

# SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION  
Minutes of the Board of Directors Regular Meeting on May 16, 2016  
Ken Edwards Center, 1527 Fourth Street, Santa Monica, CA 90401

## **Call to Order**

The regular meeting was called to order by Chair Judy Abdo at 6:35 PM on May 16, 2016 at the Ken Edwards Center, 1527 Fourth Street,

Board Members reporting present:

Chair Judy Abdo

Vice-Chair Susan McCarthy

Secretary/Treasurer Abby Arnold

Misti Kerns

Allan Lipsky

Barbara Stinchfield

Board Members absent:

Chris Foster

Also present:

SMPC Pier Administrator Jay Farrand

SMPC Deputy Director Jim Harris

City of Santa Monica Pier Manager Rod Merl

City of Santa Monica Office of Pier Management Administrator Michael Barboza

City of Santa Monica Beach Manager Judith Meister

City of Santa Monica Police Lieutenant Darrick Jacob

City of Santa Monica Public Services Administrator Robert Silverstein

Landmarks Commissioner Laura O'Neill

Landmarks Commissioner Barbara Kaplan

Santa Monica Pier Lessees Representative Randi Parent

SMPC Music Programming Curator Martin Fleischmann

SMPC Music Programming Curator Mitchell Frank

## **1. Information Items**

### **A. Staff & Programming Update**

Jay Farrand noted that all updates will actually be addressed throughout tonight's agenda, with no further report.

### **B. April Budget and Financials**

Jay Farrand summarized the written report submitted in the Board Packet, highlighting an income boost in event rental revenue from the recent Wanderlust and Dutch King's Day events.

Board Member Kerns inquired as to why carousel rental revenue might be down. Jeff Klocke of Pacific Park addressed the Board as a member of the public and commented that Pacific Park recently stopped offering birthday party rentals due to customer complaints about traffic and parking difficulties, which may help to explain the current downturn in birthday parties at the carousel.

**2. Action & Discussion Items**

**A. Public safety update from SMPD**

Santa Monica Police Lieutenant Darrick Jacob updated the Board about the City's plans for summertime deployment levels dedicated to the Pier as follows:

- PHSO's (Harbor Guards) – 2 on duty at all times except for a gap between 4:00-5:00 am
- Police Officer Overtime Schedule:
  - Fridays 7:00 pm – 2:00 am (Sat) – 4 Officers
  - Saturdays 12:00 pm – 7:00 pm – 2 Officers
  - Saturdays 5:00 pm – 12:00 am (Sun) – 1 Sergeant & 2 Officers
  - Saturdays 7:00 pm – 2:00 am (Sun) - 2 Officers
  - Sundays 11:00 am – 6:00 pm – 2 Officers
  - Sundays 2:00 pm – 10:00 pm – 1 Sergeant & 2 Officers
  - Sundays 5:00 pm – 12:00 am (Mon) – 2 Officers

Lt. Jacob also updated the Board regarding the remodel of the Police substation on the Pier and noted that the HELP Team will now have their home base within the substation.

*Public comment by Jeff Klocke.*

**B. Pier area construction and improvements update**

Rod Merl announced that the replacement of the old south stairs is nearing completion, the Pier's arched blue entrance sign is being repainted in time for the opening of the Expo rail line, landscaping in Palisades Park has begun, the Verizon connections on the Pier are being upgraded and the City is preparing for the upgrade of the Edison switchgear.

Board Member Arnold noted the lack of a Breeze bicycle share station near the Pier and recommended that the City install one near the Pier Aquarium.

*Public comment by Greg Morena.*

Motion by Board Member Arnold, seconded by Board Member McCarthy, that Staff communicate with the City's Planning Department with a request for urgent attention for a Breeze bicycle station to be installed in the area next to the Pier Aquarium in anticipation of high traffic needs and demand for access, while also maintaining an adequate supply of bicycle racks for non-Breeze bicycles. The motion was approved by the following vote:

AYES: Board Members Abdo, Arnold, Kerns, Lipsky, McCarthy and Stinchfield

NOES: None

ABSENT: Board Member Foster

ABSTAIN: None

**C. Summer programs update**

Jay Farrand announced and summarized the summer programming updates as follows:

- Expo launch date – May 20<sup>th</sup>
- COAST open streets event – June 5<sup>th</sup>
- Tommy Bahama Paddleboard Race & Ocean Festival – June 11<sup>th</sup>
- Hippodrome 100<sup>th</sup> – June 12<sup>th</sup>

He then introduced SMPC Music Programming Curators Martin Fleischmann and Mitchell Frank, who announced this year's Twilight Concert Series lineup:

- July 7<sup>th</sup> – Mayer Hawthorne; with opening act Alina Baraz
- July 14<sup>th</sup> – Borns; with opening act Porches
- July 21<sup>st</sup> – Psychedelic Furs; with opening act Day Wave
- July 28<sup>th</sup> – Protoje & the Indignation; with opening act Ragin Fyah
- August 4<sup>th</sup> – Natalia LaFourcade; with opening act Monsieur Parine
- August 11<sup>th</sup> – To be announced (for contractual reasons)
- August 18<sup>th</sup> – Headliner to be announced; with opening act The Suffers
- August 25<sup>th</sup> – Save Ferris; with opening act to be announced
- September 1<sup>st</sup> – Unknown Mortal Orchestra; with opening act Steady Holiday
- September 8<sup>th</sup> – Ohio Players; with opening act to be announced

Board Member Arnold suggested that future bookings for the series keep an eye on gender diversity.

Randi Parent asked if the winner of the Rusty's Surf Ranch "Emerging Artist Competition" will be part of the lineup again this year. Jay Farrand confirmed that they will be included in the lineup for the August 25<sup>th</sup> show.

Board Member Kerns asked if sound abatement is being addressed, as this has been an ongoing issue. Jay Farrand informed the Board that staff is purchasing new custom-made sound blankets for the stage and that the production team will regularly monitor sound levels from Ocean Front Walk during each concert.

**D. Study group updates**

Board Member McCarthy reported that the Local Coastal Plan Study Group met with City of Santa Monica Senior Planner Liz Bar-El and were encouraged to learn that City Staff agrees with the Pier Corporation's Guiding Principles.

**E. Approval of Minutes for the April 18, 2016 meeting**

Motion by Board Member Arnold, seconded by Board Member Kerns, that the Board approve the minutes as presented. The motion was approved by the following vote:

AYES: Board Members Abdo, Arnold, Kerns, Lipsky, McCarthy and Stinchfield

NOES: None

ABSENT: Board Member Foster  
ABSTAIN: None

**3. Presentations**

**A. Santa Monica Pier Lessees Association**

Randi Parent announced that the SMPLA members recently met and discussed the upcoming COAST event and are frustrated that the Pier is not an active part of the event.

*Public comment by Jeff Klocke.*

**B. Landmarks Commission**

Commissioner Barbara Kaplan informed the Board that the Landmark's Commission recently reviewed an application for the Ocean Front Walk properties immediately east of the Pier and have continued that item while research is conducted for more specific information.

**4. Board Member Items**

Board Member Kerns announced that the recent opening of "Santa Monica at SkyLounge" at the Doubletree Hilton in London, England, which includes a replica of the Pier.

Chair Abdo asked that Pier Corporation staff send out the final schedule of the COAST event when it is ready.

**5. Public Comment**

None.

**6. Adjournment**

Chair Abdo adjourned the meeting at 7:54 PM.

ATTEST: APPROVED:



---

Abby Arnold, Secretary