Food Festival and Conference brings together farmers, food businesses, sustainable food advocates, chefs, families and people who care about good food to:

- Celebrate successful local farmers while introducing a new generation to farming.
- Learn directly from farmers, chefs, educators and other experts on growing, preparing, preserving and eating local and sustainably grown food.
- Help farmers and food businesses grow by connecting them with consumers, trade buyers, and potential investors.
- Build relationships between businesses, policy makers and organizations that focus on food, farming, nutrition, food access, social justice, and land stewardship.
- Assist schools, hospitals, and other institutions to procure food from regional farms and support efforts to build efficient distribution networks.
- The Good Food Festival brings you into the fold of good food with unique programs and renowned speakers, film screenings, even an art opening featuring original agricultural paintings from the 1930’s. Join leading chefs, farmers and food lovers at the Good Food Festival and Conference!

See p. 8 for the schedule of events and visit www.smgov.net/farmersmarkets to find out more.
The Community Vision Comes Alive

Key components of the community vision for an even more sustainable and vibrant Santa Monica are taking shape. Following the adoption of the award-winning Land Use and Circulation Element (LUCE) last year, this fall brings opportunities for involvement in four exciting projects:

- The draft Bike Action Plan encourages more bicycle trips, reducing greenhouse gas emissions and taking additional cars off the road. The draft plan recommends comprehensive bicycle programs and bicycle facility upgrades citywide. The Council is scheduled to review the final Bike Action Plan in November. View the plan at bikesantamonica.org

- The Colorado Pedestrian Esplanade is being designed with enhanced pedestrian and bicycle facilities, landscaping and public art to create a visual and functional connection between the Santa Monica Pier and the future Downtown Expo Light Rail station at 4th Street. The internationally-renowned landscape architecture firm Peter Walker Partners was selected to design the project. Look for notice of community meetings coming this fall.

- Funded by a competitive federal grant, the Bergamot Area Plan community planning effort will prioritize community benefits, arts and neighborhood features at the heart of the new Bergamot Transit Village (bergamotplan.net). Two successful workshops have been held, with over 125 participants at each. The next workshop is coming in October/November.

- Early work on the Downtown Specific Plan is underway with the community visioning for the city-owned site on Arizona Avenue between 4th and 5th Streets. An exciting destination for residents and visitors, the Downtown planning will support the community's vision for a vibrant mix of living, working, shopping, playing and cultural enrichment. Workshops for the 4th/5th and Arizona and the Downtown Specific Plan will be happening this fall.

Join us at workshops and public hearings to discuss the details of these exciting projects. Please email your contact information to kyle.ferstead@smgov.net for email notices of upcoming events.

CityTV 16 Santa Monica Wins Los Angeles Area Emmy®

After another year of quality local programming, CityTV 16 Santa Monica won its eleventh Emmy® at this year’s 2011 Los Angeles Area Emmy® Awards. For the second year in a row, CityTV won the Public Service Announcement (PSA) category with its Toy Loan Program PSA, which was produced in association with the LA County Channel. The PSA was produced as part of the Women in Film Public Service Announcement Production Program. This is the third year for the program partnership and its first Emmy® win. The Toy Loan Program PSA was produced by Emily Butali, Robin Gee, and Al Johnson. It can be viewed on CityTV.org.
Get Ready – Get 7 in 2011!
September is National Emergency Preparedness month and the City of Santa Monica urges you to be prepared for emergencies and natural disasters.

It’s all about the numbers!
Being prepared for emergencies is as easy as 1, 2, 3:

1. **Get 7**
   - Have enough water, food and emergency supplies on hand to last 7 DAYS, plus a radio, flashlight, a few simple tools like a crowbar, medicines and other special needs items. Don’t forget your pets – they need food and water too, and a carrier.

2. **Have a Plan**
   - Design a plan with family and friends to communicate and reunify following a disaster – and practice.

3. **Be Informed**
   - Sign up for SM Alerts at [www.SMAalerts.net](http://www.smaalerts.net) to receive information to assist in preparing for and recovering from the next emergency.

The City of Santa Monica, American Red Cross of Santa Monica, Santa Monica Malibu Unified School District, Chamber of Commerce, Downtown Santa Monica District, RAND Corporation, MTV Networks, and others in the community will be taking part in the emergency preparedness efforts. Join us and help make Santa Monica the most prepared city in the region.

Visit [www.I'veGot7.org](http://www.ivegot7.org) for a list of supplies for your emergency kit and other emergency preparedness tips.

**Reminder: Yellow Hybrid Decal Exemptions expired July 1**

All good things must come to an end: the exemption from payment at Santa Monica parking meters for vehicles with yellow hybrid decals ended on July 1, 2011 with the expiration of the permits for HOV lanes. Owners of hybrid vehicles with the expired yellow decals will be subject to parking citations if they fail to pay parking meters.

Santa Monica supports a multi-modal transportation system and innovations in transportation technology by investing in improved facilities for pedestrians, cyclists, transit, and motorists. Upcoming investments include: new citywide bus stops, the opening of the Downtown Bike Center and credit card enabled parking meters.

![Image](image.jpg)

**BE EXCITED! BE PREPARED: STAY INFORMED ABOUT EXCITING NEW PROJECTS**

The City of Santa Monica is embarking on exciting capital improvement projects that will help realize the community vision developed through planning efforts such as the Land Use and Circulation Element (LUCE), Civic Center Specific Plan, and focused Downtown/Civic Center planning. A broad spectrum of projects is planned, including new open space, civic facilities, and amenities for pedestrians and bicyclists, while upholding parking and circulation goals. These projects will be complemented by the arrival of the Exposition Light Rail line to Santa Monica, a major regional transit improvement.

Private development will also complement public investment to create vibrant new commercial/residential spaces.

To provide the public with as much information as possible about these exciting projects, the city is launching a robust communication and community outreach campaign. This interdepartmental effort will inform the community about the progress of the many projects that are being planned, designed and constructed in the City of Santa Monica. City staff will work actively with community partners to keep residents, businesses, and visitors up-to-date and engaged on the progress of these projects.

Visit the new Be Excited! Be Prepared website at [www.SMConstructs.org](http://www.smconstructs.org). It features information about major projects, ways to stay informed about their progress, construction and traffic information, and community meeting dates. The site also features an interactive mapping tool, a link to real time parking availability, and a connection to the GO customer service system where people can submit questions or comments. As construction begins, people will be able to sign up to receive construction and traffic updates or project updates via email, text message and social media. Stay tuned for additional information about Be Excited! Be Prepared as projects get underway in the coming months.

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Attention Santa Monica Shoppers: Bring Your Bag!

Santa Monica's Single-Use Carryout Bag Ban is now in effect. As of September 1, all 1,875 Santa Monica retail establishments are prohibited from providing lightweight, single-use plastic carryout bags to customers at the point of sale. In addition, all 108 grocery stores, convenience stores, mini marts, liquor stores, drug stores and pharmacies are only permitted to distribute recycled paper bags at a minimum cost to the customer of 10 cents per bag.

The average lightweight plastic bag is used for just 12 minutes before being discarded or worse, ending up in our streets and storm drains. And very few are recycled. The Bring Your Bag effort reflects the community's desire to reduce marine debris and limit recyclable waste being sent to the landfill. Sturdy cloth or vinyl bags can be reused hundreds of times, greatly reducing consumption and waste. All you have to do to avoid the cost of paper bags and make our community greener is remember to Bring Your Bag!

Here are a few helpful tips to help you remember to Bring Your Bag:

- Get as many bags as you can and place them strategically where you'll need them – where you store your bike, in your car, at work and by the front door of your home. As long as you have your own bag, you're good to go.
- Nothing fancy required – but if you like using your bag, you'll be more likely to remember it. Get some fun, attractive bags that you enjoy carrying your purchases in.
- Write “BRING YOUR BAG” at the top of your shopping list.
- Share A Bag! Many of us have a few extra handy reusable bags - if you see that someone has forgotten a bag, offer them one of yours. If you need a bag, visit one of the Share A Bag locations throughout Santa Monica. Find a list at www.sustainablesm.org/bag.

Household Hazardous Waste Home Collection

Residents – you can recycle paints, pesticides and other hazardous materials using a new door-to-door pick-up system where the hazardous materials technicians come to you! The new Household Hazardous Waste Home Collection Pilot Program will reduce the city's costs while expanding levels of service for residents.

What's hazardous? Materials that contain chemicals that are toxic, corrosive, flammable or reactive/volatile should never go in the regular trash. Read the product labels to see if they are considered hazardous. The proper disposal of these products protects our groundwater and prevents accidents – and it will be even easier now that HHW collection comes to you!

Follow these easy steps to use the new household hazardous waste collection service:

1. Reserve collection service by calling 800.HHW.PKUP (800.449.7587), Monday through Friday from 8 a.m. to 5 p.m.; or e-mail hotline@curbsideinc.com.
2. You'll receive a collection kit in the mail with a collection bag, detailed instructions and a collection day reminder.
3. Prepare the collection kit at your doorstep or at a predetermined location on collection day and the HHW collection professionals will pick it up.

Limited Hours for HHW Center: Beginning September 17, 2011, the Household Hazardous Waste Center will be available for drop-off service on Saturdays ONLY, 9 a.m. to 2 p.m. If the pilot program is successful, the center will close on January 1, 2012.

For additional information please visit www.sustainablesm.org/hhw or call (310) 458-2213.

1-2-3 to Water Self-Sufficiency

Santa Monicans did a great job reducing water use during the recent drought – a whopping sixteen percent decrease! But since the Governor declared an end to the drought, water use is rising again while state mandates require us to save even more. When Santa Monicans use just 123 gallons of water per person per day, then we can really celebrate! That's the amount of water each of us should be using to meet state requirements, and more importantly, to become a water self-sufficient city. If each resident saves just 10 gallons each day, we can reach this goal.

You may be thinking, “I’m doing everything I can. I've ripped out the lawn, installed drip irrigation, planted beautiful, drought-tolerant, native plants, put in a rain barrel, and bought a high-efficiency toilet and clothes washer.” In that case, you've met the goal and probably surpassed it! But if you haven't, see how thousands of residents have taken advantage of rebates and grants to help them save water at www.sustainablesm.org/water.

THREE EASY TIPS TO GET TO 1 2 3

1. Shorten your shower – just a couple minutes off saves a lot.
2. Only water your garden twice a week ~ yes, your lawn will survive!
3. Wash only full loads of clothes and dishes.
WHAT’S NEW IN PARKS & AT THE BEACH

PÉTANQUE? WHAT’S THAT?
Are you a fan of lawn games like horseshoes and bocce? Then you’ll love pétanque. Pronounced “pay-tonk,” this is one of Europe’s most popular outdoor games. No special skills are required. Just take turns tossing or rolling hollow steel balls as close as possible to a wooden target ball called the cochonnet. The game is simple, relaxed and fun... and Santa Monica’s courts just south of the Senior Center in Palisades Park feature a spectacular ocean view. The pétanque courts are free and open to everyone during park hours. Bring a set of pétanque balls, or just hang out and watch a game. Pétanque players are a friendly bunch, eager to teach others.

RESERVE YOUR PARK BBQ AREA TODAY
Planning a barbeque in a park with family or friends just got easier. Reserve one of the BBQ areas at Airport, Clover or Marine Park and enjoy the peace of mind that comes from knowing your spot has been saved. Requests are accepted 3 to 21 days in advance for Santa Monica residents (proof required), or 3 to 14 days ahead for non-residents. The cost is $50 for residents and $75 for non-residents. All applicants must sign a waiver.

- Airport Park (3201 Airport Ave): 2 large grills, 6 picnic tables
- Clover Park (2600 Ocean Park Blvd): 4 small grills, 8 picnic tables
- Marine Park (1406 Marine Ave): 4 large grills, 4 picnic tables

To make your reservation, visit the Community Recreation Office in person at Clover Park, or call 310.458.8573, ext. 7. For drop-in gatherings, a calendar will be posted at each site showing what’s reserved. Anything not reserved is still available on a first-come, first-serve basis. Groups of 150 and over must obtain an event permit through Community Recreation.

MEMORIAL PARK FITNESS ROOM IS BACK
Looking for an easygoing gym experience with top-notch equipment? Head to the Memorial Park Fitness Room. Open Monday – Friday, noon – 9 p.m., and on weekends noon – 7 p.m. Daily entry is $3 for residents or $4 for non-residents. Four-week passes are available at just $24 for residents or $32 for non-residents.

SHIFTING GEARS: BIKE ACTION PLAN IN MOTION
Santa Monica’s Draft Bike Action Plan has hit the streets, proposing comprehensive bikeway improvements to encourage more people to bike in the city. With close to two-thirds of Santa Monicans owning a bike, and many riding at least a few times a week, the time is right to make biking easier and more convenient. This community-based plan grew out of the LUCE and public workshops, and calls for implementation in partnership with schools, civic groups, employers and businesses. The City Council will consider adopting the final plan later this year.

The Draft Bike Action Plan calls for citywide improvements in the next five years, including new green lanes – bike lanes with special pavement colors - on Broadway, Main and 2nd Streets, new or enhanced bikeways on Michigan Avenue, 17th, Yale and Stewart Streets, and connections to the Expo Bike Path which will parallel the Expo Light Rail Line east of 17th Street. The plan also emphasizes programs to reach new riders and celebrate riding in Santa Monica through events, awareness campaigns, education, encouragement, and enforcement. The plan calls for expanding support facilities like bicycle parking and wayfinding, while coordinating investments and seeking grants for implementation.

Changes to the bicycling landscape are already in progress:
- Hundreds of new bicycle racks have been installed citywide.
- A Beach Bicycle Campus is scheduled to open this fall, where people can improve their bike skills in a fun, car-free environment.
- A Bike Center will soon open Downtown in Parking Structures 7 and 8, providing bicycling services and a secure place to keep your bike when visiting.

Review the Bike Action Plan at www.bikesantamonica.org, and get ready to put your pedal power to work.
4th Annual Senior & Family Arts Festival
Saturday, September 17, 11 a.m. – 4 p.m.

Moms, dads, grandparents – are you looking for a fun event for your family? Come to the 4th Annual Senior & Family Arts Festival: A Celebration of Life. This free festival provides opportunities for people of all ages to explore their creative sides. You can create an art project, take a Zumba class, visit a laughing workshop, enjoy the art on exhibit, and participate in a drum circle in scenic Palisades Park. For more information call 310.458.8644 or visit www.seniorartsfoundation.org.

Ongoing activities at the Senior Center for those aged 50+ include ballroom dancing, Zumba Gold, yoga, Tai Chi, health education, movies, group exercise, improv, cultural arts workshops and Bridge. Located in beautiful Palisades Park, the Senior Center offers a range of fun and worthwhile activities. And, there’s free Wi-Fi! Everyone over the age of 50 is invited to come by the Center to check it out and meet new friends. Membership in the Center is free. A schedule of activities and other great information is available at our new website: www.smgov.net/seniors.

HEALTHY LUNCH PROGRAM BY WISE & HEALTHY AGING
Stay healthy with good nutrition. Fresh lunches are available to seniors 60+ at locations throughout the city at 11:45 a.m. Reservations must be made in person or by telephone one day in advance between 10 – 11:30 a.m. Suggested donation is $2.50. M – F: Senior Center 310.458.2219; Ken Edwards Center 310.395.8478; Reed Park 310.458.8315 Thursday Only: Virginia Avenue Park 310.394.9871. Additionally, a hearty box lunch is available on Saturdays on a first-come, first-served basis at the Senior Center from 11 a.m. – 12:30 p.m.

SMC EMERITUS AT SENIOR CENTER & VIRGINIA AVENUE PARK
Check www.smc.edu/emeritus for the fall class schedule.

MEALS ON WHEELS
Healthy meals and in-home visits are available daily to people who are homebound or unable to shop or cook for themselves. Call 310.394.5133, 9 a.m. – 1 p.m. for info.

ADDITIONAL SUPPORT SERVICES FOR OLDER ADULTS
WISE & Healthy Aging and other local service providers offer services including Dial-A-Ride; independent living and caregiver support; money management; health services and care management; housing assistance; volunteer opportunities; friendly home visiting and more. Call 310.394.9871 for more info, or visit www.wiseandhealthyaging.org.

The Senior Resource Directory & Quick Reference Guide is available online at www.smc.edu/emeritus. Hard copies are available at the Senior Center.

Santa Monica Police Activities League
Santa Monica PAL builds trust, community and self-esteem to help youth reach their full potential. Youth ages 6-17 are welcome to learn and experience educational, cultural and recreational programs at the PAL Youth Center for free. Activities offered this fall include classes in homework assistance, culinary arts, sports training, computer classes, basketball camp, Hip Hop dance, and much more.

Youth ages 6-24 can work out and get fit at the PAL Fitness Gym located at Virginia Avenue Park. Free activities include fitness classes, karate, boxing, weight training and open workouts. Coaches and instructors for the program include Santa Monica Police Officers, city staff and volunteers. If you’d like to volunteer, PAL is always looking for volunteers to help with homework, special events and field trips — call 310.458.8688.

PAL YOUTH CENTER AT MEMORIAL PARK
1401 Olympic Blvd.
Hours: Mon-Fri noon-10 p.m., Sat noon-6 p.m.
Friday nights w/PAL for youth ages 13-17, 6 p.m.–1 a.m.
Weekly signup required.

PAL HOMEWORK ROOM
Hours: Mon-Thu 2:30 – 6:30 p.m.
Computers available until 9 p.m.

PAL FITNESS GYM @ VIRGINIA AVENUE PARK
2200 Virginia Avenue
Hours: Mon-Fri noon-8 p.m., Sat 9 a.m.-5 p.m.

Volunteer Santa Monica
We know you’ve got many talents and interests to share! You can put them to good use at the city’s Animal Shelter, Santa Monica Public Library, Westside Special Olympics, Farmers Market, Senior Center and elsewhere by volunteering with us. Get started today by calling 310.458.8300 ext. 5429, or email vol@smgov.net.

VIRGINIA AVENUE PARK VOLUNTEERS
We’re always in need of tutors, reading partners, event support or Saturday Kidz Zone helpers. Please call 310.458.8688 for more info.
Check Out The Cove

Pole jams, manual pads and rainbow rails are just a few of the new transition and street skate features you’ll find at The Cove Skatepark (1401 Olympic Blvd). Come to skate or take part in the fun programs and events at this state-of-the-art 20,000 square foot facility. The Cove is staffed and safe. Elbow and knee pads and a helmet are required, along with registration. Kids 17 and under must be accompanied by a parent/legal guardian to register. Open daily noon – 10 p.m. (The Cove has lights!).

For more information, call 310.458.2201 ext 2020.

Rosie’s Girls Honored

Rosie’s Girls Santa Monica has been honored by the League of California Cities for its innovative curriculum that engages youth in the community and local government. The 2011 Ruth Vreeland Award recognizes outstanding cities that deliver the highest quality programs and services. While Santa Monica’s Rosie’s Girls program is based on a national model, we extend the program with a financial literacy section that gives participants a behind-the-scenes look at what it takes to build a city budget. After an overview of the process, participants debate very real social and economic issues at a mock City Council meeting. Through lessons that simulate dilemmas that council members and city administrators may face, girls gain a better understanding of their role as citizens and how divergent community perspectives influence city work.

Rosie’s Girls is a program that helps girls in middle school build confidence and leadership skills through creative expression, a community service project, physical challenges and critical thinking about gender equity.

Visit www.smgov.net/rosiesgirls for information.
GOOD FOOD FESTIVAL AND STREET FAIR
Saturday, September 17 and Sunday, September 18 | 10 a.m. – 7 p.m. | Santa Monica High School

Two amazing days of celebrating farmers and food with exhibitions, family farmers and artisanal producers. Enjoy street food from vendors that source from the Santa Monica Farmers Market and browse our food-focused bookstore with author signings.

GOOD FOOD FOR THOUGHT:
A two-day series that thoroughly examines the Good Food Movement. Discuss the Good Food Revolution with farmers, CEO’s, writers, activists, ranchers, and other thought leaders in the movement.

**Saturday:**
- 10 a.m. I Good Food Revolutionaries
- 12 p.m. I Media and Food
- 2 p.m. I Can Local and Organic Feed the World?
- 4 p.m. I 21st Century Meat and Dairy

**Sunday:**
- 10 a.m. I Urban Farming / Homesteading Best Practices
- 12 p.m. I Food and its Environmental Impact
- 2 p.m. I Fair Food - Can Good Food Be Available to Everyone?
- 4 p.m. I So You Want to Be a Farmer?

MASTER FOOD PRESERVERS SERIES
Saturday and Sunday, 10 a.m. to 6 p.m.
Learn the secrets to preserving from certified Master Food Preservers, and watch expert bakers and chefs whip up seasonal delights! From homemade cheese to bacon marshmallows to jam, pickles, and pies you will take home the skills to fill your larder with the best of the market’s local seasonal bounty.

GROW YOUR OWN!
Saturday and Sunday, 10 a.m. – 5 p.m
Grab your gardening gloves and hat and bring your questions, your curiosity, and your family to Grow Your Own. Garden basics, seed starting and saving, fruit trees, container gardening, backyard chickens, bee keeping, worm composting, pest control and more.

CHEFS AT PLAY
Saturday and Sunday, 10:30 a.m. – 4 p.m
Cooking demonstrations pairing great local farmers with some of America's finest chefs. All chefs featured are loyal customers of the Santa Monica Farmers Market and have contributed greatly to its success!
Confirmed chefs include: Susan Feniger and Mary Sue Milliken (Border Grill), Suzanne Goin (AOC, Lucques, Tavern), Eric Greenspan (AOC, Lucques, Tavern), Evan Kleiman (Angeli Caffe), C.J. Jacobsen (The Yard, Top Chef), Mark Peel (Caminile), Nancy Silverton (Mozza), Sherry Yard (Spago), Sang Yoon (Father's Office, Lukshon) and more.

Visit www.goodfoodfestivals.com for more information, tickets and updated schedule of events.

WPA AGRICULTURAL ART EXHIBIT | SANTA MONICA HIGH SCHOOL
Throughout the Festival
Santa Monica High School was a beneficiary of the ambitious Works Project Administration (WPA) program in the 1930’s, gaining four new buildings, and two pieces designed by the well-known abstract painter Stanton McDonald-Wright. Original artworks depicting scenes of farms and farmers in the Los Angeles area have been housed at Santa Monica High School and will be displayed as part of the Santa Monica Farmers Market's 30th Anniversary Celebration.

Six of these images have been made into posters and are available for sale to the public with proceeds to support the Santa Monica Arts Council, a campus-wide school arts organization.
Let the Spirits Move You to the Santa Monica Pier Aquarium

Get in the spirit of the season on October 22 and 23 at Heal the Bay’s Santa Monica Pier Aquarium when the marine science center celebrates Halloween and Dia de los Muertos (Day of the Dead). The Aquarium has spooky, family-friendly activities planned both days from 12:30 to 5 p.m.

Experiment in the mad scientist laboratory, tip toe through the marine animal graveyard, and create colorful Dia de los Muertos crafts and masks. Both days will feature a glow-in-the-dark bioluminescence presentation at 1:30 p.m., and don’t miss the “Invasion of the Body Snatchers” at 3 p.m., a fascinating session on the amazing abilities of marine parasites. Face painting and spooky story times are scheduled throughout the weekend as well.

Heal the Bay’s Santa Monica Pier Aquarium is located beach level at the Santa Monica Pier, 1600 Ocean Front Walk. Admission is free for children 12 and under when accompanied by an adult. $5 suggested donation for ages 13 and up, $3 admission per person required. For groups of 10 or more, the fee is $2 per person.

Call 310.393.6149 for more information or visit www.healthebay.org/smpa.

Library Film Series Bridges the Generation Gap

The Santa Monica Public Library presents “Cinema Connections,” a free film series designed to generate discussion and understanding between teens and older adults, on selected Saturdays this October and November.

Pixar’s animated hit Up will screen on October 1, followed by Freedom Writers on October 22 and the documentary Young@Heart on November 5. Each screening will be followed by a guided discussion about how the film portrays older adults and/or teens. Each event will take place from 2 to 4:30 p.m. in the Multipurpose Room at the Main Library.

The series is sponsored by the Older Adult Task Force of the Lifelong Learning Community Project, the Santa Monica Public Library and its Teen Advisory Council, Rosie’s Girls, and the Virginia Avenue Park Teen Center. For more information, call 800.516.5323.

ANNENBERG COMMUNITY BEACH HOUSE | 415 Pacific Coast Highway | 310.458.4904

SEPTEMBER SPECIALS

There’s still time for a few last dips in the heated pool, weekends through September from 10 a.m. – 4 p.m., first-come, first-served, no reservations. Weekend canopy reservations are available from 10:30 a.m. – 3:30 p.m. Beach House paddleboards are available to rent seven days a week through September. Paddleboard classes will run through October 16. Drop in for one class or take a four-class series.

PLANNING AN EVENT?

An event space like no other, the award-winning Beach House is available to rent for meetings, conferences, social events and as a location for photo, film and TV shoots. If you’re planning something special, give our Event Services team a call at 310.458.4934.

THROUGHOUT THE YEAR

Our popular yoga for adults, Yoga Buddies for youth, synchronized swim and beach volleyball classes continue year round. Check the website for up-to-date information.

THE SAND & SEA FITNESS ROOM

The Sand & Sea Fitness Room has moved to its off-season location at Memorial Park. For more information on hours and fees, please call 310.458.4939.
Santa Monica Convention & Visitors Bureau is Internationally Recognized!

Santa Monica Convention and Visitors Bureau (SMCVB) has been recognized for its commitment to achieving a higher standard in destination marketing with an official accreditation from the Destination Marketing Association International (DMAI), the world’s largest advocate and definitive resource for official destination marketing organizations and professionals worldwide.

“SMCVB earning this major industry recognition proves the credibility, dedication and commitment to international standards and benchmarks on behalf of our community,” said City Manager Rod Gould. “We count on the good work of SMCVB to convey to the world all that Santa Monica has to offer.”

Learn more about SMCVB at www.santamonica.com/tourismworks

How Can You Protect Santa Monica’s Coastline and maintain our Beaches’ “A” rating?

Purchase the California Coastal Commission and the Department of Motor Vehicles’ new Whale Tail Specialty License Plate. Proceeds from Whale Tail license plate sales go to coastal conservation, education, and recreation programs such as Heal the Bay and the local chapter of Surfrider Foundation. Mayors throughout California are competing in a friendly competition to see which city claims the most sales as a percentage of population of Whale Tail Ecoplate sales between August 2 and Coastal Cleanup Day on September 17. Since our citizens care so much about our coast, Santa Monica should boast a strong showing!

To purchase a Whale Tail license plate visit www.ecoplates.com

New Heroes Celebration October 5, 4-6 p.m., Le Merigot Hotel

Join us as we welcome our new police officers, firefighters, educators & administrators and honor this year’s Inspirational Hero, an award given to an educator, firefighter, and police officer each year who has demonstrated extraordinary service to the youth of our community. Sponsored by the Santa Monica Chamber of Commerce, this is a wonderful opportunity for the community to welcome our newest public servants.

As part of the program all new educators, police officers and firefighters are introduced by a representative from each respective organization. Appetizers and beverages will be served in the poolside courtyard.

Tickets are $25 through September 30 and only $5 with a student ID. The event is free to new educators, police officers and firefighters.

For information and tickets, visit www.smchamber.com/newheroes or call 310.393.9825
YOUTH PROGRAMS

MAIN LIBRARY
Llama Llama Pajama Party! A Read for the Record Event Join children and adults across America and be part of a record-setting story event. Come in your pajamas! Ages 3 and up. Thu 9/10, 7 p.m.

A Glimpse into the Zapotec Civilization Gabriel Martinez and children’s musicians present a memorable performance depicting an oral history of the Zapotec civilization through music and dance. All ages. Sat 9/10, 2 p.m. MLK Jr. Auditorium

Harvest Festival! Celebrate the fall season with crafts and exciting performances! Costumes encouraged. All ages. Sat 10/22, 2-5 p.m.

Programs for Teens:
Teen Advisory Council Get volunteer credit and plan programs for the library. For grades 9-12. Every other Monday beginning on 9/19

Teen Volunteer Information Session Find out what volunteer opportunities are available this fall. Thu 9/22, 4 p.m.

SAT Essay Workshop Get tips and tricks on improving your SAT essay with author and teacher Jodi Fodor. Mon 10/3, 7 p.m.

Nuts and Bolts: Completing the Application and Writing a Personal Statement With Diana Hanson of College Mentors. Mon 10/17, 7 p.m.

FAIRVIEW BRANCH LIBRARY
Family Gardening Workshop Learn the essentials of fall planting with Master gardener Emi Carvell. Space limited - registration begins 9/3. Ages 5-10. Sat 9/17 & 10/15, 10 a.m.-12 p.m.

Parenting Programs:
How to Achieve Optimal Health for Your Child Dr. Pejman Katerai will discuss nutrition, stress, environmental toxins and the factors that influence your child’s health. Mon 9/26, 7-8:45 p.m.

Mindful Parenting Dr. Ellie Zarrabian will teach three simple steps to becoming a more mindful parent, which is a key factor in creating a healthy family. Mon 10/24, 7-8:45 p.m.

MONTANA AVENUE BRANCH LIBRARY
Llama Llama, Red Pajama: A Read for the Record Event Join children and adults across America and be part of a record-setting story event. Ages 3 and up. Thu 10/6, 11:15 a.m.

Note: The Montana Branch Library will be closed for approximately three weeks in mid-October for interior improvements, including installation of shelving and carpeting. Call the branch or check the Library website, www.smpl.org for details and exact dates.

OCEAN PARK BRANCH LIBRARY
Royal Reading Story Time A fun, fairy-tale workshop for children ages 3-8. Tue 9/27, 6:30 p.m.

Halloween Ha Ha’s What’s so funny about Halloween? Find out at this puppet show with stories, songs and lots of fun. Tickets available on the day of the program after 12 p.m. Sorry, no phone reservations. Tue 10/18, 3:30 & 4:30 p.m.

Youth & Family Chess Every Wednesday from 3-6 p.m. All levels and ages are welcome. Parents too!
Participate in Creating the Vision for the Future of Santa Monica Airport

How will the airport serve the community in 5, 25 or 50 years? How can it become more neighborhood-friendly and sustainable? The City Council meeting on October 4 is an important step in making those decisions together. You are invited to attend this special meeting of the City Council to find out more about the Airport Visioning process, and to participate in subsequent community visioning meetings. Experts from RAND, HR&A and PointC will report out on Phase I of the process and present a timeline and schedule for Phase II.

Special Santa Monica City Council Meeting / Tuesday, October 4
Check www.smgov.net/council for start time.

Attend the City Council meeting in person, watch it live on City TV channel 16 or at www.citytv.org, or watch the replay on CityTV channel 20 or on our archive site.

HARVEST 2011

FEATURED IN EVERY ISSUE

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CITY COUNCIL MEETINGS

The Santa Monica City Council regularly meets at 5:30 p.m. on the second and fourth Tuesday of every month in Council Chambers, located at City Hall, 1685 Main Street. Upcoming City Council meetings are scheduled for:

- September 13 & 27
- October 4, 11 & 25 (October 4 is a special meeting on the Airport Visioning Process)
- November 1, 8 & 22 (November 1 is a special meeting on Business Improvement Districts)

Visit www.smgov.net/council for more information or to check the status of upcoming agenda items. City Council meetings are broadcast live on CityTV cable channel 16 and streamed at www.citytv.org. Regular meetings air on 89.9 KCRW from 8 p.m. to midnight.

City Council meetings are open to the public. Public comment may be made in person at the City Council meeting, or prior to the meeting via regular U.S. mail, e-mail, or by fax to:

1685 Main Street, Room 209
Santa Monica, California 90401
Phone: 310.458.8201
Fax: 310.458.1621
Email all Council members: council@smgov.net

Sixth Annual City of Santa Monica 2011 AltCar Expo & Conference

Friday, September 30th
Saturday, October 1st
10am – 5pm
Santa Monica Civic Auditorium

FREE ADMISSION to Expo Floor, Ride & Drive Area, Speakers Sessions
Contact Platia Productions at 310-390-2930, ext 3 for further information.
Please visit our website for details.

www.altcarexpo.com