

# SANTA MONICA — PIER —

## SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Regular Meeting on September 19th, 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 6:30 PM on September 19th, 2016 at the Ken Edwards Center, 1527 Fourth Street.

### Board Members reporting present:

Chair Judy Abdo  
Vice Chair Susan McCarthy  
Chris Foster  
Allan Lipsky  
Barbara Stinchfield

### Board Members absent:

Secretary/Treasurer Abby Arnold  
Misti Kerns

### Also present:

SMPC Pier Administrator Jay Farrand  
SMPC Staff Intern Hannah Henry-Bruen  
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  
Landmarks Commissioner Laura O'Neill  
Santa Monica Pier Lessees Representative Randi Parent  
Santa Monica Police Officer Jacob Holloway

## **1. Information Items**

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

Rod Merl reported that the replacement of rusty railings on the pier has begun and his office is currently receiving bids to repair the parking deck. He also reported that the Local Coastal Plan will be presented to the Planning Commission on October 5 and that it may be presented to the City Council at the November 22 Council Meeting, however it may be pushed to December or January.

**B. August Budget and Financials**

Jay Farrand summarized the written report distributed in the Board Packet, noting that it was a particularly good month for Carousel Rentals and Deck Rentals. Film Permits were also on par and Corporate Promotions were slightly down. He reported that for the Twilight Concert Series most of the sponsorship revenue came in during the first month and the expenses were spread-out over July, August and September. He added that clearer picture of the financials for the series will be realized in October. He also reported that the Active Lifestyle Program *Roga* came in on budget.

**2. Action & Discussion Items**

**A. Fall Programming Presentation**

Jay Farrand reported that the “*Save The Pier!*” play will run from Friday September 23 through Sunday September 25. The one-hour play recounts the 1972 grassroots fight to stop the demolition of the Santa Monica Pier. He added that any Board Members interested in reserving seats should e-mail Jim Harris.

He also announced the Front Porch Cinema line-up. The program runs on Friday nights from September through October 28. The outdoor film series offers a mix of entertainment targeting different audiences, the first film is the acclaimed children’s film *Zootopia*, followed by *City of Gold*, a documentary from the food critic Jonathan Gold, then *Star Wars: The Force Awakens* and David Bowie’s *Labyrinth*. A bonus screening, presented by series sponsor Teton Gravity Research, will close out the season.

Mr. Farrand also announced a new program beginning on the West end of Pier called “Pro Con”, presented by a national non-partisan company in Santa Monica, also called Pro Con. The company assembles the best research from the pro and con side of all major political and social issues today for civilians to become smarter voters. The new program will include four weeks of relevant topical discussions at the west end of the Pier on Tuesday evenings, featuring a “pro” speaker, a “con” speaker and a moderator.

He closed his report by announcing that the LA Opera is returning the Pier with a free screening of *MacBeth* on October 13. Doors open at 5.30 PM, show time is 7:00 PM. The Pier Corporation is co-producing the event and sharing in the promotion of it.

**B. Presentation on Post Fencing Under the Pier**

Beach Manager Judith Meister reported that there has been an increase of transients and homeless people gathering under the Pier and showed the Board photos of large encampments under the deck.

Police Officer Jacob Holloway, a member of the City’s seven person Homeless Liaison Team that covers the Santa Monica downtown area and beach, added that they recently added two psychiatric professionals to their team. He described that, since the opening of the Expo Train

Line he tours with Beach Maintenance personnel every nightly to clean up the increase of rubbish under the Pier. He added that there has been a rise in crimes such as assaults and fires under the Pier and noted the increase in number of encampments under the Pier with groups of as many as ten to fifteen people. He suggested that fencing under the pier would solve a lot of problems.

Ms. Meister proposed the installation of a fence from the north and south catwalk fences extending to the surf zone to solve this issue. She added that she is currently in the process of getting quotes for fencing.

Motion by Board Member Barbara Steinchfeild, seconded by Board Member McCarthy, that the Board express its support of the proposed fencing plan for under the Pier and request that it be done as quickly as possible.

AYES: Board Members Abdo, Foster, Lipsky, McCarthy and Stinchfield

NOES: None

ABSENT: Board Members Arnold and Kerns

ABSTAIN: None

**C. Study Group Updates**

Board Member McCarthy updated on behalf of the Local Coastal Plan Study Group, noting that she and Liz Bar-El recently spoke and Ms. Bar-El will give a report at the next Board Meeting.

Chair Abdo added that the Local Coastal Plan is scheduled to be discussed at the upcoming meeting of Planning Commission and that the results of that discussion should also be presented at the next SMPC Board Meeting.

Board Member Lipsky reported on behalf of the Expo Line Study Group, noting that a ridership survey has been released with statistics of hourly and day-by-day use.

Board Member Stinchfield reported that the Twilight Concert Series Discussion Group is meeting with City Staff in the near future and will report on the outcome of that meeting at next month's Board Meeting.

*Public Comment made by Greg Morena*

**D. Approval of Minutes for the Aug 15, 2016 Meeting**

Motion by Board Member McCarthy seconded by Board Member Foster, that the minutes be approved as submitted. The motion was approved by the following vote:

AYES: Board Members Abdo, Foster, Lipsky, McCarthy and Stinchfield

NOES: None

ABSENT: Board Members Arnold and Kerns

ABSTAIN: None

**3. Presentations**

**A. Santa Monica Pier Lessees Association**

Randi Parent reported that SMPLA not hold their regular meeting this month, however they did have a special meeting to discuss the prospective 2024 Olympics.

**B. Landmarks Commission**

Commissioner Laura O'Neil reported that the properties opposite the Pier on Ocean Front Walk will be discussed at an upcoming commission meeting.

**4. Board Member Items**

None

**5. Public Comment**

None

**6. Adjournment**

Chair Abdo adjourned the meeting at 7.56 PM.

ATTEST: APPROVED:

  
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Abby Arnold, Secretary