

**Application**

**REVIEWED**

*By City Clerk's Office at 9:07 am, Mar 01, 2021*

**Which Boards would you like to apply for?**

Public Safety Reform and Oversight Commission : Submitted

Please read the following before completing an application:

The Oaks Initiative, also known as the "Taxpayer Protection Act," was adopted by Santa Monica voters in November 2000 and amended in November 2016. Its requirements affect all City-elected and appointed officials, including Council-appointed board and commission members. Additional information is available on the City's website in City Charter Article XXII – Taxpayer Protection.

All persons are invited to apply for membership on City Boards and Commissions regardless of race, age, sex, religion, marital status, national origin, ancestry, sexual preference, or disability. Applicants shall not, however, be under 18 years of age or serve on more than one Board, Commission or Corporation. Some Boards and Commissions do require special qualifications and requirements. Appointment of members will be made by Councilmembers at an open City Council meeting. Upon appointment, designated members will be required to file a Conflict of Interest disclosure statement. Please answer all questions on this application. This application will become a public record and will be available for public inspection or duplication.

[Additional Conflict of Interest Information for applicants](#)

**Profile**

\_\_\_\_\_  
Prefix      **Arthur**      \_\_\_\_\_  
First Name      Middle Initial      **Jeon**      \_\_\_\_\_  
Last Name      Suffix

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
Suite or Apt

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Postal Code

\_\_\_\_\_  
Primary Phone

\_\_\_\_\_  
Alternate Phone

Question applies to multiple boards

**Reside in Santa Monica?**

Yes  No

Question applies to multiple boards

**If yes, number of years residence in Santa Monica:**

29 years

Question applies to multiple boards

**Work in Santa Monica?**

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Yes  No

Question applies to multiple boards

**If yes, number of years working in Santa Monica:**

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29

Question applies to Public Safety Reform and Oversight Commission

**Are you applying for the seats reserved for those ages 18-22 years old?**

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Yes  No

Question applies to Public Safety Reform and Oversight Commission

**What is your occupation?**

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Production Company Owner (writer/producer)

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**Written Request to Serve Additional Term/s**

Question applies to multiple boards

**If you are a current Board or Commission member, have served two full terms, and wish to submit your written request to serve a third term, please state this in the box below.**

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**Interests & Experience**

Question applies to multiple boards

**Specify current or prior service on City Boards/Commissions:**

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As this is my first foray into service for Santa Monica, I have no prior experience with City Boards or Commissions. That said, I feel Santa Monica is at a crucial juncture in setting its course for the future and I would like to volunteer my leadership, communication skills, and time to help "reimagine public safety and wellbeing," and our vision of downtown.

Question applies to multiple boards

**List community activities in which you are involved:**

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Founding member of The Compassion Prison Project which included setting the agenda, strategy, and vision for the 501c3 organization. Specifically, we worked with incarcerated men at Kern Valley State Prison (and others), teaching trauma awareness, meditation, personal responsibility, and life skills to people who, after serving long sentences in maximum security, are getting ready to be released. (www.compassionprisonproject.org). Co-founder of Global Animal, a foundation that acts as a Red Cross for animals in emergency need around the world. From hurricanes in the South to Wildfires in California to Tsunamis in Japan, we raise money through our online magazine and pass 100% of the funds to vetted organizations rescuing animals on the ground. (www.compassionprisonproject.org).

Question applies to multiple boards

**Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission, or committee to which you are applying.**

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See other questions for qualifications and experience. My education is: Undergraduate (Humanities): Harvard University Grad School (MFA): USC Film School

Question applies to multiple boards

**Please describe your demonstrated expertise in the areas of: 1) strategic planning; 2) performing arts production; 3) fundraising; 4) community outreach; 5) policy development; 6) performing arts operation; 7) event management; 8) hospitality; 9) fiduciary oversight; 10) real estate development; 11) marketing; 12) knowledge of Santa Monica and the Civic/Pier/Arts; and 13) knowledge of the field of public librarianship and of the Santa Monica Public Library.**

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1.) Head of Strategy for Compassion Prison Project, Om Base Productions, and Global Animal. 2.) Twenty years in the film industry, both as a writer and then running my production company. 3.) Fundraising for two 501c3 nonprofits: Compassion Prison Projects and Global Animal. 4.) The definition of what we did in CPP. 5.) Policy, mission statements, strategy for Om Base Productions, and the above nonprofits. 6.) None 7.) Created "Walk for the Underdog" events for four years running, a huge dog adoption event which included organizing venue, music, stages, vendors, and 45 dog rescues that attended. Not to mention the five hundred dogs walking their owners around the La Brea Tar Pits. 8.) Worked my way through college as a manager of restaurants and bars in Boston, New York, and Los Angeles. 9.) No experience beyond creating budgets for productions filming around the world. 10.) No experience. 11.) Before film school, I worked in advertising as a creative director for two firms in Boston. 12.) I have deep knowledge and love of Santa Monica, but no specific knowledge of Civic/Pier/Arts 13.) No experience beyond loving our library. Very concerned it has turned into a de facto homeless shelter and feel that setting up a day bed program would be a better option.

Question applies to multiple boards

**What are your goals in serving on the board, commission, or committee to which you are applying?**

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As a creative person who has worked in advertising, film, and the nonprofit world, often in organizations I've created, my goal is to bring outside-the-box thinking to the many challenging issues we face in Santa Monica. The two areas that interest me are public safety and the downtown resurrection. They are intertwined challenges if we are to reclaim our two billion dollar tourism industry. Sadly, Santa Monica's increasing reputation as a dirty, dangerous place, where visitors will be confronted by intoxicated and/or criminal transients and depressing cases of need – on the promenade, pier, bluffs, and the rest of our commons – is growing. In addition to this, Malls around the country are shuttering under the pressure of online sales and Covid, which means the promenade needs to be completely rethought. We must become a destination that provides something more than shopping, but also a happy, safe and clean environment for people to gather and partake of experiences (restaurants, live theater, bars, and nightclubs), as well as housing above to keep the place populated. The era of the big chain stores is over, as the pre-Covid disappearance of Borders, Banana Republic, etc. has shown. So populate the promenade with boutiques that are local and cool, rather than the generic brands that can be found in any city in the country. As you can see, I have many ideas. We are a talented, wealthy city with an incredible population to tap to help turn things around. What we need is a new vision of what we want to become and how to take advantage of the pent-up need people will have to be together once the pandemic ends.

Question applies to multiple boards

**What is your vision for the board, commission, or committee to which you are applying and the role it plays in Santa Monica and the region?**

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A clean, safe city that people want to visit from around the world, while also being a wonderful place to live. Thirteen years ago the NY Times featured us as one of the top beach destinations in the world (under the title: Classic Beach, but Much More):  
<https://www.nytimes.com/2008/02/22/travel/escapes/22american.html> Where are we today? Where do we want to be tomorrow?

**Personal qualities identified in the criteria include leadership, creativity, and innovation as well as the ability to work effectively in a group setting and an ability to balance competing needs. Provide examples of how you have demonstrated those qualities:**

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I believe volunteering is a two-way street and important to a rounded and fulfilling life. Creating two nonprofit organizations from scratch has taught me to be an active listener who leads with practical compassion (Random House has published two of my books on the subject). Helping to found Compassion Prison Project and walking into Kern Valley State Prison for the first time with a skeptical audience and downright hostile Corrections Officers was an exercise in creativity, innovation, and persuasion that could fill a book. The only way it worked was a 360% approach, taking in the trauma of the incarcerated AND the Corrections Officers. Often, they felt like two sides of the same coin, both experiencing PTSD, both desperate for change, not dissimilar to our policing situation. Gradually, after a year of regularly showing up, attitudes slowly transformed. The work took five hours of driving back and forth (and 8-hour sessions inside) but was incredibly rewarding. When Covid-19 hit and we weren't allowed into the prisons, we shifted to setting up a trauma awareness curriculum via ZOOM, based on Adverse Childhood Experiences (ACE scores). We adapted and were able to continue our program, as well as supporting released people on parole. My business life as a writer/producer has taught me to look for practical solutions that work, bringing together teams of disparate people to row in the same direction for a greater good. Producing is also nonstop emergency management and creative problem-solving under intense pressure. It often requires bringing two sides together and seeing everybody's perspective. My mindfulness training has been instrumental in dropping my conditioning (and agendas) and seeing reality clearly. I feel I would be an excellent balance to people who only see things black and white.

Question applies to Public Safety Reform and Oversight Commission

**Please share any knowledge of or experience with law enforcement, public safety policies and issues, or social services policies and issues.**

I don't have much experience with law enforcement beyond doing a ride-along with our sainted homeless liaison Erika Aklufi, and my direct experiences calling the SMPD. But I have a brother-in-law who is a detective in Denver and have done many ride-alongs with him when he was a patrol officer. I have really listened to his frustrations. And, of course, have heard the other side of the story from the victims of mass incarceration, many of whom were arrested at 16, held over and tried at 18, and are still serving sentences in their 40s (almost all POC). I believe the police are not the solution to every problem, but nor do I believe they are the cause. They are a force that must be targeted with a clear mission and supported by good leadership, social workers, and peer counselors to deal with our regional mental health crisis. The police must be supported with City Ordinances they can enforce to reverse the decline in Santa Monica's quality of life. They must be highly trained and that training must be continual. And then they must be fully accountable.

Question applies to Public Safety Reform and Oversight Commission

**Why you are interested in serving on the Public Safety Reform and Oversight Commission?**

I have lived in Santa Monica for 30 years, watching it change from a sleepy beach town to a more urban environment. And I'm fine with that as long as our perceptions change as well. We are now a small town with big-city challenges, from homelessness, petty crime, social unrest, and sometimes shocking violence and/or mental illness playing out on our streets. I live on 9th and Wilshire with a front-row seat and before Covid-19 added even more pressure, I could see we were in for a reckoning. I was also part of the peaceful protest downtown and saw firsthand the catastrophic misjudgment of our police leadership in focussing our police on the protest while letting organized, criminal gangs, loot our downtown. This, to me, was a complete failure, and the moment when I started looking for ways to have a positive impact in resetting our public safety agenda. One solution would be to provide money for officers to live in Santa Monica as part of their pay package. This will give them a feeling of ownership for the community they protect and serve, create a "silent community force" of off-duty police keeping an eye on the streets, and enable them to be quickly called up in an emergency.

Question applies to multiple boards

**Participation on the board requires a significant commitment over the length of the term including attendance at approximately two scheduled meetings per month, and possibly other tasks and meetings outside of board meetings. Will you be able to commit the necessary time to perform your duties if appointed to the board?**

Yes  No

Question applies to multiple boards

**How did you learn about the vacancy in this board or commission? (select all that apply) \***

On the City's website (smgov.net or santamonica.gov)

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**Business Information (Public)**

**Occupation:**

Writer/Producer

**Business name:**

Om Base Productions

Arthur Jeon

**Business Address**

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**Business Phone**

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**Notes**

ALL INFORMATION, EXCEPT PERSONAL DATA ENTERED IN THE PROFILE SECTION, IS PUBLIC AND AVAILABLE FOR VIEWING AT THE CITY CLERK'S OFFICE AND ON THE CITY'S WEB PAGE.

DISABILITY RELATED ASSISTANCE AND ALTERNATE FORMATS OF THIS DOCUMENT ARE AVAILABLE UPON REQUEST BY CALLING (310) 458-8211.

After an application has been submitted, a confirmation page will be displayed. If an email address has been provided, an email confirmation will be sent. IF A CONFIRMATION IS NOT DISPLAYED, PLEASE RESUBMIT OR CONTACT THE CITY CLERK'S OFFICE AT (310) 458-8211.