

# SANTA MONICA — PIER —

## SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Regular Meeting on August 15, 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 6:34 PM on August 15, 2016 at the Ken Edwards Center, 1527 Fourth Street,

### Board Members reporting present:

Chair Judy Abdo  
Vice-Chair Susan McCarthy (reported present at 6:45 PM)  
Secretary/Treasurer Abby Arnold  
Chris Foster  
Misti Kerns  
Allan Lipsky  
Barbara Stinchfield (reported present at 6:37 PM)

### Board Members absent:

None

### 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 Police Lieutenant Darrick Jacob  
City of Santa Monica Public Services Administrator Robert Silverstein  
Landmarks Commissioner Laura O'Neill

*Chair Abdo moved Action & Discussion Item 2.A. up on the agenda.*

## **2. Action & Discussion Items**

### **A. PD deployment update**

Santa Monica Police Lieutenant Darrick Jacob and Public Services Administrator Robert Silverstein updated the Board about the summer police deployment at the Pier & beach, then fielded questions and comments from the Board. In summary, the Police Department is still trying to determine the overall impact of the train on the amount of pedestrian traffic, crime and other issues. The Board continually brought up the issue of illegal vending and questioned how that is enforced and prioritized, and issue which Lt. Jacob acknowledged as a problem and that his department will look further into.

*Public comment by Greg Morena, Walt Davis, Foster and Chris Volaski.*

**1. Information Items**

**A. Staff & Programming Update**

Jay Farrand announced dates for the upcoming programs ROGA (Saturday mornings, August 27 to October 1), the "Save the Pier!" play (September 23, 24 & 25) and Front Porch Cinema (Friday nights, September 30 through October 28), then updated the Board about the Twilight Concert Series, now halfway through its season.

Rod Merl informed the Board that the City is currently addressing the Pier's railings, repairing and replacing where needed, and will begin upgrades to the lights soon.

*Public comment by Greg Morena.*

**B. July Budget and Financials**

Jay Farrand summarized the financial information distributed in the SMPC Board Packet, noting that July was a good month in which there were notable improvements in revenue from carousel parties, corporation promotions, film permits and the visitors center, plus a significant amount of Twilight Concert Series sponsorship revenue was received.

*Public comment by Chris Volaski.*

**C. Al Mare Update**

Rod Merl reported that the ownership group of Ristorante Al Mare has sold 50% of their business to a new partner and has since applied to the City to change the style of cuisine to Mexican fare and the business name to Cantina Taqueria. The City Council recently met, discussed and tabled the item so that the City Attorney can look further into it.

Board Member Kerns pointed out that the style of cuisine will no longer be unique since the Pier already has a Mexican food restaurant, Mariasol. Mr. Merl pointed out that the unique aspect applies to prohibiting corporate chains and that no tenant can have exclusivity toward a certain product or style.

Board Member Foster brought up Section 8.4 of the Pier Leasing Guidelines and pointed out the City's policy regarding businesses with Arizona-based ownership and that the new partner is Arizona-based. Mr. Merl noted that the City Council is currently in the process of doing away with that particular policy.

The Board further expressed concerns about protecting the diversity of businesses on the Pier.  
*Public comment by Don Camacho, Greg Morena, Roger Genser and Chris Volaski.*

Motion by Board Member Lipsky, seconded by Board Member McCarthy, that Pier Corporation staff prepare a letter expressing the Board's position of concern that the proposed change of cuisine for Ristorante Al Mare will not conform to the current Pier Leasing Guidelines.

AYES: Board Members Abdo, Arnold, Foster, Kerns, Lipsky, McCarthy and Stinchfield.  
NOES: None  
ABSENT: None  
ABSTAIN: None

Chair Abdo advised staff to be sure to include a copy of the Pier Leasing Guidelines with the letter.

**2. Action & Discussion Items**

**B. Pier Fiscal review**

Jay Farrand summarized the written materials submitted in the Board Packet. The Board commended staff on a great year.

**C. Study group updates**

None.

**D. Approval of Minutes for the July 18, 2016 meeting**

Motion by Board Member Kerns seconded by Board Member McCarthy, that the Board approve the minutes from the July 18, 2016 meeting as submitted. The motion was approved by the following vote:

AYES: Board Members Abdo, Arnold, Foster, Kerns, Lipsky, McCarthy and Stinchfield.  
NOES: None  
ABSENT: None  
ABSTAIN: None

**3. Presentations**

**A. Santa Monica Pier Lessees Association**

Greg Morena of The Albright commented that the planned pedestrian flow for this year's Twilight Concert Series was not ideal for Pier businesses. He acknowledged that the new plan was in reaction to the increased attendance for the event and asked that the plans for next year take the Pier's regular business traffic into consideration.

**B. Landmarks Commission**

No report.

**4. Board Member Items**

None.

**5. Public Comment**

None.

**6. Adjournment**

Chair Abdo adjourned the meeting at 8:40 PM.

ATTEST: APPROVED:



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Abby Arnold, Secretary