

To join the South Mar Vista Neighborhood Association send this form and a check for \$15 (includes membership through the end of 2007) to:

South Mar Vista Neighborhood Association
3820 Coolidge Ave.
Mar Vista, CA 90066

Name _____

Address _____

Telephone _____

Email _____

I am interested in being a Block Captain _____

Membership dues are used for improvement projects in the neighborhood.

Neighborhood Association Contacts:

President: Steve Wallace - steve@marvista.org
(Contact Steve if you would like to add something to the agenda of the monthly meeting)

MVCC Zone 5 Director & Vice President: Curt Steindler - curt@MarVista.org
Treasurer: Christopher McKinnon
Block Captains: Elise Derby on Keeshen Drive,
Martha Santana on Mitchell Ave,
Cassandra Rhone at
Grand View Town Homes,
Rosa Hernandez on Mitchell Ave.

Newsletter: Julia Jones - juliaj@mac.com
We need volunteers to fill the following positions:
Secretary, Block Captains, Newsletter
Staff & Ad Sales, Volunteers,
Board Members

Websites

South Mar Vista Neighborhood Association
www.neighborhoodlink.com/la/southmar/
Mar Vista Community Council
www.marvistacc.org
Mar Vista Neighborhood Association
www.mvna.net
Mar Vista Arts Guild
www.marvistaartsguild.org
Culver West Neighborhood Association
www.culverwest.org
Del Rey Homeowners & Neighbors
www.delreyhome.org/
Crime Report & LAPD Pacific Area Community Police Advisory Board
www.pacificbeat.net
Community Emergency Response Information
www.cert.la.com
Mar Vista Farmers Market
<http://www.marvistafarmersmarket.org>

Important Dates

2nd Thursday of Every Month 6-8 pm

South Mar Vista Neighborhood Association meeting at the Mar Vista Library
12006 Venice Blvd. at Inglewood. October 12, 2006; November 9, 2006;
December 14, 2006; January 11, 2007.

Every Sunday 9 am-1 pm

Mar Vista Farmers Market at the corner of Grand View Blvd. and Venice Blvd

3rd Tuesday of Every Month 7:30 pm

Mar Vista Park Advisory Board meets at the Mar Vista Recreation Center
Auditorium, 11430 Woodbine, near corner of Palms and McLaughlin.

2nd Tuesday of Every Month 7-9 pm

Mar Vista Community Council meets at the Mar Vista Recreation Center
Auditorium, 11430 Woodbine, near corner of Palms and McLaughlin.

1st Wednesday of Every Month 7pm

Mar Vista Neighborhood Association, Board of Directors. Locations vary, contact rob@marvista.org for meeting details.

3rd Wednesday of Every Month 7pm

Pacific Division Community Police Advisory Board at the Marina Beach
Marriott Hotel, 4100 Admiralty Way, Marina Del Rey, CA 90292.

4th Thursday of Every Month 6:30 pm

Friends of the Mar Vista Library meet at Mar Vista Library 12006 Venice
Blvd. at Inglewood.

Neighborhood Association Goals

- Developing and promoting community spirit and unity
- Improving and sustaining the community's quality of life
- Securing necessary and beneficial public improvements
- Promoting measures that protect health and safety
- Supporting efforts to protect and expand open spaces for recreation
- Providing information about public services and residents rights and responsibilities

These goals can be achieved if we are willing to get involved!



The approximate boundaries of The South Mar Vista Neighborhood Association are Venice Blvd., Washington Place, Sawtelle Blvd., and Centinela Ave.

SoMAR

South Mar Vista Neighborhood Association



Specimen trees on the Venice Blvd. Median

Mar Vista Farmers Market Opens!



A new farmers' market opened in August in downtown Mar Vista offering a wide array of fresh, local produce (organic and more), as well as fresh flowers and prepared foods. Ted Galvan, who started the successful Santa Monica Saturday market on Pico and 23rd, is the market manager.



Councilman Bill Rosendahl at opening day of the Mar Vista Farmers Market

"I am thrilled to have a farmers' market opening in Mar Vista," Councilman Bill Rosendahl said. "Through the leadership of dedicated community members, Mar Vista will now have a market that will bring the neighborhood together for fresh, healthy, locally grown produce. I look

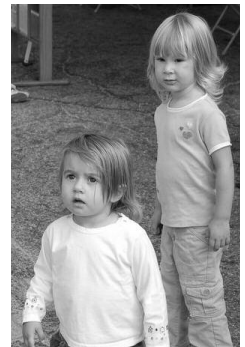
forward to shopping at such a great place."

The year-round Mar Vista Farmers' Market will operate every Sunday from 9:00 AM to 1:00 PM on Grand View Blvd. between Venice Blvd. and Pacific Ave. It fills a void in the community created by the loss, earlier this year, of the nearest farmers market at the Santa Monica Airport.

The Mar Vista Farmers' Market, a non-profit organization, was formed by a small group of residents, shop owners, and local professionals. The market aims to raise money to support the Mar Vista community. "We are excited and enthusiastic to



Attendees enjoy nachos, crepes and fresh baked goods every Sunday the Farmers Market



start the market as a way to unify Mar Vista, and of course provide great locally grown produce and products," said Mar Vista Farmers' Market Board of Directors President Lorraine Wells. Look for a cooking demonstration at the market sometime in the next few months by renowned chef Mary Sue Milliken of Border Grill. More information is available at www.marvistafarmersmarket.org.



Mar Vista Farmers Market

Every Sunday from 9am-1pm

On Grand View Blvd. between
Venice Blvd. and Washington Place



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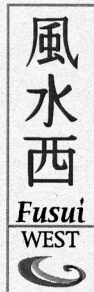
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(310) 837-9506 Fax

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Fax: (310) 636-1980

www.cafe-brasil.com

**Mar Vista
Public Library
HOURS**

Mon/Sat 10:00-5:30
Tue/Thurs 12:30-8:00
Wed/Fri 12:30-5:30

LOCATION

12006 Venice Blvd,
SW corner of Inglewood
Tel: (310) 390-3454
Free Public Wireless
Internet Access Available
Mystery Readers Club:
3rd Thursday of every
month at 6:30 pm
Grandparents and Books:
A grandparent is available
in the library to read to
children, Monday thru
Friday. Call for schedule.

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Support Green Power for a Green LA

Green Power is electricity produced in an environmentally friendly manner. Sources of green power include the sun, wind, and water, which are pollution free and natural. Renewable electricity technologies are among the cleanest and have the least impact on the environment. The Green Power for a Green LA Program gives us all the opportunity to support cleaner energy resources for Los Angeles. By signing up, you can actually help bring more renewable power to LA - electricity that is cleaner than fossil fuels and nuclear energy. Green Power means cleaner air and a greener Los Angeles for us and for our children.

Customers who sign up choose to have a portion of their metered electrical consumption generated from renewable energy sources. The price for new green power is slightly higher than power generated from conventional sources such as coal and oil. LADWP's residential Green Power Program enables you to support renewable energy by paying a small premium on your bill. The extra cost for this package is 6% or approximately \$3 a month for the average customer with a monthly electricity cost of \$50. Customers who sign up for Green Power will receive two complimentary compact fluorescent bulbs.

There are many options for producing energy from renewable resources, including wind, geothermal, hydroelectric, biomass, and solar. The Green Power Program is seeking a mix of strategies, including developing locally and regionally produced renewable resources and renewable energy purchases.

For more information or to sign up call 1-800-U-ASK-DWP (1-800-827-5397). You can sign up online by logging on to www.ladwp.com and looking for the rebates and programs link.

Renewable Sources of Energy

Wind energy

Wind turbines (windmills) use strong, steady wind to create electricity. Wind power emits no pollution and has very little impact on the land. Wind energy can be produced anywhere the wind blows with consistent force.

Hydropower

Dams provide electricity by channeling water down a chute and over a turbine linked to a generator. Hydropower is considered renewable as long as it has no adverse impact on water quality and on the wildlife habitat.

Geothermal energy

Geothermal energy is generated by converting hot water or steam from deep beneath the Earth's surface into electricity. Geothermal plants emit very little air pollution and have minimal impact on the environment.

Biomass energy

Organic matter, called biomass, is burned in an incinerator to produce energy. Biomass can also be converted into a combustible gas, allowing for greater efficiency and cleaner performance.

Solar Power

Solar cells, which are made of silicon, convert the sun's energy into DC, or direct current, electricity. The DC current is converted into AC, alternating current, providing a clean form of energy to power homes and businesses.



A beautiful garden in South Mar Vista

Mar Vista Community Council Email Notification System

To receive emails about important things happening in Mar Vista visit the website, www.marvistacc.org and click on the email notification system link. You will periodically receive emails about meetings and happenings.

Get Involved with MVCC Sub-Committees

The Mar Vista Community Council committees are:
SMC Bundy Campus Ad Hoc Committee, Education, Culture, & Arts Committee, Election and Bylaws Committee, Outreach Committee, Safety and Security Committee, Transportation & Infrastructure Committee, Urban Planning/Land Use Committee, Budget & Finance Committee

To get involved visit the website at www.marvistacc.org.



Venice Boulevard Improvements

The Venice Boulevard Streetscape Improvement Association (VBSIA) has been formed to work on improving and beautifying Venice Boulevard as it passes through Mar Vista from Walgrove Ave. to Sawtelle Blvd. The pilot project area is the two blocks of the median from Centinela Ave to Grand View Blvd.

Already the City of Los Angeles working hand in hand with the VBSIA has refurbished the sprinkler system and cleared unsuitable plants that are not part of the design overlay chosen by the community.

A design by Katie Spitz of Katherine Spitz Associates Inc. has been chosen. She presented two possible designs in the beginning and residents were encouraged to vote on them at the Farmers Market opening day. Also that day at the Farmers Market, Councilman Bill Rosendahl presented a check to the VBSIA for \$100,000 to be used for improvements to Venice Blvd. "Venice Boulevard is Mar Vista's Main Street," Rosendahl said. "It is time to make this community shine and to let everyone in Los Angeles know what a beautiful neighborhood Mar Vista is."

The initial plans include installing 22 decorative trashcans, trimming 154 trees and replanting the median on the pilot blocks. Money allocated from The Mar Vista Community Council has helped a great deal with the initial improvements and has gotten the project off the ground. Future plans call for beautification of the entire Mar Vista Venice Blvd. median and sidewalks and the VBSIA will also be looking to the private sector for additional funding.



The current median shown here was designed and planted over 20 years ago.

Block Captains Needed!

South Mar Vista needs more Block Captains to help unify our neighborhood. By knowing your neighbors and working together with you can lower crime, keep informed, and prepare for disasters. Block Captains assist in these processes by acting as a hub of information for the block, the neighborhood and the community. You can find more information at pacificbeat.net, click on the neighborhood watch link.

Responsibilities of a Block Captain Include:

- Serving as a liaison between the block residents and the Police Department and neighborhood association as well as distributing newsletters, crime prevention and association news.
- Maintain a map and list of neighbors, including names, addresses, phone numbers and vehicle information.
- Alert neighbors in the event of crime or an emergency situation which could require an area evacuation.
- Greet new neighbors and educate them on the community watch and the neighborhood.
- Co-ordinate and host an initial block meeting and then at least one yearly block meeting.

If you are interested in becoming a Block Captain or starting a Neighborhood Watch Committee on your block Contact stevew@marvista.org.

Let's Have a Block Party

On Aug. 13, 2005 we launched our first annual block party. I was amazed that day to hear the band playing, to see councilman Rosendahl mingling with my neighbors, to smell the Bar-B-Que, and to see the children talking with the fire fighters about their truck. On that day, nearly 200 neighbors and friends enjoyed a summer afternoon together. It had all been so much fun to put together and, surprisingly, hadn't been that much work.

It all started in the spring, as the days grew longer and many neighbors were out in the evening playing with children, walking dogs, or watering plants. Out with my daughter, I would stop to talk to neighbors and the idea for a block party kept coming up but nothing seemed to happen; we needed to get together and organize it. Someone needed to take the reins and get it started. I decided to print up a little flyer and invite the whole street to a meeting at my house one weekend morning. I dropped off a flyer at each person's door and they showed up. Ok not everyone, but enough to start making decisions.

There was a lot of enthusiasm and excitement at the first meeting, so we decided on a date, a general idea of what we wanted, and delegated jobs. To keep the ball rolling, we set a date for the next meeting. My job was to obtain the permit to close our street. Got a block party in mind? Here's how to go about the permit:

Go to city permits online www.bsspermits.lacity.org and go to street closure permits. This site allows you to apply for a permit and walks you through the further steps you will need to take to complete the permit process (as described below).

Print out petition pages at the street closure site. More than 50% of the street needs to sign the petition. This is a fun activity for your planning group; pick a day and go door to door together for signatures.

Insurance information is mandatory and available at the street closure site. Print out the insurance form and send it in with a \$100 money order.

Lastly, and most importantly, call councilman Rosendahl's office at 310-568-8772 and speak with Nikki Kelley. She will be able to obtain a waiver for the permit fee.

Now you're ready for the fun part - planning the party with your neighbors. Our first year, to keep costs down, the only thing we rented was a bouncer for the kids. A great band that lives on our street, Nova Blue, played the party gratis, adding to the festival atmosphere. Serendipitously for the adults, the owner of Angel City Brewery lives on our street and generously donated kegs of beer. We called the local fire station and invited them to come and show their truck to the kids. We invited Councilman Rosendahl to come, and he actually did, which was amazing. We organized a huge pot luck - everyone contributed a signature dish and brought out their tables and chairs. It was really simple and a great party. I believe the keys to our success were delegation and joint ownership.

This August we had our second block party. It was another great day. What I like most about having the block parties isn't the actual party, it's the way the process has brought us together as a community. We now discuss street issues more (i.e., speeders, tree trimming, repaving) and have a common voice when we approach the city. Knowing your neighbors makes for a safer street as well. And most importantly, I enjoy my neighbors every day; there's a lot to be said for a street where everyone looks up and says hi to one another.

By Elise Derby
Resident of a totally awesome street in South Mar Vista

The South Mar Vista Neighborhood Association

The South Mar Vista Neighborhood Association is part of Mar Vista and zone 5 of the Mar Vista Community Council (MVCC). We benefit from the work of the MVCC but our own Association can influence things happening within our own smaller neighborhood. The Association provides an important role in creating and maintaining a safe and attractive neighborhood. Some of the things we can do are to make sure we are included in city improvements such as street resurfacing, trash removal, or weed abatement, work with LAPD to keep the neighborhood safe, and help start Neighborhood Watch Programs. The South Mar Vista Neighborhood Association is an important part of uniting and beautifying our community. We are always looking for stakeholders interested in volunteering a little time to help. Volunteers are still needed to fill several positions in the Association including secretary, board members, and Newsletter writers and ad sales.

Please contact Steve Wallace at stevew@marvista.org if you are interested in getting involved.

Statistics From The California Sourcebook of Zip Code Demographics 7th Edition, 1990 For Zip Code 90066

	1980	1990	1995 (projection)
Population	51923	59169	59503
Median Age	31	37	39
Number of Households	21543	25284	25794
Median Household Income	\$17,559	\$29,088	\$29,747



South Mar Vista History

There is definitely interesting Mar Vista history in the area south of Venice Blvd. between Beethoven and Sawtelle, home of the South Mar Vista Neighborhood Association. Venice Blvd. dates back to a rail line, which in 1902, connected central Los Angeles with the City of Ocean Park, incorporated in 1904. East Ocean Park Heights was one of the earliest housing tracts in what would become Mar Vista. This tract was between Centinela and Inglewood, south of Venice Blvd. to Washington Blvd. Originally the tract was divided into one acre lots which sold for \$1000 each in 1904. Lots one and two of this tract is where the Mar Vista Library is located today. The site of the new fire station was the location of Brand's Restaurant in 1953. Marcasel was originally West Blvd. and renamed based on the nearby rail stop, Casa Del Mar. The change was requested by the Post Office because there was another West St. in Los Angeles. In 1923, Washington Blvd. was widened to Lincoln. In this same year Culver City acquired a two mile strip along

Washington, cutting Mar Vista in two. One reason cited was to include the Culver City Kennel Club in the city. This was the site of greyhound dog racing long before Costco. Bruno Tesari leased a donut shop in 1956, which became the famous Bruno's Restaurant. The Tesari family did not want the building destroyed, so sold it to the Vineyard Fellowship for use as a church. Sam Johnson's Book Store at 12310 Venice Blvd. was the location of the Mar Vista Library in the 1950's. Prior to that the building was a bar. The East-Marcasel one mile oval track has an interesting history that I have yet to fully uncover. I understand that 3966 Marcasel was a home owned by Fatty Arbuckle. Barnes City was directly south of Washington Blvd. Whether the Al Barnes Circus was set up inside the oval needs to be confirmed. Arbuckle's Plantation Club was nearby on Washington Blvd. Information provided by Glen Howell, Mar Vista Historian, www.marvistahistoricalsociety.net.



One Call to City Hall

3-1-1 is a toll free citywide number for information and non-emergency services. Calls are answered 24 hours a day in English and Spanish. The operators take the information and pass it on to the proper department. The problem is usually fixed within a day or two. Call for the following kinds of problems: To remove trash on the streets or alleyways; to repair street or traffic lights; to replace missing street signs; to have graffiti removed; to have potholes fixed. Spread the word about 3-1-1, the City Wide Service Directory.

Grand View Blvd. Elementary

Our neighborhood school!

Grand View school opened in 1953 and has been educating Mar Vista's neighborhood children all these years. This year we have over 750 students from pre-K to 5th grade. About 1/3 of the school is a Dual Language Immersion program. Students enrolled in that program are taught all subjects in Spanish, with a gradual increase in the amount of English taught, until, by 5th grade, the work is 50% each English and Spanish. The program attracts students from all over LAUSD, as well as from the neighborhood.

We have a fledgling PTA that works to support the school any way we can. Our main goal is to help fund the school Nurse's salary, and beyond that we work on beautification projects, enrichment programs and by supplying volunteers. We are grateful for the wonderful support we have received in the past from the Mar Vista community and we hope to count on it in the future.

Sarah Auerswald
PTA President
SAuerswald@comcast.net

Upcoming Events at Grand View Elementary:

October 31st, 2:30 pm – 4:30 pm
Halloween Festival; Food & games

December 14th, 9:00 am & 11:00 am
Holiday program; Song performances and Bake Sale

Important Telephone Numbers

EMERGENCY ONLY 9-1-1
LAPD Non-Emer; Stolen property; Vandalism; Public intox; Trespass/Loiter "O"
Dispatch (877) 275-5273
LAPD Pacific: Non-Emergency Front Desk (310) 482-6334; 6335; 6336
LAPD Senior Lead Officer; Heidi Llanes;
..... 26837@lapd.lacity.org; (310) 622-3971
LAPD Community Relations; Officer Tony Newsom
..... 26986@lapd.lacity.org; (310) 202-4524
LAPD PACIFIC; Area Commanding Officer –Captain Bill Williams
..... www.lapdonline.org
LASD – Persons in Jail www.lasd.org
LAUSD- School Police; McBride Elementary; 3960 Centinela Av
..... (213) 625-6631
LA City Council; District 11; 7166 W. Manchester Av; Los Angeles; CA; 90045
..... www.lacity.org/council/cd11
Bill Rosendahl www.councilmanrosendahl.com
Field Deputy-Len Nguyen (310) 575-8461;
Constituent Advocate-Nancy Aguilar (310) 568-8772
Mar Vista Community Council www.marvistacc.org
Abandoned Vehicles-after 72 hrs (323) 224-6596 or (800) 222-6366
Animal Regulation (888) 452-7381
Air Quality Mgt. District (AQMD)
Report polluting vehicle; License plate #; Time; Location (800) 288-7664
Battered Women-SOJOURN (310) 264-6644
Building & Safety; Info (310) 575-8094 or (888) 524-2845
Child Abuse-DCFS (800) 540-4000
City Attorney Ofc; Neighborhood Prosecutor Gina Isagholian . . . (310) 575-8743
DWP 24 hrs (800) 342-5397
Gas Co. 24 hrs (800) 427-2200
Graffiti-Charlene Parrish
..... pacificgraffitisolutions@yahoo.com; 311 or (310) 204-2749
Health Dept.-Vector Control (Rats)
..... Apts (310) 665-8484 or Residences (626) 430-5461
Housing Dept. (Apts.); Illegal garage use (866) 557-7368
Parking Enforcement; Complaint Ofc (310) 312-3500 24 hrs (213) 485-4184
Poison Control (800) 876-4766
Restraining Orders (213) 974-5587
Sanitation (M-F 7:30a-4:45p) (800) 773-2489
Sex Offender www.meganslaw.ca.gov or http://gismap.co.la.ca.us/sols
Street & Alley; "Clean-Up" Abandoned items M-F 7a-5p; "0" operator
..... (800) 996-2489
Street Inspector Stephanie Hill; Illegal posted signs
..... (310) 840-2103 or (213) 485-3711
Street Signs (Transportation Dept.) (213) 580-1177
Terrorist Activity 877-A-Threat or (877) 284-7328
Toxic Waste Disposal; Used motor oil & Computer equip. (800) 988-6942
Hyperion Ctr; 7660 W. Imperial Hwy; Gate B; Sat & Sun 9a-3p
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www.lacity.org/council/cd11

A special thank you to Martha Santana for compiling this list.