smdp
Santa Monica Daily Press

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62 years later history is still being made at Chez Jay



Clara Harter

PATIO: Chez Jay has expanded to include outdoor seating.

CLARA HARTER
SMDP Staff Writer

It's rare to find a community establishment as peppered with celebrity lore and surrounded by as die-hard a local following as Chez Jay.

Rarer still is a six-decade family-owned restaurant standing in a town often criticized for favoring development over authenticity and where small businesses were among the nation's hardest hit by the pandemic.

Yet in a year that saw the wiping out of many multigenerational eateries — the Vienna Pastry Shop, Enterprise Fish Co, and Pacific Dining Car to name a few — Chez Jay remained steadfast. And, as the threat of the pandemic recedes, Owner Chris Anderson stands at the helm ready to steer the storied dive-bar-meets-celebrity-hideaway-meets-local-hangout into the next chapter of history.

Covid was not the first storm lobbed at the beachcomber bistro by the tides of time. It has weathered numerous financial crises, navigated shifts of management, and overcome threats to its highly coveted lease.

Still, the pandemic was no easy ride as Chez Jay's is a business centered on atmosphere, on the cracking of peanut shells, the dim glow of rainbow string lights, soft cushion of its cherry red booths, and the steady hum of the Temptations or other groovy tunes playing in the background.

It's also an experience precipitated on the ability for patrons to lean over the hardwood bar and have the bartender recount a tale from the Chez Jay canon while fixing them a Jays Mai Tai.

There are many stories for

SEE **CHEZ JAY** PAGE 7

Library receives funding to expand reopening under strong community pressure

CLARA HARTER
SMDP Staff Writer

It's been fifteen months since Santa Monica's five library branches were open, but thanks to the rallying of community members, funding is on its way to support more reopening.

During the 2020 budget restructuring the Santa Monica Public Library's budget was slashed and the team went from 112 full-time equivalent staff members to 47. So even while Covid conditions allow for the full resumption of services, there is currently only enough staff to open the 1st floor of the Main Branch Library.

Fortunately, the library's funding received a boost in City Council's recently approved budget, allowing for the addition of a Youth Services Specialist, two Librarian 1 positions, and several as-needed positions.

The Ocean Park branch is slated to reopen under a self-service model in July and plans are underway to open the Pico and Montana branches in the fall.

SEE **LIBRARY** PAGE 6

Athlete's app enters the competitive dating world

SOFIA PIRRI
Special to the Daily Press

A basketball player since the age of 5, college athlete and high school basketball coach Amanda McGrew thought she knew what her life's work would be. Never did she imagine it would involve helping other athletes find love.

Amanda McGrew launched Playoff, the only dating app for college and professional athletes, in December 2017. The app now has 50,000 users, including professional athletes from every major sport and several Olympians. Encouraged by the platform's steady growth over the last few years, McGrew and her team hope to make a splash in Tokyo's Olympic Village later this month.

McGrew began her athletic career playing basketball at Santa Monica's very own YWCA, with her father coaching the team. Her talents on the court took her to the University of Rhode Island on a full scholarship, then to U Mass Lowell for a fifth year.

After graduating with degrees in finance and marketing, McGrew returned to Santa Monica and began coaching basketball at several middle and high schools in Los Angeles, including Windward School and The Willows.

The idea for Playoff came to McGrew when she took a break from coaching high school students and suddenly found her nights and weekends free.

"I thought, 'I guess I should get a date!'" McGrew said with a laugh.

She considered several of the seemingly infinite number of niche dating apps available, but the former basketball player felt as though none of them resonated with her identity.

"I just asked myself, 'if I had to identify with one group of people for the rest of my life, what would it

SEE **APP** PAGE 11



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[1] "Medicare & You," Centers for Medicare & Medicaid Services, 2020
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6255

COMMUNITY BRIEFS

Citywide

Santa Monica Public Library Presents "Spin Me a Shadow, Tell Me a Tale"

Santa Monica Public Library is excited to announce a virtual family-friendly summer reading show, "Spin Me a Shadow, Tell Me a Tale," on Monday, July 12, at 2:30 pm. Daniel Barash of Firelight Shadow Theater will introduce participants to the art of shadow puppetry, and then help them create puppets to adapt versions of well-loved tales to the shadow screen. Participants can pick up materials to make a shadow puppet stage and puppets from the Main Library, Pico Library Curbside or Montana Library Curbside starting July 6. Register in advance here: bit.ly/FirelightSTsmpl

Santa Monica Public Library's free, all-ages Summer Reading Program, "Reading Colors Your World, runs through August 15. Register in person at the Main Library, Pico Branch Curbside and Montana Avenue Branch Curbside, or online at smpl.beanstack.org. Track your reading over the summer to reach the goal of 10 hours/600 minutes read. Kids and teens earn special activity kits at 300 and 600 minutes read, and adults are entered into a prize drawing after 600 minutes read.

Generous support of Summer Reading and Santa Monica Reads provided by the Friends of the Santa Monica Public Library. The Friends is a non-profit volunteer organization that focuses on volunteering, fundraising, and support of the Library. Learn more about the Friends.

In-person service is available at the Main Library, and contactless Curbside Pickup service is available at the Montana Avenue and Pico Branches. For a full list of programs and library resources, as well as library locations and hours, please visit our website at smpl.org

Visit the Online Library and access the Library's many digital services that are available 24/7. Questions? Call us at (310) 458-8600 or email reference@santamonica.gov. Staff are available Monday through Wednesday, 10 a.m. to 4 p.m., Thursday 2 to 8 p.m., Friday 10 a.m. to 4 p.m., and 1st Saturday of each month 10 a.m. to 4 p.m.

ANN WILSON, YOUTH SERVICES LIBRARIAN

Marina Del Rey

Marina del Rey Man Sentenced to Over 4 Years in Prison for $3.3 Million Ponzi Scheme He Claimed Was Legitimate Forex Business

An accountant has been sentenced to 51 months in federal prison for running a four-year, $3.3 million Ponzi scheme that conned dozens of investors through false promises of generous returns on foreign exchange currency investments and was funded, in part, by his embezzlement from his non-profit employer.

Steven F. Brown, 53, of Marina del Rey, was sentenced by United States District Judge Philip S. Gutierrez, who also ordered Brown to pay $3,313,346 in restitution. Brown pleaded guilty in October 2020 to one count of wire fraud.

Brown controlled and operated Alpha Trade Analytics, Inc., a financial consulting-and-investment company he largely ran out of his home. Neither Brown nor Alpha Trade was a registered broker or dealer in securities. Brown also served as the accountant for a non-profit organization providing dance and theater arts education to children and young adults in Los Angeles, which gave him access to its bank accounts.

From April 2014 to May 2018, Brown solicited investments in Alpha Trade, including from people he encountered through his position at the non-profit, and through his relationship with its executives and employees, which afforded him access to high-net worth individuals.

To encourage those individuals to invest with Alpha Trade, Brown falsely promised that their investments would only be used for foreign exchange (Forex) currency trading and that they would receive guaranteed monthly payouts of around 10%. He also falsely represented that he had extensive experience in Forex investing, regularly made profitable trades, and achieved substantial and growing rates of return that exceeded the industry average.

Contrary to his representations to investors, Brown only used a small portion of the total amount invested in Alpha Trade for Forex trading, mostly in 2015. Instead, he routinely used investor funds for other purposes, including his rent, car payments, restaurant and retail expenses, and lulling payments to other investors.

To induce investors to maintain or supplement their investments with Alpha Trade and to conceal his scheme, Brown periodically provided investors with account statements that reflected fabricated investment returns that often showed steady, significant gains.

Brown made some of the promised recurring payouts and provided demanded refunds, not based on any Forex investment returns, but instead from money stolen from new investors and through funds he embezzled from the dance academy through unauthorized wire transfers, credit card advances and cash withdrawals he was able to make by virtue of his position as the dance academy's accountant.

In total, Brown caused losses of approximately $3,313,346 to 48 victims, including nearly $700,000 in losses to his former employer based on the money he embezzled from it.

The Securities and Exchange Commission in September 2020 filed a lawsuit against Brown alleging violations of federal securities laws. That litigation is pending.

The FBI investigated this matter.

Assistant United States Attorney Kristen A. Williams of the Major Frauds Section prosecuted this case.

CIARAN MCEVOY, DOJ PUBLIC INFORMATION OFFICER

COMMUNITY BRIEFS

Citywide

Calling All Trades: Jobs for a Green Economy Workshop Series Launches July 7

The City of Santa Monica's Economic Recovery Task Force will be presenting Calling All Trades: Jobs for a Green Economy, an 8-part speaker series. Experienced educators and trades professionals will share the challenges, successes, and current insider perspectives about careers in the trades and attendees will gain knowledge about how to pursue jobs in the growing green economy.

This online series intends to inform, prepare, and encourage people who may be interested in having a career in the trades such as electrical, plumbing, electric vehicle infrastructure, and renewable energy. Speakers will discuss the importance of recognizing opportunities in the trades and how to pursue the pre-requisite education, finding employment, and the soft skills needed to climb the ladder in the trades. The speakers will share invaluable information about their own occupational journeys and what they learned about themselves in the pursuit of their career goals.

The series is co-hosted by Michael Jackson and Drew Johnstone with the City of Santa Monica. Michael Jackson is the Community Services Program Coordinator in the City of Santa Monica's Housing and Human Services Division. Michael is responsible for coordinating the City's Trades Intern Program. Drew Johnstone is a Senior Sustainability Analyst in the City of Santa Monica's Office of Sustainability and the Environment and leads the City's green building policies and programs.

The series will be presented via Zoom on Wednesdays, from 1 p.m. to 2:30 p.m. starting on Wednesday, July 7th. To join the Zoom meetings, visit https://bit.ly/363xfvt (Meeting ID: 944 8747 4542, Passcode: PCh9kT). The series will be recorded and made available via santamonica.gov/hirelocal.

Calling All Trades Event Line Up:

July 7, 2021, 1 p.m. - Mike Suhd, Introduction to the Trades, Santa Monica City Trades Intern Program
July 14, 2021, 1 p.m. - Shane Peters, Plumbing, Santa Monica Building & Safety Division
July 21, 2021, 1 p.m. - Daniel Ferguson & Estelle Reyes, Green Jobs in Los Angeles
July 28 2021, 1 p.m. - King Moore, Electrical, IBEW Local 11
August 4, 2021, 1 p.m. - TBD
August 11, 2021, 1 p.m. - Rick Austin, Logistics, Amazon
August 18, 2021, 1 p.m. - Stuart Cooley, Renewable Energy Educator
August 25, 2021, 1 p.m. - TBD

This work builds on Santa Monica's community-wide economic recovery efforts focused on supporting vulnerable populations, advancing local business and neighborhood vitality, promoting safe indoor and outdoor spaces, and implementing a robust communications and engagement effort. Past efforts wide range of activities including:

Over $2.8 million in rental assistance to 640 Santa Monica families to keep residents in their homes and connecting an additional 300 Santa Monica families with up to $10,000 in rent relief funded by state and county programs.

Development of community resources in English and Spanish to support Santa Monicans with finding employment including local training and search services for job seekers, an active "Local Hire" jobs board that has posted over 150 Santa Monica jobs, an Entrepreneur Series that addressed topics like starting a business, product ideation, business plans, and more, and a Calling All Chefs series that focused on bringing together local chefs and restaurant owners to share their entrepreneurial journey with aspiring chefs.

This event series is presented by Virginia Avenue Park and Community Development Committee of the City of Santa Monica - Economic Recovery Task Force. For more information on event series, visit santamonica.gov/hirelocal.

SUBMITTED BY CONSTANCE FARRELL, PUBLIC INFORMATION OFFICER

Downtown

Cardboard City

Downtown Santa Monica, Inc. in partnership with the City of Santa Monica's Office of Sustainability and the Environment, Starpoint Properties and Los Angeles-based non-profit reDiscover Center presents "Cardboard City," an innovative, pop-up community art center on the Third Street Promenade.

Cardboard City is a 10,000 square foot pop-up art center with free museum-style exhibitions of large scale cardboard sculptures and architectural models constantly added to by artists-in-residence, free family art activities introducing youth and adults to cardboard crafting techniques, a schedule of fee-based classes for youth and adults, and a Cardboard City Shop selling tools and materials so families can make cardboard art at home. The space will highlight fun, unique, family-friendly cardboard sculptures including a "wow factor" installation facing onto the Promenade.

This free public art gallery will present inspirational cardboard sculptures by local artists and sponsoring architecture and design firms, with a capacity for 102,000 visitors over two months. reDiscover will sponsor 8-25 artists' residencies, supporting local and nationally

SEE **BRIEFS** PAGE 11





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Robert Lemle

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The Santa Monica Daily Press publishes Monday - Saturday with a circulation of 8,200 on weekdays and 8,000 on the weekend. The Daily Press is adjudicated as a newspaper of general circulation in the County of Los Angeles and covers news relevant to the City of Santa Monica. The Daily Press is a member of the California Newspaper Publisher's Association, the National Newspaper Association and the Santa Monica Chamber of Commerce. The paper you're reading this on is composed of 100% post consumer content and the ink used to print these words is soy based. We are proud recipients of multiple honors for outstanding news coverage from the California Newspaper Publishers Association as well as a Santa Monica Sustainable Quality Award.

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Sustainable Quality Awards
WINNER

COMMUNITY BRIEFS

Los Angeles

LA Animal Services Receives Prestigious Award From National Leader in No-kill Movement

LA Animal Services has been recognized with the Touchstone award from Best Friends Animal Society, a national animal welfare organization dedicated to ending the killing of dogs and cats in America's shelters.

LA Animal Services is a member of the Best Friends Network, which comprises more than 3,300 animal shelters, spay/neuter organizations, and other 501(c)(3) public charity rescue groups across the country working to save the lives of dogs and cats in their communities.

Together, Best Friends and its network partners are working to achieve no-kill for dogs and cats nationwide by 2025. Reaching this goal will mean that every shelter in America is getting the community support it needs to save every dog and cat who can be saved. It means healing the animals who can be healed, treating behaviors that can be treated, and prioritizing public health, safety, and a high quality of life for both pets and people in our communities. When a shelter is saving at least 90% of the dogs and cats that come through its doors, that shelter is designated as no-kill. A no-kill community is a city or town in which every brick-and-mortar shelter serving or located within that community has reached a 90% save rate or higher and adheres to the no-kill philosophy.

LA Animal Services was selected for the Touchstone Award based on national shelter data and work from calendar year 2020 (compared to 2019). National, state, and shelter level data can be found on the pet lifesaving dashboard published by Best Friends.

"It's incredible to see so many shelters around the nation taking dramatic steps to increase lifesaving," said Brent Toellner, senior director, national programs for Best Friends Animal Society. "Whether it be through new programming, progressive leadership or better collaborative partnerships, these groups are showing that lifesaving success is possible regardless of a shelter's size or location."

"With Best Friends we have built a coalition of more than 140 partners dedicated to working with us in creating a safety net for the animals most in need of our shelters," said Dana Brown, Interim General Manager for LA Animal Services. "We've learned that collaboration is key, between shelters and the community – rescue partners, volunteers, adopters, and fosters – and these relationships are critical for us in our life saving efforts to continue to assist and care for 'both ends of the leash' – pets and the people who love them."

Toellner added: "It's going to take embracing all models of lifesaving, as well as maximizing collaboration with and support of each other to reach our goal of ending the killing of pets in shelters by 2025. But with so much progress being made, getting our nation to a point where it has finally put a stop to the unnecessary deaths of animals in shelters not only seems possible, but inevitable."

For more information about Los Angeles Animal Services, visit laanimalservices.com.

SUBMITTED BY ANIMAL SERVICES

Citywide

Assemblymember Richard Bloom Issues Statement on the Passage of AB 832

Assemblymember Richard Bloom (D-Santa Monica) applauded Governor Newsom's swift action in signing AB 832, California's most comprehensive COVID-19 renter protection bill to date.

Coauthored by Assemblymember Bloom, AB 832 extends the statewide eviction moratorium through September 30, while simultaneously providing financial relief to struggling tenants and their affected landlords.

AB 832, joint-authored by Assemblymember Bloom, creates a process to ensure that from October 1, 2021 through March 31, 2022, struggling tenants impacted by COVID-19 will still be protected under state

law. Additionally, the bill will permanently mask unlawful eviction cases related to COVID-19 rental debt, thus protecting tenants from having unpaid rental debt due to COVID-19 held against them when they seek future housing.

"Ensuring that California's renters aren't penalized in the long run for financial factors that were largely out of their control was of the utmost importance," said Assemblymember Bloom,

The signing of AB 832 does more than offer relief and protections for California's tenants - it also increases rental assistance payments to give 100% of rent owed by tenants to eligible landlords. Under the previous SB 91 framework, landlords received 80% and were required to forgive 20%. Under AB 832, applicants who already applied/received funds will automatically get the additional funds to cover 100% of rent owed, including tenants previously paid 25%.

"As we begin to return to some sense of normalcy, we must remember that the reopening of California does not mean the end of suffering for millions of Californians," Assemblymember Bloom continued, "While the economic and emotional scars inflicted by the pandemic will last for years to come, the people of California can continue to count on their government to mitigate the proverbial aftershocks of this once-in-a-century pandemic."

SUBMITTED BY BLOOM'S OFFICE

LET US KNOW YOUR OPINION
Santa Monica Daily Press editor@smdp.com

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KNOW BEFORE YOU GO

FOR THE MONTH OF JULY, 2021:



ANNUAL WATER MAIN REPLACEMENT PROJECT
For the month of July, 2021 the contractor will continue installation of new water main on 18th Court between Delaware Ave and Pico Blvd and on 6th Street between Ocean Park Blvd and Pier Avenue. The contractor will also begin utility excavation and identification work on Raymond Ave between 4th Street and 7th Street. Traffic on 18th Court, 6th Street, and Raymond will be closed to through traffic. Please use alternate routes whenever possible. Please use alternate routes whenever possible. If you have any questions or concerns, please contact Carlos Rosales at carlos.rosales@smgov.net or (310) 458-2201, x2620.

ADVANCED TRAFFIC MANAGEMENT SYSTEM, PHASE 5 PROJECT
For the month of July, 2021, this project will upgrade the traffic signal equipment at four locations and install fiber optic cables along Montana Ave and 26th St.; The project will provide transit priority along the corridor, allow for real-time remote monitoring and management of the traffic signals, provide public Wi-Fi along the corridor, and connect the San Vicente Reservoir and the Montana Avenue Branch Library to the City's network. We appreciate your patience during the project, to provide this safety improvement and public enhancements. If you have any questions or concerns, please contact Jay Dinkins at jay.dinkins@smgov.net or (310) 458-8291.

CITY YARDS MODERNIZATION PROJECT
For the month of July, 2021, construction will impact the project area located at 2500 Michigan Ave, which will affect the sidewalk and parking lane on the north side of Delaware Ave just east of 24th St. Please contact Senior Construction Manager Sebastian Felbeck at sebastian.felbeck@smgov.net or (310) 434-2675 with any questions/concerns regarding this project.

SUSTAINABLE WATER INFRASTRUCTURE PROJECT (SWIP) UNDERGROUND WORK
For the month of July, 2021, (until 7/31/21) underground electrical and pipeline work on Pico Blvd near 3rd Street intersection. Temporary lane closures are as follows:
1. Expect delays on westbound and eastbound Pico Blvd from Main St to 4th St
2. One lane of traffic in each direction on Pico Blvd
3. Temporary loss of parking on eastbound Pico Blvd.
Please contact Jason Hoang, Construction Manager, at Jason.hoang@smgov.net or (310) 351-7913 with any questions/concerns regarding this project.

PEDESTRIAN IMPROVEMENTS AT SCHOOLS PROJECT
For the month of July, 2021 this project will include construction of striping and signage improvements, at the intersections of 16th St/Pearl Ave, 17th St/Ocean Park Blvd, Santa Monica Blvd/6th St, Broadway/5th St and Washington/25th Ave. Minimal parking impacts where Temporary No Parking signs are posted. Please use alternate routes when possible. If you have any questions or concerns, please contact Saad Malim at saad.malim@smgov.net or (310) 458-2201, x5048.

ALLEY RENEWAL PROGRAM
For the month of July, 2021, thru December 2021, Street Maintenance Crews will begin alley repair work as part of the Alley Renewal Program in the 200 Blk of 16th Court. The scope of this work involves alley resurfacing and water box upgrade. This project is citywide and will involve repairs across multiple locations from 8am to 3:300pm. Please use alternate routes whenever possible. If you have any questions or concerns, please contact Tyler Brown at tyler.brown@smgov.net or (310) 458-8212.

NON-POTABLE WATER MAIN PROJECT
For the month of July, 2021 the contractor will be testing and connecting the newly installed non-potable water main on Ocean Ave, Olympic Drive and Main Street. The contractor will also performing restoration work of the newly installed non-potable water mains on Cloverfield Blvd between Olympic Blvd and Michigan Avenue, Michigan Avenue from Cloverfield Blvd to east end of Michigan Avenue and on 17th Street between Delaware Ave and Pico Blvd. The contractor will maintain one lane of traffic in the southbound direction on Cloverfield Blvd and Michigan Avenue and in each direction on Ocean Avenue, Olympic Drive and Main Street. Please use alternate routes whenever possible. If you have any questions or concerns, please contact Carlos Rosales at carlos.rosales@smgov.net or (310) 458-2201, x2620.

ANNUAL PAVING AND SIDEWALK REPAIR PROJECT
For the Month of July, three airport parking lots will be repaved at 28th St and 31st St at adjacent to Donald Douglas Loop North of Ocean Park Blvd. In addition, the lot at the Airport Admin Building will be repaved. There will be limited street parking on 28th Street and 31st Street adjacent to Donald Douglas Loop North. Limited parking spaces at the Airport Admin Parking Lot. Please use alternate routes whenever possible. If you have any questions or concerns, please contact Selim Eren at selim.eren@smgov.net or (310) 458-2201 x5701.

TREE TRIMMING PROJECT
For the Month of July, tree trimming will take place along Main St. beginning on July 26 until August 4, 2021. Please use alternate routes whenever possible. If you have any questions or concerns, please contact Peter Provenzale at peter.provenzale@smgov.net or (310) 310-5923.

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COMMUNITY BRIEFS

Citywide

Foster Families Needed for Local Children

Children's Bureau is now offering two virtual ways for individuals and/or couples to learn how to help children in foster care while reunifying with birth families or how to provide legal permanency by adoption. A live Zoom Orientation is scheduled on July 15th from 4:00 PM to 5:00 PM hosted by a Children's Bureau team member and a foster parent. For those who want to learn at their own pace about becoming a foster and/or fost-adopt parent, a PowerPoint orientation is available. To R.S.V.P. for the live orientation or to request the PowerPoint orientation, please email rfrecruitment@all4kids.org.

Due to the COVID-19 situation, Children's Bureau has canceled all in-person foster care-adoption resource parent orientations.

The current health crisis has accelerated the need for foster and foster-adoptive parents to help local at-risk youth stay in their communities. In Los Angeles County alone, the foster care population exceeds 21,000 children with 200 of those foster children waiting for an adoptive family. Many of these children are siblings in need of families who are willing and able to keep them together. In fact, Children's Bureau turns away at least 10 sibling sets weekly due to lack of families. Older children are also in need of families.

"Being a foster parent lets you help someone in their time of need. You're the support system for a child and for their parents," says Brittany, who with her husband Jeremy, foster-adopted two sibling children. The couple has three biological children and knew that fostering was something they wanted to do. "Children's Bureau has been there to help get us through the challenging times and to celebrate the special moments, especially when the adoption of our two children was finalized," Jeremy added. Watch Brittany and Jeremy's story here.

Children's Bureau welcomes every individual regardless of race, age, religion, disability, marital status, ethnic background, sexual orientation, gender identity or expression to become a resource for children. Qualifying families receive training and support throughout their journey. For questions and/or to get started, call 800-730-3933 or click here to complete a quick inquiry form.

Since 1904, Children's Bureau has been a nonprofit leader in protecting vulnerable children through prevention, treatment and advocacy. The agency helps 50,000 at-risk children and parents each year throughout Los Angeles and Orange Counties with services that include school readiness, parenting classes, family resource centers, support groups, mental health counseling, foster care and foster-adoption and more. Foster Care and Adoption Programs are available in Kern, Orange, San Bernardino, and Los Angeles counties. To learn more about the agency and/or its foster care and adoption program, visit all4kids.org.

SUBMITTED BY NICOLE ALLAN

LIBRARY

FROM PAGE 1

"We're delighted that the council approved the budget as it will enable us to provide much more service," said Director of Library Services Patty Wong. "We believe the libraries are a public good and a key pivotal resource for the education of our entire community."

A coalition of community members played an important role in boosting the amount of money the libraries received. After realizing that the two-year budget plan did not allocate enough funding to bring back all five branches, they sounded the alarm.

"This was a biennial budget, so it wasn't even just reduced services for next fall. We said 'what about still having libraries closed two falls from now when kids are vaccinated?' and parents had a very strong reaction to that," said Kabir Chopra, an organizer of the "Save Santa Monica Public Libraries" campaign.

Through editorials, letter writing, and public comment, the campaign helped convince Council to add two Librarian 1 positions beyond what they had initially budgeted for.

"The community really came together and mounted a campaign to bring attention to the importance of our libraries," said Wong. "It was a really strong groundswell throughout all corners of the city."

Wong is especially excited about the addition of a Youth and Family Services Specialist that will work on engaging young readers and provide programming for students of all ages.

The library will run a hybrid of in-person and online programming in the fall and will re-establish its reading mentors program. After school homework assistance will return to an in-person model and the library will be increasing its collection and buying many more books for young readers.

There is currently no timeline or funding available for reopening the Fairview Branch and the other branches will be running reduced hours compared to their pre-pandemic operations.

The Save the Santa Monica Public Library advocates say they plan on continuing to advocate for increased funding to libraries to enable a full return of services. They see an opportunity to do so at possible future budget revisions in October, January, and June.

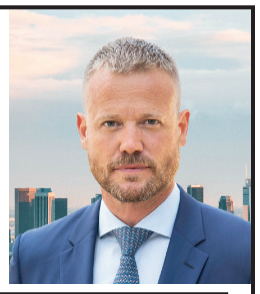
"Anything above zero was a victory for us and we are grateful for that, but that doesn't mean that we're going to stop," said Chopra. "We want to keep going until our library services are back to normal and that might take time, but we're here for the long game. We think that the benefits of having robust community libraries are still the same as they were before COVID."

Clara@smdp.com

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CHEZ JAY

FROM PAGE 1

customers to absorb. From the famed peanut that Alan Shepard took to the moon, and that Steve McQueen later threatened to swallow, to the curtained off table 10 where Daniel Ellsberg's is rumored to have leaked the Pentagon Papers — incidentally, the same table favored by frequent patrons Marilyn Monroe and the Rat Pack.

People certainly come to Chez Jays for the celebrity lore, but they find themselves staying for the friendly staff.

"Creating a relationship past just ordering food is always our focus, it's important to get to know people's names," said Owner Chris Anderson. "We're able to see a customer who grew up here send their kid through college and when they come back we can ask 'hey how's your kid doing', because we've been here long enough."

This beloved following provided the support necessary for the restaurant to get by with to-go orders, limited capacity, and months of outdoor only dining. However, their survival cannot be chalked up to customer loyalty alone, it is also due to the unwavering devotion of many longtime employees.

Chef Guillermo De Arcos G, known as "Chef Memo", played a pivotal role in keeping Chez Jay running. His father worked as a cook at Chez Jay back in the seventies and Memo has been in the kitchen since the nineties.

He said he fell in love with the restaurant when he started working there and several years later fell in love with his wife who he met on site. His determination over the past year and a half stems from a promise made a long time ago to Anita, the daughter of original owner Jay Fiondella.





Clara Harter

FAMILY: The operation of the restaurant has become a multi-generational project.

"She asked 'can you promise me to not close Chez Jays even if it's the worst case scenario?' And I made the promise to her," said Memo. "For a minute I thought we might close, but I always kept my hopes up and after 14 months we are fully open again and it's amazing."

Memo is not the only person to have made such a solemn vow. Mike Anderson, who took over ownership from Fiondella in 2000 and then passed it to his son Chris in 2019, exchanged a similar agreement with Fiondella's mother Alice many years before.

"His mother Alice was precious and I absolutely loved her. She always told me 'Mike we work too hard, never leave this place, once you leave this place we're done'. And I told her 'Alice I will never leave,'" said Mike.

The two men have stayed true to their word and now customers new and old are now flocking back in droves.

"Our whole goal is to create a melting pot," said Chris. "At any given moment, you'll see people in their 20s to 70s, from all different kinds of backgrounds, and that's what we've always tried to maintain."

With brighter days ahead Chris said he is looking forward to cultivating a community space where neighbors can bump elbows with neighbors. The Backyard at Chez Jay's hosts live local musicians every Wednesday and Saturday night and all Santa Monicans are welcome to swing by.

Clara@smdp.com



Agnes

By TONY COCHRAN



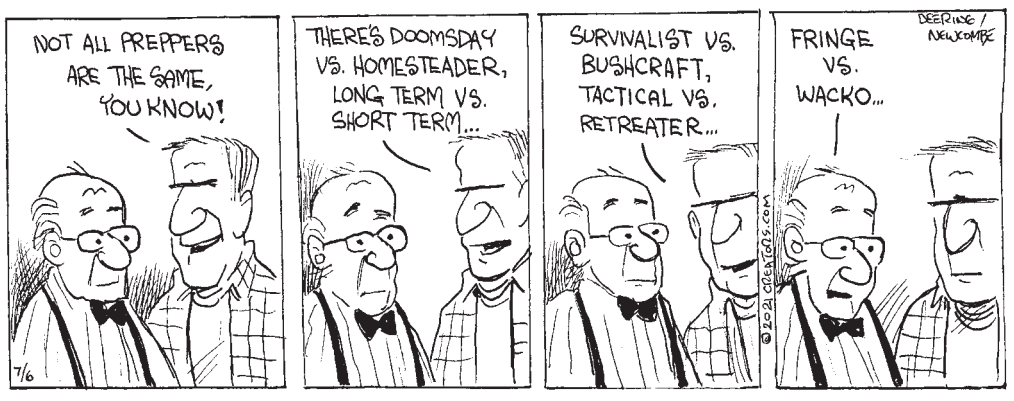
Dogs of C-Kennel

By MICK & MASON MASTROIANNI & JOHNNY HART



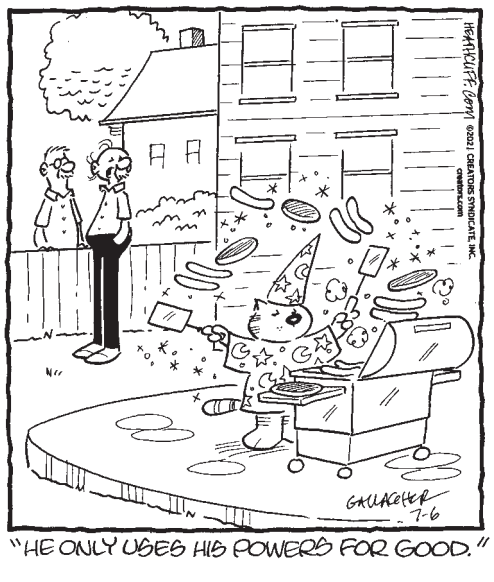
Zack Hill

By JOHN DEERING & JOHN NEWCOMBE



Heathcliff

By PETER GALLAGHER



Strange Brew

By JOHN DEERING





SURF FORECASTS

WATER TEMP: 57.7°

TUESDAY - **POOR TO FAIR** - SURF: 3-4ft+ Waist to shoulder high
SSW swell continues as small NW swell eases. Without much NW energy, shape favors zones with structure. SE morning wind could be an issue for the points.

WEDNESDAY - **POOR TO FAIR** - SURF: 3-4f Waist to chest high
SSW swell lingers and new SW swell builds. May see NW swell mix come up a notch. Watching potential for E/SE wind in the morning – could be an issue for some of the points.

WEATHER

Tuesday: Patchy fog. Otherwise, mostly sunny, with a high near 69.
Tuesday Night: Patchy fog. Otherwise, partly cloudy, with a low around 62.
Wednesday: Patchy fog. Otherwise, mostly sunny, with a high near 69.

Date	Day	Time (LST/LDT)	Predicted (ft)	High/Low
2021/07/06	Tue	02:42 AM	0.19	L
2021/07/06	Tue	09:11 AM	3.38	H
2021/07/06	Tue	1:19 PM	2.48	L
2021/07/06	Tue	7:47 PM	5.72	H
2021/07/07	Wed	03:14 AM	-0.13	L
2021/07/07	Wed	09:48 AM	3.49	H
2021/07/07	Wed	1:56 PM	2.54	L
2021/07/07	Wed	8:20 PM	5.92	H
2021/07/08	Thu	03:46 AM	-0.37	L
2021/07/08	Thu	10:21 AM	3.57	H
2021/07/08	Thu	2:32 PM	2.55	L
2021/07/08	Thu	8:53 PM	6.07	H
2021/07/09	Fri	04:19 AM	-0.53	L
2021/07/09	Fri	10:55 AM	3.63	H
2021/07/09	Fri	3:08 PM	2.54	L
2021/07/09	Fri	9:26 PM	6.17	H
2021/07/10	Sat	04:52 AM	-0.62	L
2021/07/10	Sat	11:29 AM	3.68	H
2021/07/10	Sat	3:44 PM	2.53	L
2021/07/10	Sat	10:00 PM	6.18	H
2021/07/11	Sun	05:26 AM	-0.63	L

DAILY LOTTERY

POWERBALL
Draw Date: 6/30
24 29 50 65 66
Power#: 14
Jackpot: 101 M

MEGA MILLIONS
Draw Date: 6/29
7 38 50 52 69
Mega#: 21
Jackpot: 72 M

SuperLotto Plus
Draw Date: 6/30
12 13 16 18 25
Mega#: 25
Jackpot: 60 M

Fantasy 5
Draw Date: 6/30
21 28 34 36 38

Daily 3
Draw Date: 6/30
EVENING: 6 5 0

Draw Date: 6/30
MIDDAY: 5 6 4

Daily Derby
Draw Date: 6/30
1st: 10 - Solid Gold
2nd: 04 - Big Ben
3rd: 11 - Money Bags
Race Time: 1:48.96

Although every effort is made to ensure the accuracy of the winning number information, mistakes can occur. In the event of any discrepancies, California State laws and California Lottery regulations will prevail. Complete game information and prize claiming instructions are available at California Lottery retailers. Visit the California State Lottery web site at http://www.calottery.com

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TODAY'S BIRTHDAY (JULY 6)

You'll have more friends and fans than you know what to do with; the natural result of amped-up powers of attraction as you exude humor and spark with creativity at every turn. Especially meaningful will be the appreciation of those close to you, shown in gestures, surprises and developments sprinkled through the year. Leo and Aquarius adore you. Your lucky numbers are: 8, 5, 33, 20 and 1.

ARIES (March 21-April 19). It is quite possible you are still discharging an emotion you thought you'd processed years ago. You react with bodily sensations to the mere thought of this history.

TAURUS (April 20-May 20). What's better than luxury? Fit. A cheap suit in the perfect size and tailoring cuts a much sharper figure than a suit that's expensive but way too big or small. In all things, seek an excellent fit.

GEMINI (May 21-June 21). Maybe you're not exactly looking forward to trying new things, but you are excited to meet the new you — the one who's grown stronger, smarter and more sophisticated for gaining what only experience can give.

CANCER (June 22-July 22). The space between people is always a negotiation. Physical distance will echo the emotional. Figuring out the right amount of negative space is a dance — back up, move in, pull to the side. You'll know it when you find it.

LEO (July 23-Aug. 22). There's a thin lane between confidence and arrogance. A can-do attitude can be like a steamroller. Try a "let's do" attitude instead, the tone of which skips along down the yellow brick road, inviting joiners.

VIRGO (Aug. 23-Sept. 22). You learned the joy of planning long ago, and in fact, the preparations can be so much fun you have to be careful not to succumb to their seductions; the plan is supposed to support the endeavor, not stand in for it.

LIBRA (Sept. 23-Oct. 23). When your awareness expands in one direction, it expands in all directions. This is why good things and bright vibes are coming toward you from all 360 degrees at once.

SCORPIO (Oct. 24-Nov. 21). You live to "wow" them, but an audience that's too demanding can take the pleasure out of that. This is a day to stick to your own whims and delights. You call the tricks. Fun exists where good boundaries do.

SAGITTARIUS (Nov. 22-Dec. 21). There's no downside to learning and accepting yourself, faults and all. Because you have a fully developed appreciation for yourself, you can give something rare and beautiful to others — unconditional love and friendship.

CAPRICORN (Dec. 22-Jan. 19). Stay rooted in what you know, even as your branches reach ever higher, your vines climb wide and your blossoms open to the dangers and glories of the sky.

AQUARIUS (Jan. 20-Feb. 18). Hurt happens. Athletes play on; warriors fight through; shows continue. Whatever happens, it will seem inconsequential next to your decision to keeping it moving.

PISCES (Feb. 19-March 20). In building your proverbial castle, choose a befitting location, i.e., a naturally prominent site such as a ford, bridge or pass, or, even better, a nice, fluffy cloud-bank, which is a position as untakeable as any.

SOLUTIONS TO YESTERDAY'S CROSSWORD

C	L	O	G	■	S	P	A	N	■	P	A	S	T	A
H	I	K	E	■	W	I	N	E	■	O	T	T	E	R
E	A	R	N	■	O	A	T	S	■	T	W	I	S	T
F	R	A	T	E	R	N	I	T	Y	P	A	R	T	Y
■	■	■	■	A	D	O	■	■	A	I	R	■	■	■
C	L	E	A	T	S	■	H	O	L	E	■	M	S	T
L	E	A	S	E	■	M	A	U	I	■	G	A	L	A
A	D	V	A	N	C	E	D	S	E	M	I	N	A	R
S	T	E	P	■	H	O	O	T	■	E	V	I	C	T
S	O	S	■	P	A	W	N	■	S	N	E	A	K	S
■	■	■	C	A	T	■	■	I	T	S	■	■	■	■
C	H	O	R	U	S	R	E	H	E	A	R	S	A	L
Z	O	N	E	S	■	O	B	O	E	■	O	N	C	E
A	M	U	S	E	■	L	A	P	D	■	S	O	R	T
R	E	S	T	S	■	E	Y	E	S	■	E	W	E	S

Sudoku

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column, and 3x3 block. Use logic and process of elimination to solve the puzzle.

SOLUTIONS TO YESTERDAY'S SUDOKU

3	9	7	8	6	5	2	1	4
5	2	1	7	9	4	6	8	3
6	4	8	3	2	1	5	9	7
2	7	6	1	8	3	9	4	5
9	1	5	6	4	2	3	7	8
4	8	3	5	7	9	1	2	6
7	5	2	9	3	8	4	6	1
8	3	4	2	1	6	7	5	9
1	6	9	4	5	7	8	3	2

	8		6		5			7
	6	7	1					4
3			7		2			
	2	8				9		
			8		3			
		4				7	2	
			2		4			6
4					1	8	7	
6			3		8		5	

Newsday Crossword

PERSISTENCE by Billie Truitt
Edited by Stanley Newman
www.stanxwords.com

ACROSS
1 Wade noisily
6 Pig food
10 Army outpost with tents
14 Spotted-coat horse
15 Snaky fishes
16 Lasting mark
17 Emcee's opening words
18 Produced
19 Modest reply to "Good work"
20 "Persist!"
23 Cubes in a cold drink
24 Armed conflict
25 Serious attempt
27 Bistro serving pekoe and Earl Grey
31 __ for (choose)
32 Student's "grade point" stat.
33 Causes awe in
36 "Me, too"
40 "Persist!"
44 Eventually become
45 Once around the sun
46 Gold, in Mexico
47 Two less than penta-
49 Office supervisor
52 Length from point A to point B
57 Moisten
58 Vitamin dose stat.
59 "Persist!"
64 "__ do you good!"
66 Runs for one's health
67 Where some cos. pick up their mail
68 Bouquet holder
69 Part of a molecule
70 Mosey along
71 Old-fashioned "Yikes!"
72 Clothing store section selling ties
73 Positive replies

DOWN
1 *Wheel of Fortune* turn
2 Row of people waiting
3 Currently being broadcast
4 Scatters around
5 "Yay!"
6 Prefix for sweet or final
7 Depart
8 Of days gone by
9 Prefix meaning "false"
10 CBS police franchise
11 Next-to-last part of *Macbeth*
12 Legendary explorer __ Polo
13 Snoopy person
21 Gotten taller
22 Coke competitor
26 Like __ of bricks (very heavily)
27 Help oneself to
28 Get __ for (avenge)
29 Improved, as wine
30 Annoyingly slow
34 Tiny
35 Line of stitches
37 Avidly anxious
38 A second helping
39 "Are you __ out?"
41 Golfer's short stroke
42 Media mogul Winfrey
43 Large shrimp
48 Needing urgent assistance
50 After-tax earnings
51 In one's house
52 Car trip
53 Suitcase attachment
54 Spicy dip
55 $100 bill, in slang
56 Urge to continue
60 Beliefs, for short
61 Flows back, as the tide
62 Auditioner's goal
63 Former loves
65 Guided

1	2	3	4	5	■	6	7	8	9	■	10	11	12	13
14					■	15				■	16			
17					■	18				■	19			
20					21					22	■	23		
■	■	■	24			■	25				26			
27	28	29				30	■	■	31			■	■	■
32			■	■	33		34	35	■	36		37	38	39
40			41	42					43					
44					■	45				■	■	46		
■	■	■	47		48	■	■	49		50	51			
52	53	54				55	56	■	57			■	■	■
58			■	59				60				61	62	63
64			65	■	66				■	67				
68				■	69				■	70				
71				■	72				■	73				

CREATORS SYNDICATE © 2021 STANLEY NEWMAN STANXWORDS@AOL.COM 7/6/21

Binary Puzzle

Each cell should contain a zero or a one. No more than two similar numbers below or next to each other are allowed. Each row and each column is unique and contains as many zeros as ones.

SOLUTIONS TO YESTERDAY'S PUZZLE

0	0	1	0	0	1	0	1	1	0	1	1
0	0	1	0	1	0	1	0	1	0	1	1
1	1	0	1	0	1	1	0	0	1	0	0
0	0	1	0	1	0	0	1	1	0	1	1
1	0	1	0	0	1	1	0	1	1	0	0
0	1	0	1	1	0	0	1	0	0	1	1
0	1	1	0	1	0	1	0	0	1	1	0
1	0	0	1	0	1	0	1	1	0	0	1
1	1	0	1	1	0	1	0	0	1	0	0
0	0	1	0	1	1	0	0	1	0	1	1
1	1	0	1	0	1	0	1	0	1	0	0
1	1	0	1	0	0	1	1	0	1	0	0

			0								0
0						1		0		1	
								0			1
0									1		1
					1				1		
			0							0	
		0					0				
					0						
	0										
	0									0	0
			0		1	1					
	0					1		1	1		



"The City of Bell spectacle is what happens to communities without their own old-fashioned, diligent news coverage." - Terry Francke, Journalist

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FIND THE WORDS

This is a theme puzzle with the subject stated below. Find the listed words in the grid. (They may run in any direction but always in a straight line. Some letters are used more than once.) Ring each word as you find it and when you have completed the puzzle, there will be 20 letters left over. They spell out the alternative theme of the puzzle. © australianwordgames.com.au 5167

Wake up!

D I S C U S S S S U O I D E T
L S W E N E A P U D L O H Z N
N I A R T P L P E C I F F O R
T G I K I U L T R N S H I O U
R N T R U E E E B H O S E N T
K A I A S K Y E O S I U T S Y
A L N D Y A D R K V K L A W R
E S G R L M T C E E G U L H A
R T G P H C U L E G R N U A T
B N D L U R E E S E B C C R E
A C E T T T G C L M I H I U R
E T S A H G A A O I K S T S C
T A K R S R X R W T E O S H E
T A X I S L O R T E P A E O S
O V E R C O A T Y P E P G M B

Alley	Haste	Rise	Tedious
Angry	Hold-up	Rush	Television
Bike	In bed	Secretary	Train
Boss	Lunch	Shortcut	Trucks
Cars	Make-up	Signals	Turn
CD player	News	Slow	Type
Dark	Office	Snooze	Vegemite
Desk	Overcoat	Soap	Waiting
Discuss	Petrol	Suit	Walk
Eggs	Race	Taxis	
Gesticulate	Relax	Tea break	

SOLUTIONS TO YESTERDAY'S WORDS PUZZLE.
So many creepy crawlies

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Letter to the Editor

Hank Rosenfeld — Send comments to editor@smdp.com

My Covid Lady Friend

What can you say about a pandemic-long relationship that ended after two jabs?

Veronica and I met cute, over the last rutabaga at the Santa Monica Farmers Market. It was March, 2020, just before there were no more Farmers Markets. Luckily, in our sixties, we discovered the greatest flirting machine ever invented. We texted birds, elephants (Veronica liked elephants), puns, emojis of fire signaling desire. In 1918 times, letters carried a scent, spring petal, or autumn leaf—add sealing wax and you're looking at a lot of extra postage... Who's got time to long that long today? Not sexagenarians acting out some kind of YR romance. Text, drugs, and rock 'n' roll, baby!

Then, the date-at-a-distance. Sourdough and red wine, sitting six squares apart on a neutral sidewalk. Then, that awkward face-covered first nuzzle kiss:

"Did you feel anything?"

"Um...did you?"

"Totally!"

Two grown-ups comfortable in their own skins may create any relationship they want. A pod in Veronica's two-bedroom apartment? Yes please. No concerts, theaters, fine dining? What a cheap date. Cozy closeness is free. Compatibility? Two chocoholics indulging in Trader Joe's compendium of delights (if you haven't been doing major comfort food, I don't know you). Shared hobbies? Naps. For additional mental health I spent more time with Trudy—the cat—than with any pet in my entire life, ever.

Togetherness can keep you sane. I made a mess of grilled cheese; Veronica showed me how to do an app. She initiated the recommended daily exercise; I held her hand crossing streets every half-a-block to avoid humans on our walk into Hotchkiss Park. Young people in groups (always), enjoying babies and White Claw. Dogs herding one another. We were there to warm our bones in the sun. Wondering, what right karma did we do in failed relationships to make us worthy of this now?

In appreciation, we'd take the time to recite Kurt Vonnegut's mantra: "If this isn't nice, what is?" Nice dinners, finishing sandwiches from Bay Cities too big at lunch. Pleasant evenings, reading poetry aloud as we imagined lovers loving to do all across the County of Angels. Ah, romance…I'm kidding. Veronica kept her clicker out of reach because I flipped out the first time she paused a movie. Patience... Soon she taught me to freeze the screen until the next morning. (Forgive me, Aero members!)

There are always bumps. Why be bummed if you're not each other's one-and-only forever always. There's a lot to being pretty good "podners." In The Moviegoer, novelist Walker Percy wrote: "It is not a bad thing to settle for the Little Way, not the big search for the big happiness but the sad little happiness of drinks and kisses, a good little car and a warm deep thigh." Kindness is key. Remembering the same songs and singing them: also good. I watched her take her meds every morning; she watched me strap on the CPAP every night. Ah, romance…

As Fresno's poet laureate William Saroyan put it: "In the time of your life, live." If you're in your sixties, you were around in the 60s living through outrageous history. How accustomed we've become to the strangeness. Veronica and I tried to become elders, not olders—know what I mean? Still, it's a mystery. After double vaccinations, Veronica says she's ready to see what's under other people's masks. Zero drama. YOLO, as the energy drinks say. Here's a memory I'll cherish: taking my best lady friend to a drive-in picture show—that pop-up in Marina del Rey— and making out like teenagers.

Hank Rosenfeld, Santa Monica

BRIEFS

FROM PAGE 3

prominent artists working in cardboard. Cardboard City's fee-based art and maker classes, teaching youth advanced cardboard forming skills, has the capacity to serve 1,500 students ages 8+. Cardboard City is available for private daytime and evening events of up to 200 people.

In keeping with their triple-educational mission of promoting community, creativity, and sustainability, reDiscover is partnering with P.S. Arts, one of LA's leading art education non-profits, to create a 10-week curriculum for 4th-5th graders on cardboard art and engineering, to distribute to LA County schools, based in part on the art created for Cardboard City and featuring reDiscover's Tinkering Toolkit. reDiscover is also partnering with Makedo, an educational products company, to provide Makedo's system of creative cardboard tools for free to Cardboard City participants and to partner schools throughout LA County.

Cardboard City opens July 8 and runs through August 29; open Thursday through Sunday 12 p.m. to 6 p.m. There will be a grand opening ceremony on Thursday, July 8 at noon at 1231 Third St. Promenade,

SUBMITTED BY HANYA BRUNER

SEND YOUR NEWS TO THE EDITOR
Santa Monica Daily Press office (310) 458-7737

APP

FROM PAGE 1

be?' And for me, I've always viewed athletes as my people."

After this revelation, McGrew was moved to create a service for people who were more than just vaguely interested in fitness. She felt that playing a sport in college or professionally—belonging to a team, traveling, competing regularly—was a unique experience that deeply impacted how she and her athletic friends form relationships, handle adversity, and problem solve.

She ultimately developed Playoff as a space for athletes with these shared experiences and values to find one another.

Another powerful aspect of collegiate or professional level athletics, explained McGrew, is the sense of community. There is a real significance to the team mentality and environment, particularly for younger athletes.

"College students are kind of thrust into that environment to fend for themselves," said McGrew. "It's just an unbelievable thing, to have that immediate family."

She considers Playoff to be an extension of that community.

"I got out of college and realized people want to have that kind of camaraderie again. They want to belong to that again, somehow."

One of the merits of Playoff as opposed to a more generic dating app like Tinder or Hinge is that the users have a shared background. According to McGrew's own experience, this common factor makes online dating a lot less intimidating.

"Behind the screen, it's really difficult," McGrew admitted. "You overthink what you're presenting, it feels overwhelming, and it comes to a point where it's not very enjoyable anymore."

McGrew recently went on a first date with someone from the app, and the pair spoke only about their respective athletic careers for three whole hours. "I would need a second date just to get to know him!" she exclaimed. Their shared athletic experience provided easy conversation material for what could have been an awkward first date had the two met randomly.

Somewhat less obviously, the shared experience aspect of Playoff holds a unique benefit for female athletes. McGrew explains that women in the athletic world often face certain stigmas or have to endure ridiculous pick-up lines by men. A friend of hers who is a professional sprinter has had men challenge her to a footrace, implying that her accomplishments on the field were less serious because of her gender.

Male athletes naturally have a better understanding of the rigorous training and lifestyle required to compete professionally, and often harbor a greater appreciation for their female peers.

"I'm 5'11, I'm taller than the average woman, and in college I wanted to be able to walk around in heels," said McGrew. "As a college athlete, I always found that there was an immediate level of respect coming from the male athletes that I didn't always feel from regular male students."

Playoff can also be a safe space for queer athletes, for whom the athletic world has not always been very welcoming. After all, it was only last week that the first active NFL player came out.

"I've always looked at Playoff as a safe space for that," said McGrew. "How cool to be able to move in silence, to meet who you want to meet even if you're not ready to tell the world."

Beyond the female and LGBTQ+ circles, Playoff has received overwhelmingly positive feedback from the athletic community at large—so much so that the app's widespread success is due almost entirely to word of mouth. Even athletes that are married or in relationships (often already with other athletes) are excited to tell their friends about the platform.

Even high-profile male athletes, who often have notoriously little trouble finding a date, seem interested. Their willingness to join the platform was an initial concern for McGrew, but she found that many of the more public athletic figures would actually love to date another athlete, it just is not that easy to do.

"A lot of people are convinced that's not what they're looking for," McGrew said, "but I'm not even sure if anybody asked them. And honestly they might not have asked themselves."

It also helps that high-profile users trust other athletes not to expose the fact that they are on a dating service. Once again, the idea of a shared interest and community seems to be what makes Playoff excel.

This is particularly obvious when it comes to marketing strategy, which McGrew explains is as simple as asking a contact to share Playoff's link with their team. McGrew can literally see the word of mouth in action. when several people from one team, often all sitting on the same bus to a game, sign up and submit their verification photos at the same time.

"I kind of chuckle when a couple people will sign up in a row, and I'll see five or six baseball players from the same team who are all very clearly on the same bus." The thought brings a smile to McGrew's face. "They're all together right now and talking about it!"

Whether bringing in student-athlete interns to help with social media, hiring the father of a student she used to coach, or cheekily asking friends to distribute condoms with the Playoff logo in Tokyo's Olympic Village later this month, McGrew has found the support and excitement of the athletic community instrumental to her app's success.

It also helps that she has an athlete's good, old-fashioned tenacity.

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