

# SANTA MONICA — PIER —

Date: September 13, 2013  
To: Members of the Santa Monica Pier Corporation Board of Directors  
From: Jay Farrand, Pier Administrator  
Re: Santa Monica Pier Corporation Board of Directors Meeting

The next regular meeting of the Board of Directors is on **Monday, September 16, 2013 at 6:30PM** at the **Ken Edwards Center, 1527 4<sup>th</sup> Street, Santa Monica.**

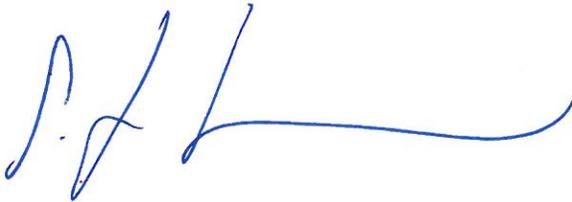
The following items are included in the packet:

1. Board meeting agenda
2. Financial Report for August 2013 (agenda item 1-B)
3. Minutes for August 19, 2013 Board Meeting (agenda item 2-A)
4. Community Group Meetings Memo (agenda item 1-C)
5. Glow Event Update (agenda item 1-D)

If you need to reach our office for any reason, please call us at (310) 458-8901.

Thanks,

Jay Farrand  
Pier Administrator



SANTA MONICA PIER CORPORATION  
Board of Directors Regular Meeting  
Agenda

September 16, 2013  
6:30 PM

Ken Edwards Center  
1527 4<sup>th</sup> St., Santa Monica, CA 90401

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Call to Order  
Roll Call

**1. Information Items** *(Receive and file unless Board members have questions)*

- A. Staff & Programming Update
- B. August Financials & Budget Update
- C. Community Meetings Summary Memo
- D. Glow Update

**2. Action & Discussion Items**

- A. Approval of Minutes for the August 19, 2013 meeting
- B. Update on Pier Renewal Project
- C. Pier Bridge Replacement Project Update
- D. Study Group Updates and Reports

**3. Presentations**

- A. Santa Monica Pier Lessees Association
- B. Landmarks Commission

**4. Board Member Items**

**5. Public Comment**

Public discussion permitted on all agenda items and on items not on the agenda that are within the subject matter and jurisdiction of the Santa Monica Pier Corporation (Limit of 3 minutes per person).

**6. Adjournment**

The Ken Edwards Center is wheelchair accessible. If you need any disability-related accommodations, please contact the Santa Monica Pier Corporation Office at 310/458-8901 or TDD: 310/917-6626 at least three days prior to the meeting.

# SANTA MONICA — PIER —

Date: September 13, 2013  
To: Members of the Santa Monica Pier Corporation Board of Directors  
From: Aurora Piña, Operations Manager  
Re: Financial Report

Attached please find the Balance Sheet and year-to-date Budget vs. Actual chart, both current for the month of August 2013.

If you have any questions regarding these reports, please do not hesitate to call me at (310) 458-8935.

Thank you.

Aurora

**Santa Monica Pier Corporation**  
**Balance Sheet**  
As of August 31, 2013

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1011 Operating Account - One West Bank	374,990.93
<b>Total Bank Accounts</b>	<b>\$374,990.93</b>
<b>Accounts Receivable</b>	
1095 Accounts Receivable	262,935.37
<b>Total Accounts Receivable</b>	<b>\$262,935.37</b>
<b>Other current assets</b>	
1110 Prepaid Expenses	1,165.00
1115 Prepaid Expenses - TDS	50,714.00
1120 Prepaid Insurance	-908.25
<b>Total Other current assets</b>	<b>\$ 52,787.25</b>
<b>Total Current Assets</b>	<b>\$690,713.55</b>
<b>Fixed Assets</b>	
1130 Portable Stage - Purchase	107,442.64
1131 Christmas Decorations	61,429.98
1135 Tents/Tables	8,793.57
1200 Furniture	12,842.20
1225 Equipment - Computer Hardware	29,468.28
1300 Accumulated Depreciation	-119,913.01
<b>Total Fixed Assets</b>	<b>\$100,063.66</b>
<b>TOTAL ASSETS</b>	<b>\$790,777.21</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 Accounts Payable	40,547.12
<b>Total Accounts Payable</b>	<b>\$ 40,547.12</b>
<b>Other Current Liabilities</b>	
2015 Accrued Vacation	21,078.96
2022 Prepaid Revenue-City of SM	40,170.00
2023 Unearned Revenue - Carousel	158.98
2030 Employee 403B Pension Plan Cont	425.76
2040 Deposits - Events	87,428.26
2045 Deposits - Filming	3,100.00
2046 Deposits - Carousel	5,542.99
<b>Total Other Current Liabilities</b>	<b>\$157,904.95</b>
<b>Total Current Liabilities</b>	<b>\$198,452.07</b>
<b>Total Liabilities</b>	<b>\$198,452.07</b>
<b>Equity</b>	
3900 Unrestricted Net Assets	13,096.63
3901 Opening Fund Balance	377,073.91
Net Income	202,154.60
<b>Total Equity</b>	<b>\$592,325.14</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$790,777.21</b>

**Santa Monica Pier Corporation**  
**Budget vs. Actuals: FY 2013/2014 Budget - FY14 P&L**  
 July - August, 2013

	Aug 2013		Total		Annual
	Actual	Budget	Actual	Budget	Budget
<b>Income</b>					
4100 City Funding - Operating	40,165.00	40,165.00	80,330.00	80,330.00	481,983.00
4800 Interest Income	68.72	0.00	135.97	0.00	0.00
Facilities - Carousel Rental	16,714.56	7,500.00	24,941.40	15,000.00	90,000.00
Facilities - Corporate Promotions	500.00	4,000.00	28,334.98	8,000.00	40,000.00
Facilities - Event Deck Rental	300.00	10,000.00	22,632.84	20,000.00	160,000.00
Facilities - Film Permits	10,000.00	7,000.00	16,000.00	14,000.00	125,000.00
Facilities - Visitor Center	1,020.33	3,000.00	1,020.33	6,000.00	36,000.00
Programming - Film	0.00	9,000.00	0.00	9,000.00	75,000.00
Programming - Active Lifestyle	0.00	6,000.00	1,000.00	12,000.00	75,000.00
Programming - Arts	0.00	0.00	0.00	0.00	10,000.00
Programming - Education	0.00	0.00	0.00	0.00	10,000.00
Programming - Music	55,521.16	0.00	407,763.91	400,000.00	400,000.00
<b>Total Income</b>	<b>\$ 124,289.77</b>	<b>\$ 86,665.00</b>	<b>\$ 582,159.43</b>	<b>\$ 564,330.00</b>	<b>\$ 1,502,983.00</b>
<b>Expenses</b>					
Facilities - City Refund - Carousel	5,510.00	4,000.00	8,552.50	8,000.00	40,000.00
Facilities - City Refund - Pier Deck	0.00	7,000.00	10,275.00	14,000.00	85,000.00
Facilities - Staffing, Security & Supplies	3,031.11	1,500.00	6,946.07	3,000.00	17,500.00
Facilities - Visitor Center On going Costs	1,165.00	3,000.00	1,319.02	6,000.00	36,000.00
Marketing - General PR & Advertising	1,440.20	900.00	1,723.85	1,700.00	10,000.00
Marketing - Media Kit & B to B Outreach	0.00	1,000.00	0.00	1,000.00	12,000.00
Marketing - Web & Communications Update	0.00	1,600.00	0.00	3,200.00	20,000.00
People - Benefits	9,313.35	8,332.00	18,361.85	16,662.00	100,000.00
People - Office Supplies, Services, Audit, Insurance	3,249.03	8,000.00	9,616.63	16,000.00	90,000.00
People - Wages & Salaries	42,458.63	41,056.00	84,878.86	82,314.00	500,000.00
Programming - Active Lifestyle Expense	3,575.00	6,250.00	10,883.37	12,500.00	75,000.00
Programming - Arts Expense	0.00	0.00	0.00	0.00	20,000.00
Programming - Education Expense	0.00	0.00	0.00	0.00	20,000.00
Programming - Film Expense	104.80	15,000.00	104.80	15,000.00	75,000.00
Programming - Music Expense	70,829.08	150,000.00	227,342.88	350,000.00	400,000.00
<b>Total Expenses</b>	<b>\$ 140,676.20</b>	<b>\$ 247,638.00</b>	<b>\$ 380,004.83</b>	<b>\$ 529,376.00</b>	<b>\$ 1,500,500.00</b>
<b>Net Income</b>	<b>-\$ 16,386.43</b>	<b>-\$ 160,973.00</b>	<b>\$ 202,154.60</b>	<b>\$ 34,954.00</b>	<b>\$ 2,483.00</b>

SANTA MONICA PIER CORPORATION  
Minutes of the Board of Directors Special Meeting on August 19, 2013  
Ken Edwards Center, Santa Monica CA

**Call to Order**

The special meeting was called to order by Chair Judy Abdo at 6:40pm on August 19, 2013 at the Ken Edwards Center in Santa Monica.

Board Members reporting present:

Judy Abdo  
Rae Archibald  
Susan McCarthy  
John Catoe  
Barbara Stinchfield

Board Members absent:

Ray Braun  
Misti Kerns

Also present

SMPC Pier Administrator Jay Farrand  
City of Santa Monica Pier Manager Rod Merl  
City of Santa Monica Civil Engineer Selim Eren  
City of Santa Monica Staff Assistant Kori Jones  
City of Santa Monica Civil Engineer Curtis Castle  
City of Santa Monica Principal Civil Engineer Rick Valte  
City of Santa Monica Beach Manager Judith Meister  
Santa Monica Pier Lessees Representative Murray Gould  
Santa Monica Landmarks Commissioner Roger Genser  
TYLIN Consultant Team

**1. Information Items**

**A. Staff & Programming Update**

Jay Farrand provided programming update. Rod Merl commented on Glow activations scheduled on the pier.

*Public Comment by Jeff Klocke regarding Pacific Park Glow activation*

**2. Action & Discussion Items**

**A. Approval of Minutes for the August 7, 2013 meeting**

Motion by Board Member Abdo, seconded by Board Member Susan McCarthy, to approve the minutes. The motion was approved by the following vote:

AYES: Board Members Abdo, Catoe, McCarthy, Stinchfield, Archibald,

NOES: None

ABSENT: Board Members Kerns and Braun

ABSTAIN: None

**B. Update on Pier Renewal Project**

Curtis Castle provided update and next phase of project demolition. Discussion followed regarding removal of yellow curb which delineates the pier.

*Public Comment by Russell Bernard, Jeff Klocke, Marie Fink, Roger Genser, Marsha Jacobs, Cynthia Rose*

**C. Study Group Updates**

Ray Archibald provided update for audit subcommittee; Susan McCarthy provided update regarding marketing and sponsorship subcommittee meetings.

**D. Pier Bridge Replacement Project – Recommendations for alternative concepts**

John Catoe gave introduction and overview of alternative study designs selected by access subcommittee for board recommendation. TYLIN provided presentation and responded to public comment.

*Public Comment by Russell Bernard, Dwight Flowers, Ellen Brennan, Martin Mink and Representative, Marie Fink, Marsha Jacobs, Cynthia Rose, Murray Gould, Thomas Moran, Roger Genser, Heather Doyle, Judith Meister*

Motion by Board Member Rae Archibald that Pier Board recommend options 1 and 4 to be studied taking into account comments made tonight while being mindful that mitigation of environmental and traffic impacts will be important part. Motion was seconded by Judy Abdo, third by John Catoe. The motion was approved by the following vote:

AYES: Chair Abdo, Stinchfield, Archibald, Catoe, and McCarthy

NOES: None

ABSENT: Chair Kerns and Chair Braun

ABSTAIN: None

**3. Presentations**

**A. Santa Monica Pier Lessees Association**

No report

**B. Landmarks Commission**

Roger Genser reported and thanked board members who attended Landmarks Commission Meeting

**4. Board Member Items**

None

**5. Public Comment**

*Public Comment by Marie Fink*

**6. Adjournment**

Chair Abdo adjourned the meeting at 8:48 PM. Next meeting 9/16/13 will take place in Ken Edward Center.

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Barbara Stinchfield, Secretary

DRAFT

July 15, 2013

TO: The Pier Board

FROM: Rod Merl, Pier Manager  
Jay Farrand, Pier Corporation Administrator

SUBJECT: Community Group Meetings

From February through May of this year we attended a variety of community, civic and City commission meetings. Below is a summary of the remarks that we received from these groups, some from the surveys and some from comments made at the meeting. The first set of items listed for each group is what people like about the Pier and what they do there, and the second are the items they would like to see happen or improved.

#### *Common Themes*

Not surprisingly there are consistent items generally across groups: likes and activities – view, strolling concerts, history and often also the aquarium and the amusement park. Similarly on the improve/needs side, the big three common themes were better food choices (which seemed to be number one in frequency), improved access/parking, and more and diverse events and entertainment activities.

#### *Comments by Group*

##### **Ocean Park**

*Current Use* - Stroll, history, ride the Ferris wheel, entertain out of town visitors, concerts, aquarium, west end, history, Carrousel

*Desired Use* - Better merchandise and restaurants, fewer people, a restaurant boat, bring back the break water, wider walkway by the southside volleyball courts, yoga, amusement park for kids, too many tacky restaurants-no destination dining, more seating for views, a bar at the end, businesses tacky and low quality, more events, easier access; no cars on the Pier, better connection with the adjacent beach, better access for bikes, exercise and dance classes

##### **Commission on Disabilities:**

*Current Use* - Strolling people watching, ocean view, events and entertainment, dog walking

*Desired Use* - Metal plate and asphalt bad surface for dogs and people, need ADA access, more parking for people with disabilities, better food (eg. eat in and take out like Tender Greens), more entertainment, concerts, movies; public transportation to the Pier (not just Ocean Ave), cleaner, better restaurants and more special events, Pier Bridge design and enhanced accessibility

## **PIO**

*Current Use* - Events and entertainment, views, old Santa Monica

*Desired Use* - Casino cruise ships, better food, more events and range of shops

## **SMRR**

*Current Use* - Stroll, ocean view, food, aquarium, rides, unique character, history

*Desired Use* - More art and music, more free events for kids and adults, keep its character, small percentage of revenues go to schools, aquarium, water quality and sourcing

## **PAL**

*Current Use* - Rides, walking around, arcade, views, variety of people, concerts, hang out, food court

*Desired Use* - More rides, especially more thrill rides, longer rides, lower costs for rides and food, more variety of food, more stuff to do, like it as it is, more concerts, more recycle bins, more healthy food, more teenage events, candy shop, water ride, more like Santa Cruz, place to put up community art, don't make the Pier too posh, keep its quaint character.

## **Downtown, Inc.**

*Current Use* - Food, stroll, sunsets, concerts, view, iconic recognition

*Desired Use* - Better concerts, year round music, better crowd control, better restaurants, more variety of entertainment and restaurants, a club or bar like Yankee Doodles, better shopping and less tacky, enhanced connection to promenade and downtown.

## **CVB**

*Current Use* - Events, concerts, old school nostalgia

*Desired Use* - Better restaurants and events

## **Seniors Commission**

*Current Use* - Strolling, visitors from out of town, history, dinner at end of Pier, aquarium, entertainment

*Desired Use* - Don't feel safe after dark, too many people, hard to park, need better restaurants and shops, cheesy vendors and gift shops, safety in general, more and better access with para-transit and BBB, more wheelchair oriented; elevator from the parking level, more sitting areas, better parking that is more convenient.

## **Friends of Sunset Park**

*Current Use* - Views, walking, concerts and events, history, uniqueness

*Desired Use* - More convenient parking and access, cleaner, better restaurants and shops, safer, more events including ones oriented to locals.

### **Landmarks**

*Current Use* - Uniqueness, character, history, views, walking, events, sign, relationship to rest of City and Beach

*Desired Use* - Respect for Pier Design Standards, maintain sense of history and unique character, protect the sign, more food choices, more events for children on weekday afternoons, better access, sensitivity to materials used.

### **Santa Monica Place tenants**

*Current Use* - Attraction for visitors, amusement park, views, concerts and events

*Desired Use* - Access, cleanliness, safety, more events,

### **Arts Commission**

*Current Use* - Uniqueness, views, strolling, people watching, events, relationship to beach, history

*Desired Use* - Maintain special character, places for public art display, more and diverse events and activities, theater, maximize free events, more seating, access

### **Conservancy**

*Current Use* - Unique character and views of ocean and city, history, active and passive recreation, fishing, hippodrome, strolling, events

*Desired Use* - Pier Design guidelines, Pier Bridge design and accessibility/compatibility, bike accommodation, more food choices, retain ambience and historic context, pedestrian flow, events diversity.

### **Task Force on the Environment**

*Current Use* - Ocean and beach setting, aquarium, strolling, people watching, recreation, history, popularity

*Desired Use* - Informational stations and signage on history and environment, better food, water quality, access, enhanced aquarium, more and varied events and educational programming, passive and active recreation.

### **Parks and Recreation Commission**

*Current Use* - Views, strolling, people watching, fishing, running and biking, history, events

*Desired Use* - Access, bike parking and access to and from beach, diversity of events – especially open to the public ones, more passive and active recreational consideration, more seating particularly at view areas, informational stations, more aquarium, more kid oriented events.

#### **Chamber of Commerce**

*Current Use* - Unique character, views, amusement park, events, icon recognition

*Desired Use* - Better restaurants and shops, better parking and access, safety, more events throughout the year, better appearance, facilities improvements.

#### **Downtown Ambassadors**

*Current Use* - Amusement park, views, world renown, concerts, people watching, sign, history

*Desired Use* - Access, crowds, cleanliness, more events, steep ramp

#### **NOMA**

*Current Use* - Events and concerts, walking, bring out of town visitors to see, views and ocean, history

*Desired Use* - Better restaurants and shops, better access and parking including local transit, more local oriented events and activities, more family entertainment and activities

September 16, 2013

TO: The Pier Board  
FROM: Rod Merl, Pier Manager  
SUBJECT: GLOW Event Update

GLOW will take place from 7PM Saturday September 28<sup>th</sup> until 3AM Sunday September 29th. Attached is a brief description of the exhibits (number 8 and number 9 are on the Pier) and a layout plan for the event. In addition to the musical installation at the Carousel and the light show at the Ferris wheel, the GLOW sponsor tents will be in the deck parking lot and the GLOW media center at Pacific Park. The Pier will also be an excellent viewing point for a number of the installations on the beach and is in the center of the activity.

**1 STEVEN HULL  
A PUPPET SHOW**

A rotating stage displays Hull's sculptures of conquistadors whose hands detach and become marionettes. There will be performances at 8, 9, and 10pm featuring puppeteers Alex Evans and Eric de la Cruz with music by Anna Huff and Tanya Haden. The sculptures will be accompanied by light works by Marilyn Lowey and a sound piece by Gibby Haynes.

**2 JANET ECHELMAN  
THE SPACE BETWEEN US**

Echelman's multi-sensory immersive experience invites visitors to recline in sculpted sand forms as a diaphanous, 200' aerial sculpture billows above. The work explores the tension between weight and lightness—between our earth-bound bodies and our desire to float. Developed in collaboration with the OLIN Studio for Landscape Architecture and Darjal Rome/Zach Alternan Audio Art. An audio component for this artwork is available at [www.echelman.com](http://www.echelman.com).

**3 GLENN KAINO  
WELL**

The wishing well of all wishing wells comes to Glow in a translucent container of bioluminescent wonder. This rare liquid was especially harvested for Glow from plankton at the Scripps Institute of Oceanography at UCSD in La Jolla.

**4 STEVE BOYER  
COLORFIELDS**

A custom app prompts color changes on iPhone/Android devices as visitors move within the Colorfields zone, a 10,000 square foot area on the beach (location 4a), while a dynamic projected map provides an overview of all users within Glow (location 4b). At 10pm visitors are encouraged to gather in front of the Sea Castle apartments for a special Glow experience. Visit [www.colorfields.org](http://www.colorfields.org) for more information.

**5 MARNI GITTELMAN  
WITH REDISCOVER CENTER  
AND LESLIE GRAY  
GLOWMASPHERE**

An immersive art experience where the gestures and sounds of visitors within a geodesic dome are interpreted by artists into cast shadows and silhouettes projected onto the structure's translucent skin.

**6 VAP TINKERERS  
WITH JONATHAN MARKOWITZ BIJUR  
TINKERERS' TAILORING**

Discover local teens from the Virginia Avenue Park Teen Center, as they delight all in their custom-made glowing costumes and festival puppets that light up and glow. Throughout the Glow zone.

**7 APHIDOIDEA  
SWARM (THE GELATINOUS BLOOM)**

Along the shore a swarm of tall jellyfish-like creatures, respond with light and sound to visitors. Aphidoidea is an artist collective and includes Paulina Bucyer Magana, Andrew Hernandez, Jesus Eduardo Magana and Jackie Munoz.





**8 PATRICK SCOTT**

**THE REST IS NOISE: A CAROUSEL  
RIDE THROUGH THE 20TH CENTURY**

Ride the historic Santa Monica Carousel as 16 speakers play 12 second clips of music, representative of each decade of the 20th century. One hundred years of music condensed into a five minute experience. Produced in association with Jacaranda, Music on the Edge.

**9 VICTORIA VESNA  
OCTOPUS MANDALA GLOW (OMGI)**

The Pacific Wheel, the world's largest solar Ferris wheel, becomes the ultimate revolving mandala. Experience it as sounds become colors and as the many become one.

**10 SHANA KOENIG  
SOLAR SEA SCULPTURES**

Spread amongst two locations, floating luminescent forms, reminiscent of those found in the depths of the ocean, respond to and interact with Glow's audience.

**11 REBECA MÉNDEZ  
CIRCUMSOLAR, MIGRATION 1, 2013**

A giant disk of projected, powerful natural images near the shore features the arctic tern, a small sea bird that has the longest migration of all living beings on earth, flying from the Arctic to the Antarctic and back again each year.

**12 MATHIEU BRIAND  
6:43PM**

A chamber of mystery from a past or future time invites visitors in, while above the structure a ring of five signals earth's primal essence. The installation salutes the power of the sun, whose descent below the horizon at 6:43 gives the artwork its title.

**13 DJOKO WALUJO  
JAVA: LAND OF DREAMS**

CalArts' mesmerizing Gamelan Iyayi Doro Dasih will play two hour-long concerts accompanied by dancers, at 8:30pm and midnight. Produced in association with CalArts Community Arts Partnership (CAP).

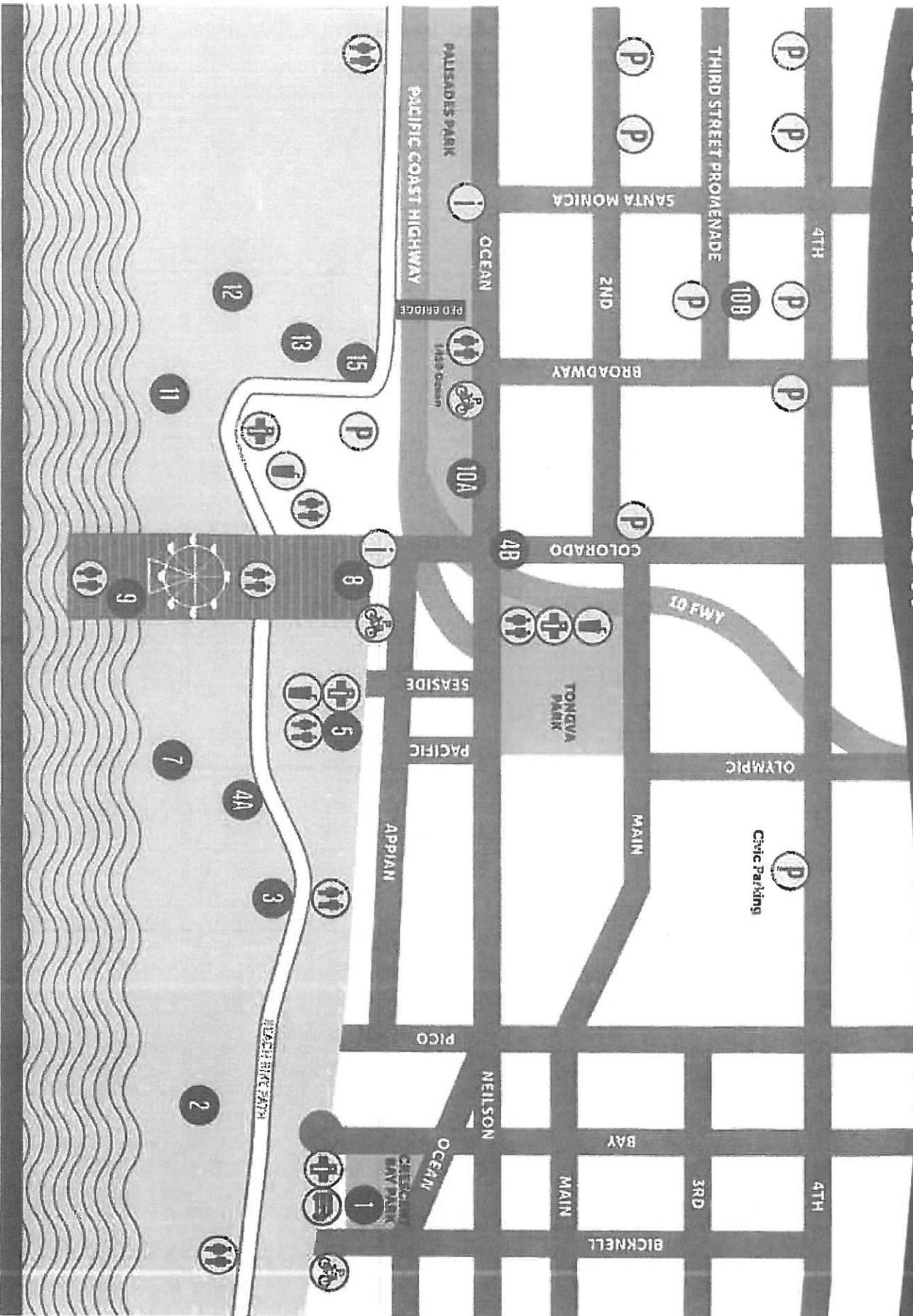
**14 JEDEDIAH CAESAR  
MORE CURRENCY FOR MICRONATIONS**

A treasure hunt worth joining! Caesar will distribute over three thousand small objects that reference coins in easily discovered locations throughout Glow (excluding the sand). The supply will be refreshed several times throughout the night. Produced in association with LAXART.

**15 KAREN ATKINSON  
GLOWbal**

A large screen coated with phosphorescent paint that holds the shape of projected images, like an echo, repeats a sound, invites public interaction. Youth in the CAP Summer Arts Program in Dance, directed by Marvin Tunney, will perform at 7:30. The CalArts Improvisational Theatre Troupe, directed by Susan Allen, will perform on-going until 3am. Produced in association with CalArts Community Arts Partnership (CAP).

# GETTING AROUND GLOW



INFORMATION

FIRST AID & INFO

FOOD TRUCKS

RESTROOMS

CONCESSIONS

BIKE VALET

PARKINGS