JUNE - JULY 2018

POD PILOT PROGRAM
JULY IS PARKS MONTH: REDISCOVER THE GREAT OUTDOORS
SANTA MONICA BUSINESS DISTRICT SPOTLIGHTS

SUPPORT LOCAL BUSINESS
SUPPORT SANTA MONICA

2018 Most Loved Businesses are recognized in front of City Hall.

we are santa monica. responding to homelessness. practical advice & resources — see toolkit inside!
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Santa Monica benefits from having a vibrant and diverse business community that provides a wide range of goods, services and jobs that contribute to the economic wellbeing of our community.

Each year, Santa Monica businesses generate more than $160 million to the City’s General Fund through sales and use taxes, business licenses and transit-occupancy taxes, which help fund essential local services including police, fire, parks and libraries.

Santa Monica’s creative economy and efforts related to sustainable innovation, combined with its strength in the technology, retail, entertainment, hospitality and medical sectors, comprise a robust and diverse base of businesses. Some noteworthy new businesses opening and/or expanding in Santa Monica this year include Awesomeness.tv, Kite Pharma, Lunetta and Snap.

Please see the BID (Business Improvement Districts) spotlight for additional business activity in each of our commercial districts.

In addition to generating revenue to fund essential programs and services in our community, Santa Monica businesses are also a major funding source for our schools. Through Measure GSH and Y—a sales-and-use tax that voters overwhelmingly supported—every purchase made at a Santa Monica business generates funding for the Santa Monica-Malibu Unified School District. Last year’s Measure Y proceeds were $16 million, just from the power of “buy local” efforts!

In addition, every purchase made at our local businesses is expected to generate an additional $8 million each year for school repairs and improvements, and to fund the construction and preservation of affordable housing, as well as investments in homelessness efforts. Buying local is incredibly important to our community. Our local economy is not guaranteed to stay as robust as it is today. Indeed, we are already starting to see an increase in retail vacancies as the effects of e-commerce, changing demand and rising operating costs impact our local businesses.

Since a portion of every dollar spent at a Santa Monica business is re-invested back into our local community, making a conscious effort to think local first by purchasing goods and services, shopping and eating locally helps support our community and ensures that our residents continue to enjoy the level of services and amenities that the City of Santa Monica is currently able to afford to provide.

In spite of economic pressures, many of our local businesses and organizations continue to strive to be exemplary role models in the community. In April, we honored the achievements of these 2018 Sustainability Quality Awards (SQA) winners: PS1 Pluralistic School, Arthur Murray Dance Center Santa Monica, Global Green, Groundwork Coffee LLC and Unitarian Universalist Community Church of Santa Monica. Now in its 23rd year, the SQA recognizes businesses that are successfully putting sustainable practices in action. We also recently celebrated our 30 Most Loved Santa Monica Businesses, all selected by the public.

The City of Santa Monica Economic Development team is committed to promoting a sustainable and vibrant economy in Santa Monica. We foster partnerships to support businesses and community goals. We oversee the leasing of City-owned commercial properties that provide opportunities for start-up businesses and entrepreneurs. Our staff delivers programs and services to support local businesses, assists the City’s four business improvement and property assessment districts, and operates the four weekly Santa Monica Farmers Markets, as well as manages the Santa Monica Pier. All of these responsibilities help enhance the quality of life in Santa Monica.

To learn more about the City’s economy, visit smgov.net/business and BuyLocalSM.com.

Fun Facts

• Santa Monica is home to approximately 9,400 businesses that collectively employ approximately 88,000 people.

• The City’s leading industries by employment are: Accommodation (16% of the City’s total employment), Information (15%), Professional, Scientific and Technical Services (15%) and Health Care and Social Assistance (13%).

• In addition to generating revenue for our City, our local businesses are also important for providing amenities to our residents. You can enjoy the sun, refreshments and a meal, with outdoor dining at 72 Santa Monica restaurants.

• 860 businesses participate in the Buy Local Santa Monica campaign, employing 3,600 local residents. 50% of these businesses are locally owned.
Tradition of Planning for the Future

Santa Monica has enjoyed decades of sustained economic success. To ensure Santa Monica’s local economy—and the opportunities, services and infrastructure it supports—remains healthy and prosperous long into the future, we must anticipate and plan for the monumental changes ahead.

Planning for a robust economic future isn’t a new practice in Santa Monica. Forward-thinking City leaders built a strategy 30 years ago to support industries like retail, tourism, and professional and creative businesses. Now our community must map a new strategy to prepare our economy for the next several decades. It is our challenge to determine how we preserve Santa Monica’s unique qualities and strengths, while adapting to rapidly changing ways of living, working and traveling.

Meeting Anticipated Disruptions

What will Santa Monica’s economy look like in a future where cars drive themselves, machines take over office tasks, online purchases arrive in real-time, and workers are no longer fixed to a space? We are in the process of collecting research to explore these types of predicted changes, to determine which will be most important to address as we develop an economic sustainability strategy. We believe our community can harness these emerging forces to serve our City’s best interests for generations to come.

Join Us on June 5

On February 1 at the annual State of the City event hosted by the Chamber of Commerce, the City of Santa Monica launched this effort to study futuristic trends. Join us on June 5 for the next public opportunity to hear how disruptions in transportation, work and retail could affect the City’s economy in the long term. Distinguished UCLA professor and economic geographer, Michael Storper, will moderate a panel of experts in forward-thinking fields to discuss how these possible changes may present opportunities and threats for Santa Monica. To attend virtually or in person, please visit santamonica.gov/economicfuture.

Inform our Research

If you have recommendations on topics and resources you feel we should incorporate into our research, or to stay in touch during this process, please visit santamonica.gov/economicfuture.

June 5
6:30 P.M.
A few months into the Preserving Our Diversity (POD) household subsidy pilot program, Santa Monica seniors report their quality of life and sense of stability is improving.

Launched in November 2017, the purpose of the 14-month pilot program is to prevent the economic displacement of long-term senior residents from their rent-controlled apartments. POD provides subsidies to 21 extremely and very low-income households, and those who pay more than 50 percent of their income on rent. Prior to program enrollment, POD’s one-person households had an average of $285 remaining to pay for all other expenses including food, transportation, prescriptions and clothing. POD provides an average monthly subsidy of $455.

Still early in program implementation, the first months of the POD subsidy are already making a difference. Participants report eating more nutritious food, several are looking to take care of delayed dental work and others now access community resources that support their wellbeing.

Recently, four Santa Monica participants sent thank you notes that described the impact of the POD subsidy and agreed to share their feedback.

“Because I no longer have a financial strain, I experience greater dignity, health and wellbeing.”

“I feel like I have a renewed life and am very grateful for all your compassion, expertise and the availability of this program. [POD has] truly made my life better and I am truly blessed you chose me to participate.”

“...the stress level I endured for so many years of constant struggle has literally disappeared. I can actually breathe for the first time in what seems ages. And not only that, there are so many joys which have returned to my life in so many ways. Believe it or not, the least of which is that my fridge and cupboards are now as full as they need to be, which I hadn’t been able to do in all those many years since at least 2011. I truly cannot thank you enough! Ever!”

“I find that I am constantly pinching myself. Knowing that I will be able to pay my rent every month just blows my mind. I can’t thank you and everyone else involved in the POD program enough. So far, it’s been the little things that I am finding joy in, such as paper towels, leaving more than one light on in the living room and picking up something from the market that wasn’t on my monthly list. I can’t thank you enough and hope that the program continues next year.”

Soon, the City will know more about how POD is working. WISE and Healthy Aging, a local social service agency and partner, will conduct a six-month review to assess the social, physical and health impacts.

For more information email SMHousing.Mailbox@smgov.net.

CITY COUNCIL APPROVES IMPLEMENTATION OF EMPLOYEE COMPENSATION STUDY RECOMMENDATIONS

At the May 8, 2018, City Council meeting the Santa Monica City Council endorsed recommendations in an employee compensation study prepared by private auditing firm Moss Adams. The study came to Council after extensive review by the Audit Subcommittee. Council approved a motion asking staff to explore additional opportunities to tackle pension liability. Council also directed staff to proceed with an implementation plan to prioritize and meet the objectives of each recommendation. Staff will return to Council in six months and annually thereafter until the implementation actions are completed.

“The compensation study was thorough and provides substantive guidance on changes the Council supports implementing,” said Mayor Ted Winterer. “With this, we recognize that the biggest fiscal threat in front of us is our pension liability and that’s why Council supports further exploration into options for paying down this debt, which is a threat to municipalities across the state and the nation.”

To read a summary of the observations and recommendations from Moss Adams, including 13 recommendations endorsed by City Council, visit santamonica.gov/news.
TWO CITY MASTER PLANNING PROJECTS
NEED YOUR INPUT!

Two master planning projects are underway that will shape the future of parks and recreation in Santa Monica. The Parks & Recreation Master Plan Update is the framework to guide decision-making over the next 20 years. The Memorial Park Master Plan is exploring options for combining the existing park with the 2.9-acre Colorado Yards/former Fisher Lumber site, an important step towards renovating and expanding the park.

“Our open spaces, recreational facilities and programs are a tangible reflection of the quality of life in Santa Monica. I’m thrilled to see this get underway,” said John C. Smith, Santa Monica Recreation and Parks Commission Chair.

Residents and stakeholders are invited to participate by filling out a quick digital survey and/or attending a community meeting. Surveys and details can be found at santamonicaparks.org.

Upcoming Community Workshops

COMMUNITY WORKSHOP #1 FOR THE PARKS AND RECREATION MASTER PLAN UPDATE: Saturday, August 25, 2018, 10 a.m.—Noon, Civic Center Auditorium East Wing. Share your favorite parks and recreation programs or facilities, participate in mapping exercises, and identify gaps in service to help envision the future of parks and recreation in Santa Monica.

COMMUNITY WORKSHOP #2 FOR THE MEMORIAL PARK MASTER PLAN: July 2018, Time TBD, Memorial Park Gym. Three plan options for the renovated and expanded park will be shared with the community for feedback.

Upcoming Pop Up Sessions

Pop up sessions are also planned at locations throughout Santa Monica. Residents and stakeholders are invited to participate.

DOUGLAS PARK POP UP SESSION: Saturday, June 2, 2018, 10 a.m.—Noon. Parks and Recreation Master Plan Update Pop Up with Games and Prizes

SUMMER SOULSTICE POP UP SESSION: Thursday, June 24, 2018, 11 a.m.—1 p.m., Main Street. Parks and Recreation Master Plan Update Pop Up with Games and Prizes

Updates to both planning projects will be available online at santamonicaparks.org/memorialparkmasterplan and santamonicaparks.org/samoparksmasterplan.
he Santa Monica business community has a long history of giving back, generously and creatively. For the last quarter century, the City of Santa Monica has worked with the Santa Monica Chamber of Commerce and Sustainable Works to channel that desire to give, in order to build a sustainable city. When Patagonia Santa Monica recently hosted a panel of young environmental activists as part of the launch of the company’s online Patagonia Action Works (a platform for networking locals with environmental groups), another business-led sustainable community building tool sprang to life.

This type of giving is defined by policy makers as sustainable economic development: going beyond green, or the stewardship of the natural environment, to include social responsibility and the bottom line.

What’s more, most of our business community, including those involved in the Buy Local campaign, the Green Business Program and those awarded a Sustainable Quality Award, do not see it simply as giving back, but also as a way of doing business. Like the Albright on the Santa Monica Pier, Bareburger on Main Street, Santa Monica Place or Apogee Electronics, these business leaders wouldn’t have it any other way. Sustainability is baked into their mission and culture.

What are some of the ways sustainable businesses give back? They invest in their employees with work-life amenities, training, and growth opportunities. Some offer summer jobs and internships to mentor the next generation. They partner with charities and get involved in local volunteer efforts. They look at policies to promote locally produced goods, they reduce energy and water consumption and recycle everything in between.

The challenge is how to incrementally build connections in a way that all our businesses have a chance to contribute beyond the bottom line. Also, how do we get our residents to choose our businesses first, among all the alternatives? When we succeed, we all benefit and the community becomes more resilient, successful and prosperous.

The 2018 Sustainable Quality Awards Recognize Business Leaders

The SQAs recognize businesses that successfully put sustainable practices into action to benefit our local economy, our environment, employees, and all of us, our community. A collaboration between the Santa Monica Chamber of Commerce, the City of Santa Monica and Sustainable Works, the SQA endures, recognizing over 100 businesses over the past two decades.

The 2018 winners include Groundwork Coffee, Arthur Murray Dance Center, Global Green and Unitarian Universalist Community Church, with the grand prize going to PS1 Pluralistic School.

Our sustainable business leaders help make our community a better place to live, work, play. The challenge is to make sustainable practices business as usual and for all of us to choose our businesses first, among all the alternatives. When we succeed at this effort, we all benefit and the community overall becomes more resilient, successful and prosperous.

For more information, visit smsqa.com.
CITY OF SANTA MONICA RELEASES A PRACTICAL TOOLKIT ABOUT HOMELESSNESS

Included in this issue is the City of Santa Monica’s recently released toolkit about homelessness for residents, businesses and workers in Santa Monica. This toolkit offers practical resources based on questions raised by the community. Addressing homelessness is one of the Santa Monica City Council’s top five strategic goals. Homelessness decreased 3% county-wide in 2018, impacting almost 53,195 individuals. In Santa Monica, more than 950 people are living without a home, which is 4% above the previous year.

HERE’S WHAT’S IN THE TOOLKIT:

• Background on homelessness and its emergence as a regional crisis.
• Information on how to contact the experts, including trained staff who know what to do, and how to call for assistance in different circumstances.
• A recap of how the City, county and state partners are working on this issue.
• Tips on knowing what to say, how to make a difference and how to advocate for change.
• Ways to get involved, including a full list of service providers working in the area.

The City has already distributed 6,000 toolkits — and now 60,000 to every household through this special Seascape insert — and will continue to distribute them through the networks of local businesses, school districts, nonprofit partners and other community groups. A digital version of the toolkit (available in both English and Spanish) can be downloaded at weare.santamonica.gov. If you’d like additional printed copies, email the City at communications@smgov.net.

The toolkit is part of the We Are Santa Monica initiative with the goal of encouraging community members from all sectors to join the City in taking action to address challenges to make Santa Monica even stronger. You’ll soon see and learn more about We Are as well as important topics around kindergarten readiness and how we maintain an inclusive and diverse community. We hope you’ll be part of the effort. To stay informed, sign up for our email list at weare.santamonica.gov.

GET TO KNOW YOUR NEIGHBORS: THROW A BLOCK PARTY!

Santa Monica is a small city that feels really big most of the time. We have so many tourists, businesses and recreational visitors to our City on any given day that it’s easy to forget that there are only about 93,000 residents here. The City’s Wellbeing Index found that 40 percent of Santa Monicans don’t feel they belong in their neighborhood. Only 56 percent of residents feel they can count on their neighbors, compared to 80 percent in a national survey. We are hoping to change that! Having close local ties with neighbors doesn’t just feel good—it builds community and strength.

One way to start connecting with your neighbors is by throwing a Block Party, and the City has made some changes to make that easier for you. Previously, every step of the block party permit process had to be done in person and involved multiple trips to City Hall and different departments. We’ve taken that process online with the help of CityGrows, https://citygro.ws/docs/getting_started, so you can do most of your party planning from the comfort of your own home! Visit smgov.net/blockpartypermit for more information.

And hey—when you do throw that block party, post a picture to social media with the hashtag #SaMoBlockParty so we can share it with the world!
Santa Monica is internationally known for its iconic beach and world-class public spaces. It also boasts beautiful neighborhood parks and a robust community recreation program. In honor of National Parks & Recreation Month and California’s Parks Make Life Better Month, the City of Santa Monica is encouraging community members to rediscover the great outdoors this July!

Have a picnic, reserve a BBQ (smgov.net/reserve), sign up for a recreation class (santamonica.gov/recscape), compete for the skating crown at King/Queen of The Cove (smgov.net/thecove), grab your crew and head to the pool for Sunset Swims (annenbergbeachhouse.com), Family Splash or Teen Nights (santamonicaswimcenter.org), or join in family fun and enjoy performances Saturdays at Reed Park. The Meet Me At Reed event series ramps up to weekly activities like pre-concert games followed by music and theater performances, all in the fresh Santa Monica air. Visit smgov.net/reed for information about programs at Reed Park.
Finally, what would Parks Month be without some **FUN FACTS** about a few of Santa Monica’s parks?

**Goose Egg Park**  
**PALISADES AVENUE BETWEEN 4TH STREET AND 7TH STREET**  
This park is categorized as a pocket park due to its small size. It’s named for its oval shape and is located in the center of Palisades Avenue.

**Hotchkiss Park**  
**2302 FOURTH STREET**  
Hotchkiss Park was originally the site of the Moody Mansion, believed to be haunted after owner Mary Hotchkiss’ first husband was murdered there in 1884. Today the park’s peek-a-boo ocean views offer a place for quiet contemplation, while its sloping lawn plays host to many picnics on weekends.

**Joslyn Park And Herb Katz Dog Park**  
**633 KENSINGTON ROAD**  
Originally the site of the Walter G. McGinley Estate, the purchase was made possible by a donation from Marcellus Joslyn. In 2010, the off-leash dog area was dedicated in memory of former Mayor Herb Katz, who started off most days with a trip to the park with his two dogs.

**Ishihara Park**  
**2909 EXPOSITION BOULEVARD**  
Opened in 2017, this linear community park is named after George Ishihara, a local resident who fought in the Japanese-American 442nd Regimental Combat Team during World War II. The 2.35-acre park site was formerly used as a parking lot and site for utility buildings, and is also now home to the Ishihara Park Learning Garden.

**South Beach Park**  
**3400 BARNARD WAY**  
This park’s playground design is universally accessible. Not only is the equipment barrier-free, but the design also considers the needs of children with physical, cognitive, seeing and hearing disabilities, as well as children with complex developmental behavioral conditions such as autism. Sensory play elements to touch, feel and hear, such as sand and water, complement swings, slides and climbing equipment and inspire activity, mobility and imagination.
Santa Monica's businesses have organized to establish special assessment districts to raise funds for marketing, supplemental cleansing services, parking and promotions—all help to create more vibrant and viable business districts.

The City has three Business Improvement Districts (BIDs):

- Main Street
- Montana Avenue
- Pico Boulevard

And two large Property-Based Assessment Districts (PBAD): Downtown Santa Monica and Lincoln Boulevard (north of freeway).

For the latest updates visit smgov.net/business.

Main Street

In addition to the much-anticipated Summer SOULstice on June 24, MSBIA has recently launched Last Sundays Sidewalk Sale and hosts the popular family-friendly Sunday Santa Monica Farmers Market. Other fun events are in the works.

New businesses include: Little Prince, Blue Bottle Coffee, Sweet Rose Creamery, and House of Intuition.

If you haven’t checked out Main Street’s parklettes, you’re encouraged to visit all three and enjoy some local food/drink al fresco (or just people watching).

- Finn McCool's at 2702 Main Street
- Ashland Hill at 2807 Main Street
- Holy Guacamole at 2906 Main Street

Keep your eyes open for some fun shopfront art projects coming soon. For more information visit mainstreetsm.com.
**Montana Avenue**

To kick off the summer, the Montana Avenue Merchants Association (MAMA) looks forward to their Art Walk coming up on Saturday, July 28. Other events include the beloved Montana Avenue Halloween Hop, the Small Business Saturday event (November) and the Holiday Walk (December).

New businesses include: **Le Macron French Pastries, Gelato-Go, Curated LA, California Closets, Rangoni Firenze Shoes, Face Haus and Stretchlab.**

MAMA has invested in a series of streetscape improvements including the decorative tree lights that make Montana Avenue a beautiful street in the evenings. Enjoy an ice cream on your stroll or take in the sights and people watch while al fresco dining. Other improvements include the utility art box project in partnership with local school children and Buy Local. For more information visit montanaave.com.

**Pico Boulevard**

The Pico Improvement Organization (PIO) has two flagship events each year—the Pico Fitness Crawl (January) and the Pico Holiday Hop (December). Stay tuned for an upcoming “Most Loved on Pico Blvd” Neighborhood Mixer event, and a Movie Night @ Virginia Avenue Park (June 26).

New businesses include: **Lunetta and Lunetta All Day, Asian Box, 365 By Whole Foods Market, Sweat60, The Haus, SamoPizza and Groundworks Coffee.**

Check out the Pico Mural Walk featuring more than 20 murals created by local artists in partnership with Beautify Earth, the City and the PIO. Other streetscape improvements include the Pico Blvd Median Improvements, which entails landscaping the medians along the full stretch of Pico Blvd with colorful, drought-tolerant plants. For more information visit picopassport.com/murals.

**Downtown Santa Monica**

Downtown Santa Monica Inc. has a busy summer of activities planned to showcase the Third Street Promenade to locals, starting with the Picnic on the Promenade.

New businesses include: **BIBIBOP Asian Fusian, Book Monster, Candytopia (pop-up thru 7/4), Dave Beran’s Dialogue, Earth Bar, Go Greek Yogurt, HiHo Cheeseburger, TLC’s Cake Boss, Native, Rapha, Tumbi Craft Indian Kitchen + Uovo.**

Be sure to check out the public art project along the Colorado Esplanade in partnership with City of Santa Monica’s Cultural Affairs.

For all our foodies, you won’t want to miss our two weekly Farmers Markets (Wednesday and Saturday) with celebrity chef spotings! For more information visit downtownsm.com.

For more information visit smgov.net/business.
HOW TOURISM BOOSTS OUR SANTA MONICA ECONOMY

As residents of Santa Monica, many of us celebrate how fortunate we are to live in such a vibrant destination. The beachside city we call home entices travelers from around the world with friendly and engaging locals, stunning stretches of coastline, glorious year-round weather and a host of hotel properties, attractions, shops and eateries that allow visitors and residents alike to soak up the healthy and relaxed Southern California lifestyle. One of the top reasons hotel guests choose to stay in Santa Monica is the ability to walk to activities and attractions of interest—83 percent of overnight visitors do not drive once they reach their destination in our City.

At Santa Monica Travel & Tourism (SMTT), our charge is to help maintain and elevate economic vitality in our beachside city. By strategically promoting Santa Monica as a world-class travel destination, we work to increase local employment opportunities, tourism revenues and visitor expenditures.

Santa Monica is fortunate to boast a thriving and sustainable economy, and tourism continues to be one of the most significant local contributors. It’s estimated that each Santa Monica household would need to pay an additional $1,379 in property taxes to maintain the same level of City services if tourism didn’t exist.

Visitor spending injected $1.96 billion into the City, generating 13,345 jobs that cannot be exported and $54 million into the City of Santa Monica’s general fund through the Transient Occupancy Tax. Our innovative marketing programs highlighting small businesses that depend on a mix of residents and visitors, as well as highlighting the Santa Monica lifestyle, help drive balanced demand. This helps achieve a healthy annual average occupancy and average daily rates.

For more information on the impact of tourism to our community, visit Santa Monica Travel & Tourism’s website at santamonicatourism.com.

WHY BUY LOCAL?
IT KEEPS DOLLARS IN SANTA MONICA’S ECONOMY.
IT CREATES AND KEEPS LOCAL JOBS.
IT SPURS ENTREPRENEURS.
IT CREATES MORE CHOICE.
IT HELPS TO KEEP US UNIQUE.
IT’S FUN!
The City of Santa Monica recently added 20 new safety improvements. Leading Pedestrian Intervals (LPI) typically give pedestrians a 3—7 second head start when entering an intersection. LPIs enhance the visibility of pedestrians in the intersection and reinforce their right-of-way over turning vehicles, especially in locations with a history of conflict. #VisionZero #GoSaMo

Santa Monica’s long-standing resident service portal provides residents, businesses and visitors of Santa Monica 24-hour access to City Hall by allowing them to make requests, any time of the day. This app is available on iOS and Android platforms, and can be accessed online at santamonica.gov/works.

The City has revamped the platform’s category structure to allow for easier access to commonly requested issues. As a result, users will have fewer categories to search in order to submit an issue to the City. Here are examples of issues you can submit:

- Fix potholes
- Find a lost item
- Bus feedback
- Graffiti removal
- Sidewalk repair
- Water issues
- Dead animal pickup
  ...and more!
YOUR VOICE, YOUR VOTE

Santa Monica Public Library has been selected to host a Vote by Mail drop-off ballot box for the upcoming election, along with many other locations in the County of Los Angeles.

The Main Library, located at 601 Santa Monica Boulevard, will participate as a Vote by Mail drop-off location for the upcoming June 5, 2018 Statewide Direct Primary Election. The locked ballot box will be placed in the lobby from May 7 through June 5, 2018 and will be available to the public during normal business hours.

For questions about voting, contact:
Marianne Felix
Legislation Section,
Voting Solutions for All People (VSAP)
Los Angeles County Registrar-Recorder/County Clerk
12400 Imperial Highway
Norwalk, CA 90650
562.462.2019
Summer Reading is for everyone! The Santa Monica Public Library kicks off its Summer Reading Program on Saturday, June 9, 2018, with a series of events for all ages that reflects this year’s theme, Reading Takes You Everywhere, at the Main Library, 601 Santa Monica Blvd.

Kids, teens and adults can join the Library’s Summer Reading Program. The Library offers the Baby & Me Club (birth to 17 months), Read To Me Club (2 to 5 years), Independent Readers Club (kindergarten to grade 5), Teen Club (grades 6 to 12), and Adult Summer Reading for ages 18 and up.

Participants of all ages will earn prizes for time spent reading, listening to audiobooks or reading to others, and can enjoy a range of free activities and performances.

Sign up at any library location beginning June 9. The Summer Reading Program runs through August 18, 2018. Go to smpl.org for full entry and prize details.
DIVE INTO SANTA MONICA SWIMMING POOLS THIS SUMMER

A summer of fun awaits with recreational swimming available at the Annenberg Community Beach House, the Santa Monica Swim Center and the Lincoln Middle School Pool, in addition to public aquatics events for everyone to enjoy. Here are the details about each facility.

Annenberg Community Beach House Pool
Operated by the City of Santa Monica located just off the Pacific Coast Highway, the Beach House Pool is one of the remaining elements from the historic Marion Davies Estate. The pool opens seasonally to the public and hosts recreational swim in addition to aquatics events and swim lessons. 415 Pacific Coast Hwy, Santa Monica, CA 90402.

Drop In: First come, first served. Day-of passes available from 9 a.m. All swimmers must be present at the window when purchasing drop-in passes.

Online Reservations: A limited number of reservations will be available starting at 7 a.m. Reserve one to three days in advance online via smgov.net/reserve. Account login required. Click ACTIVITIES, search keyword “ACBH POOL” and select an available date. Limit six pool passes and one parking reservation. Reservations must be picked up at 11 a.m.

Summer Pool Hours:
• Pool Opening Weekend: May 26-28 and June 2-3, 10 a.m. – 6 p.m.
• Pool Opens Daily Beginning June 9 – September 3, 10 a.m. – 7 p.m.

Fees: $10 Adult, $4 Youth (ages 1-17), $5 Senior adults (60+)
For more information on the pool, parking and more, visit annenbergbeachhouse.com or call 310-458-4904.

Santa Monica Swim Center
Operated by the City of Santa Monica and located on the Santa Monica College campus, the Santa Monica Swim Center boasts two heated pools—the Olympic-sized fitness pool and the splash pool with a maximum depth of 4.5 feet. Newly renovated locker rooms and showers are available at this facility. 2225 16th St., Santa Monica, CA 90405.

Summer Pool Hours
• June 9, 2018 – August 26, 2018
• Recreational Swim: Monday – Sunday, 10 a.m. - 7 p.m.

For swim enthusiast who enjoy diving boards and 25 yard and 50 meter long course swims, check santamonicaswimcenter.org/drop-in for hours of availability.

Fees: Santa Monica residents with valid photo ID and/or current utility bill pay half of the non-resident rate:

Santa Monica Residents:
• Child (ages 2-17) Drop-in: $1.50
• Adult Drop-in: $3.50
• Senior 60+ / Student Drop-in: $1.75
• Drop In Family One-Day Weekend: $8 Includes two children and two adults

Full listing of fees available at santamonicaswimcenter.org/drop-in.

Lincoln Middle School
Operated by the City of Santa Monica, the Lincoln Middle School Pool is heated with approximately 25 yards with six lanes. Locker rooms are available. 1501 California Ave., Santa Monica, CA 90403.

Hours:
• Lap Swim Only
• Tuesday, Thursday, Saturday: 5:30 a.m. – 7 a.m.
• Saturday, Sunday: 6 p.m. – 8 p.m.

Fees: Same fees as the Santa Monica Swim Center. Santa Monica residents with valid photo ID and/or current utility bill pay half of the non-resident rate:

Santa Monica Residents:
• Child (ages 2-17) Drop-in: $1.50
• Adult Drop-in: $3.50
• Senior 60+ / Student Drop-in: $1.75
• Drop In Family One-Day Weekend: $8 Includes two children and two adults

Full listing of fees available at santamonicaswimcenter.org/drop-in.
NICK GABALDÓN DAY IS JUNE 2

Nick Gabaldón is remembered as the first documented surfer of African American/Mexican descent to ride the waves in the 1940s at the local, segregated beach known as “Inkwell Beach.” A Santa Monica High School graduate and student at Santa Monica College, Gabaldón was a legend for not only breaking racial barriers on the waves, but also for his ability to paddle the 12 miles to the superior surf break in Malibu. His life was cut short on June 5, 1951 as he attempted to ride a wave through the Malibu Pier’s pilings.

Heal the Bay, along with an array of community partners, holds Nick Gabaldón Day at the beginning of each June to commemorate him and other early African-American beachgoers with a memorial paddle-out, beach activities, free surf lessons, and free admission to Heal the Bay’s Santa Monica Pier Aquarium. The celebration begins June 2 at 9 a.m. at the intersection of Bay Street and Ocean Front Walk. From 12:30 to 6 p.m., the Aquarium at 1600 Ocean Front Walk will offer free admission, honoring Gabaldón’s legacy of diversity in the greater surfing community and promoting stewardship of the Santa Monica Bay coastline.

Organizing partners include the Black Surfers Collective, the Surf Bus Foundation, Santa Monica Conservancy, Concerned Black Men International, Hurley, and YMCAs of Weingart East Los Angeles.

For more information visit healthebay.org/event/nick-gabaldon-day.
The City of Santa Monica offers more than a hundred events each month. Check out the whole list at santamonica.gov/events and subscribe to the City’s newsletter at smgov.net/newsletter.

Art Exhibit: “Latinidad in Focus: Sin Fronteras”
JUNE 1 - SEPTEMBER 6, 9 A.M. - 4 P.M. AT ANNENBERG COMMUNITY BEACH HOUSE GALLERY
Experience this art exhibition featuring three emerging artists born in Los Angeles, in their journey exploring their Latino heritage through the medium of photography. annenbergbeachhouse.com

Fire Station #1 Groundbreaking
JUNE 2, 10 A.M. - 2 P.M. AT 1337 7TH STREET
Food, Music, Giveaways, Fire Truck Display, and More! Email newsfmfdstation@smgov.net for more info.

Parks and Recreation Master Plan Update Pop Up
JUNE 2, 10 A.M. - 12 P.M. AND JUNE 24, 11 A.M. - 1 P.M. AT SUMMER SOULSTICE
Help envision the future of parks in Santa Monica in a fun way! Play parks and rec BINGO and add to a Think Tank activity along with free prizes for all. santamonicaparks.org/samoparksmasterplan

Collage Poetry with Kate Ingold
JUNE 2 AT CAMERA OBSCURA ART LAB
Make collages out of newspaper, magazines and other 2D media with Artist-in-Residence Kate Ingold. Free, RSVP required. smgov.net/camera

Workshops with Brittany Ransom
JUNE 2 AT CAMERA OBSCURA ART LAB
Two-part mold-making, plaster body casting, micro-imaging, the autonomous drawing robot, wearable circuits and cyanotypes. Join Camera Obscura Artist-in-Residence Brittany Ransom in her workshops this summer. smgov.net/camera

Critical Surf Studies
JUNE 3, 3:00 P.M. - 4:30 P.M. AT ANNENBERG COMMUNITY BEACH HOUSE
An extension of the sixth annual Nick Gabaldón Day celebration that honors the pioneering surfer of African- and Mexican-American descent. This panel discussion questions the dominant narrative of California surfing. annenbergbeachhouse.com/beachculture

Samba Reggae Dance and Drum with Slleyk
JUNE 3 - AUGUST 8, 6:30 P.M. - 8:30 P.M. AT CAMERA OBSCURA ART LAB
Come and work out with a Brazilian flair! This dynamic, energetic Latin dance incorporates the authentic and original Samba Reggae born in Bahia, the first capital of Brazil, as well as Afro-Brazilian dance. smgov.net/camera

Beach Dances
JUNE 4 - JUNE 10 AT ANNENBERG COMMUNITY BEACH HOUSE
Local contemporary dancers rehearse on a platform on the sand during this week of art-making in action. Get a glimpse of the choreographer’s process while enjoying the daily life of the Beach House. annenbergbeachhouse.com

A Discussion on Disruption and the Economy
JUNE 5, 6:30 P.M. - 8:00 P.M. AT MARTIN LUTHER KING JR. AUDITORIUM / SANTA MONICA MAIN LIBRARY
The City of Santa Monica invites you to an evening of futuristic contemplation as we explore what life might be like with shared autonomous vehicles, highly tailored retail experiences, and new ways of doing work. santamonica.gov/economicfuture

Breakfast in the Garden
JUNE 9 AND JULY 14, 9 A.M. - 11 A.M. AT MAIN STREET COMMUNITY GARDEN
Meet up with garden enthusiasts and take a peek at what’s growing at the Main St. Community Garden in this local monthly gathering. smgov.net/communitygardens

Summer Reading Series for All Ages
JUNE 9 - AUGUST 18 AT ALL LIBRARY LOCATIONS
The Library presents its annual Summer Reading Series. Sign up at any library location beginning June 9. The series runs through August 18, 2018. smpl.org

PAL Golf Tournament
JUNE 11, 10:30 A.M. - 5 P.M. AT MOUNTAINGATE COUNTRY CLUB
A benefit event where all proceeds raised support youth education, enrichment and physical fitness programs at Santa Monica Police Activities League, a 501(c)3 organization. smpal.org

Downbeat 720
JUNE 12 AND JUNE 26, 7:20 P.M. - 10 P.M. AT MILES PLAYHOUSE
An open-mic performance lab for high school performing artists. All singers, poets, emcees, dancers, actors and musicians are invited to try new material, gain confidence and perform in front of an audience of peers. milesplayhouse.org
JUNE 2018 EVENTS

Swim Center Teen Night
JUNE 15, 6:30 P.M. – 9 P.M. AT SANTA MONICA SWIM CENTER
A night at the pool for teens only! Bring your friends and come chill out with music, games, food and more! No pre-registration necessary. Same fees and rules as recreational swimming apply. smgov.net/swim

Juneteenth
JUNE 16, 11 A.M. – 4 P.M. AT VIRGINIA AVENUE PARK
Juneteenth commemorates the announcement of the emancipation of enslaved African-Americans who lived in the former Confederacy—two years after the signing of the Emancipation Proclamation. Join Virginia Avenue Park in a jubilant celebration of justice and liberty in this free event with music, food and more! smgov.net/vap

Family Splash Day
JUNE 16, 1 P.M. – 3:30 P.M. AT SANTA MONICA SWIM CENTER
Bring a picnic to share with your friends and family or come just for fun. No pre-registration necessary. Same fees and rules as recreational swimming apply. smgov.net/swim

Bugs and Grubs
JUNE 16, 9 A.M. – 12 P.M. AT ISHIHARA PARK
Ever wanted to start an insect collection? Come look through our learning garden and discover beneficial insects and those that may be eating your own garden. Starter kits available for kids while supplies last. RSVP to gardens@smgov.net. smgov.net/communitygardens

Meet Me At Reed Performances: A Capella Picnic
JUNE 16, 3 P.M. – SUNSET AT REED PARK
Five groups of singers and beatboxers fill Reed Park with all-vocal sounds in this free outdoor concert. Enjoy pre-concert family fun activities at 3 p.m. Concert begins at 5 p.m. smgov.net/reed

Red Hen Press Discussion
JUNE 19, 6:30 P.M. – 8 P.M. AT ANNENBERG COMMUNITY BEACH HOUSE
In conjunction with Red Hen Press, enjoy an evening of readings at the Beach House. annenbergbeachhouse.com

Make Music LA
JUNE 21 AT VARIOUS LOCATIONS
In its seventh year, Santa Monica celebrates the summer solstice and music-making with a variety of free performances citywide. The program is supported by Santa Monica Cultural Affairs in partnership with local parks and neighborhood associations. makemusicla.org

World’s Largest Swimming Lesson
JUNE 21 AT SANTA MONICA SWIM CENTER AND ANNENBERG COMMUNITY BEACH HOUSE
Partnering with TEAM WLSL™, Santa Monica Community Aquatics hosts a large group swim for Santa Monica residents to build awareness about the fundamental importance of teaching children to swim to prevent drowning. Open to children ages 1-14. RSVP required. santamonicaswimcenter.org/learn-to-swim

Main Street 18th Annual Summer SOULstice
JUNE 24, 11 A.M. – 7 P.M. AT MAIN STREET
A day of live music, sidewalk sales, local vendors, two beer and wine gardens, and activities for kids and pets. Organized by the Main Street Merchants Business Improvement Association (MSBIA) in partnership with the City of Santa Monica. mainstreetsm.com

Bike Local Handlebar Happy Hour
JUNE 27, JULY 26, 5:30 P.M. – 7 P.M.
A monthly happy hour gathering organized by SM Spoke and the Buy Local SM Committee featuring a different Buy Local bar/restaurant each month. BuyLocalSM.com/events

Last Sundays Sidewalk Sale
JUNE 24, JULY 29, AUGUST 26 AT PARTICIPATING BUSINESSES ALONG MAIN STREET
A new event organized by the MSBIA in partnership with Buy Local SM. mainstreetsm.com

“Icons and Influences” with Writ Large Press
JUNE 26, 6:30 P.M. – 8 P.M. AT ANNENBERG COMMUNITY BEACH HOUSE
In this second of three discussions with Writ Large Press, three artists will read, show or perform a work that profoundly influenced them, then present one of their own works. annenbergbeachhouse.com

Movies in the Park
JUNE 26, 7 P.M. – 11 P.M. AT VIRGINIA AVENUE PARK
Virginia Avenue Park, Pico Branch Library and Santa Monica PD present a family-friendly free outdoor movie night open to all. Movie begins at sunset. smgov.net/vap

SMPL at the Beach
JUNE 29, 10 A.M. – 3 P.M. AT ANNENBERG BEACH HOUSE
We’re packing up the books and heading back to the shore for more fun in the sun with our seaside pop-up library! Enjoy a variety of family-friendly activities like Seaside Storytime, sign out books from our collection of beach reads, play games like bocce and ladder toss, or just kick back, relax and read in Surfside Lounge. smpl.org
JULY 2018 EVENTS

4th Of July Parade

“I’m Jeff Jarow and I am the founder and organizer of the annual 4th of July Parade on Main St. This is our 12th year! Everyone is welcome to participate in the parade, and there’s plenty to see if you just want to sit there and enjoy the sights! In changing times, residents always say they would ‘just like it to be the way it was’ That’s what I bring to my community…’Just the way it was!’ Doesn’t matter what age you are…you are always young when you’re at the parade. See you there!”

- Jeff Jarow, Founder and Chair of 4th of July Parade

Santa Monica 4th of July Parade
WEDNESDAY, JULY 4, 9:30 A.M. AT MAIN ST. STARTING AT THE SM CIVIC AUDITORIUM/PICO BLVD.
Organized by the Ocean Park Association.
oceanparkassociation.org

Picnic on the Promenade
FRIDAYS, JULY 6 – AUGUST 26, 12 P.M. – 6 P.M.
Come enjoy al fresco dining and lunchtime entertainment on the Third Street Promenade (north block, Wilshire to Arizona). Organized by Downtown SM Inc.
downtownsm.com/events-calendar

Downbeat 720
JULY 10 AND JULY 24, 7:20 P.M. – 10 P.M. AT MILES PLAYHOUSE
An open-mic performance lab for high school performing artists. All singers, poets, emcees, dancers, actors and musicians are invited to try new material, gain confidence and perform in front of an audience of peers.
milesplayhouse.org

Swim Center Teen Night
JULY 13, 6:30 P.M. – 9 P.M. AT SANTA MONICA SWIM CENTER
A night at the pool for teens only! Bring your friends and come chill out with music, games, food and more! No pre-registration necessary. Same fees and rules as recreational swimming apply. smgov.net/swim

ROGA
SATURDAYS, JULY 14 – AUGUST 18, 8 A.M. – 10 A.M.
Run + Yoga = ROGA! Join us under the iconic arched blue neon Pier Sign for a run at 8:00 a.m., then get stretchy at the west end with a 1-hour yoga session at 9:00 a.m.
santamonicapier.org

SMPL at the Beach
JULY 14, 10 A.M. – 3 P.M. AT DOROTHY GREEN PARK
We’re packing up the books and heading back to the shore for more fun in the sun with our seaside pop-up library! Enjoy a variety of family-friendly activities like Seaside Storytime, sign out books from our collection of beach reads, play games like bocce and ladder toss, or just kick back, relax and read in Surfside Lounge. smpl.org

Sea-Saw
TUESDAY AND WEDNESDAY NIGHTS, JULY 24 – AUGUST 9 AT THE WEST END OF THE PIER
Sea-Saw, an all-new micro-event series, will premiere Summer 2018 at the west end of the pier in the famous Observation Deck. santamonicapier.org

Bike Local Handlebar Happy Hour
JULY 26, 5:30 P.M. – 7 P.M., LOCATION TBD
A monthly happy hour gathering organized by SM Spoke and the Buy Local SM Committee featuring a different Buy Local bar/restaurant each month.
BuyLocalSM.com/events

Red Hen Press Reading
JULY 10, 6:30 P.M.– 8 P.M. AT ANNENBERG COMMUNITY BEACH HOUSE
Writers come together at the Beach House for an evening of readings and art. annenbergbeachhouse.com

Meet Me At Reed Performances: Shakespeare in the Park
JULY 7, 6:00 P.M. – SUNSET AT REED PARK
Free outdoor performances every Saturday night in Reed Park to celebrate July’s Parks Month! Pre-show family fun activities begin at 4 p.m. Presentation of A Midsummer Nights Dream begins at 6 p.m. smgov.net/reed
JULY 2018 EVENTS

Sunset Swim
JULY 13, 7 P.M. – 10 P.M. AT ANNENBERG COMMUNITY BEACH HOUSE
Adults can feel like kids again. Enjoy treats like s’mores or frozen fruit bars, and big pool floaties as the sun sets at this 18+ event. annenbergbeachhouse.com

Meet Me At Reed Performances: String Theory
JULY 14, 3 P.M. – SUNSET AT REED PARK
String Theory transforms Reed Park into a giant musical instrument with a giant harp strung between the trees. Pre-concert family fun activities begin at 3 p.m. Performance begins at 5 p.m. smgov.net/reed

Family Splash Day
JULY 14, 1 P.M. – 3:30 P.M. AT SANTA MONICA SWIM CENTER
Bring a picnic to share with your friends and family or come just for fun. No pre-registration necessary. Same fees and rules as recreational swimming apply. smgov.net/swim

King/Queen of The Cove
JULY 14, 12 P.M. – 6 P.M. AT THE COVE SKATEPARK AT MEMORIAL PARK
Skate contest for children/teens judged by local pros. Three separate contests: Big Bowl, Pool and Park Section. Prizes for winners. Free admission for viewing public. Contest participants must be registered Cove Skatepark members. smgov.net/thecove

LED Greeting Card with Brittany Ransom
JULY 16, 1:30 P.M. – 3 P.M. AT CAMERA OBSCURA ART LAB
Draw or paint a circuit to light up an LED using conductive ink. With just the drawn image of a simple circuit, a watch battery and copper tape, you can make a card that lights up! smgov.net/camera

Memorial Park Master Plan Community Meeting
JULY 18, 6:30 P.M. – 8:30 P.M. AT MEMORIAL PARK CRAFT ROOM
Santa Monica residents and park users are invited to provide input and learn about the three plan options for the renovation and expansion of Memorial Park. Refreshments will be provided. santamonicaparks.org

Community Picnic
JULY 19, 6 P.M. – 8:30 P.M. AT ANNENBERG COMMUNITY BEACH HOUSE
Pack a dinner, then grab your friends, your family and your neighbors and head to the Beach House for some good old-fashioned summertime fun at our annual Community Picnic. annenbergbeachhouse.com

Legends Basketball Clinic
JULY 21, 9 A.M. – 1 P.M. AT MEMORIAL PARK GYM
The Santa Monica Police Activities League partners with former NBA players to lead a basketball and life skills clinic for underserved youth. Capacity limited, call 310.458.8988 to RSVP. smpal.org

Meet Me At Reed Performances: Santa Monica Symphony
JULY 21, 4 P.M. – SUNSET AT REED PARK
Enjoy an evening of classical music outdoors! The Santa Monica Symphony performs famous selections from Vivaldi, J.S. Bach, Beethoven and more. Pre-concert family fun games begin at 4 p.m. Performance begins at 6 p.m. smgov.net/reed

Composting 101 – In your Garden or in Your Home
JULY 21, 9 A.M. – 11 A.M. AT ISHIHARA PARK LEARNING GARDEN
Let it rot! Whether at your house or in your garden, come learn some tricks and techniques to jumpstart your composting program. It’s easy to get started, and your garden will love you. smgov.net/communitygardens

Montana Avenue Art Walk
JULY 28, 10 A.M. – 6 P.M. ON MONTANA AVENUE
montanaave.com

Kate Ingold and Brittany Ransom: New Works
JULY 28, 3 P.M. – 6 P.M. AT CAMERA OBSCURA ART LAB
See the culminating exhibition of Camera Obscura Art Lab studio residents Kate Ingold and Brittany Ransom, showing new works in paper, fabric, plaster, plastic and silicon. smgov.net/camera

Meet Me At Reed Concert: Paul McDonald Big Band
JULY 28, 3:30 P.M. – SUNSET AT REED PARK
Experience a high-energy, danceable, 17-piece big band led by local favorite Paul McDonald. Pre-concert family fun games begin at 3:30 p.m. Performance begins at 5:30 p.m. smgov.net/reed

PALpalooza
JULY 31, 5 P.M. – 9 P.M. AT PACIFIC PARK AT THE PIER
Santa Monica Police Activities League (PAL) youth enjoy an evening of free rides, food and games. Get involved or become a PAL member. smpal.org
City Council Meetings

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

JUNE 12 AND 26, JULY 10 AND 24

Meeting dates occasionally change. Visit smgov.net/council to confirm schedule and smgov.net/council/agendas to view agenda items. Meetings are broadcast live on CityTV cable channel 16, and streamed at YouTube.com/CityTV16SantaMonica. Meetings air on 89.9 KCRW, 8 p.m. to midnight.

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

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

Public Meetings

For updates on regular meetings, go to smgov.net/clerk or call 310.458.8411.

Planning Commission Meeting
JUNE 6 AND JULY 4, 7 P.M. AT CITY HALL

Disabilities Commission Meeting
JUNE 4 AND JULY 2, 6:30 P.M. AT KEN EDWARDS CENTER

Architectural Review Board Meeting
JUNE 4 AND 18 AND JULY 2 AND 16, 7 P.M. AT CITY HALL

Commission on the Status of Women Meeting
JUNE 13 AND JULY 11, 7 P.M. AT KEN EDWARDS CENTER

Santa Monica Rent Control Regular Board Meeting
JUNE 14 AND JULY 12, 7 P.M. AT CITY HALL

Landmarks Commission Meeting
JUNE 11 AND JULY 9, 7 P.M. AT CITY HALL

Quarterly Homelessness Steering Committee Meeting
JUNE 20, 6 P.M. AT ST. MONICA CATHOLIC CHURCH

The Commission for the Senior Community Regular Meeting
JUNE 20 AND JULY 18, 1:30 P.M. AT KEN EDWARDS CENTER

Housing Commission Meeting
JUNE 21 AND JULY 19, 4:30 P.M. AT KEN EDWARDS CENTER

Recreation and Parks Commission Meeting
JUNE 21 AND JULY 19, 7:30 P.M. AT CITY HALL

Arts Commission Meeting
JUNE 18 AND JULY 16, 6:30 P.M. AT KEN EDWARDS CENTER

Airport Commission Meeting
JUNE 25 AND JULY 23, 7 P.M. AT CITY HALL

Social Services Commission Meeting
JUNE 25 AND JULY 23, 7 P.M. AT KEN EDWARDS CENTER

Seascape is a publication of the City of Santa Monica, designed to inform residents about city programs and services. Please email comments to communications@smgov.net or mail to:

Seascape
City of Santa Monica
1685 Main Street, PO Box 2200
Santa Monica, CA 90407-2200

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