

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Regular Meeting on November 21st, 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 November 21, 2016 at the Ken Edwards Center, 1527 Fourth Street.

Board Members reporting present:

Chair Judy Abdo
Vice-Chair Susan McCarthy
Secretary/Treasurer Abby Arnold
Allan Lipsky
Misti Kerns
Barbara Stinchfield

Board Members absent:

Christopher Foster

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
City of Santa Monica Senior Planner Liz Bar-El
Santa Monica Pier Lessees Representative Randi Parent
Representative for Al Mare Ristorante Dennis Hoffman
Architect Designer for Al Mare Ristorante Tony Fernandez
Owner of 1601 to 1619 Ocean Front Walk Properties McKenzie Mink
Representative for 1601 to 1619 Ocean Front Walk Properties Christine Rohde

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

2. Action and Discussion Items

A. Local Coastal Plan Update

Senior Planner Liz Bar-El presented the Local Coastal Plan update to the Board, then fielded questions and comments.

Motion by Board Member Kerns, seconded by Board Member Stinchfield, that the Board endorse the Local Coastal Plan as presented, noting the need for the plan to be compatible with the Pier

Access Study and highlighting opportunities on the Pier for multiple modes of transportation access, a family area at the east end of the Pier and the environmental sustainability of the Pier. The motion was approved by the following vote:

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

NOES: None

ABSTAIN: None

ABSENT: Board Member Foster

1. Information Items

A. Staff & Programming Update

Jay Farrand reported that the Pier has finished up its Fall programs. The programs included the Pro Con a debate series experiment, LA Opera, Front Porch Cinema and a number of charity events. With all programs for this year out of the way he added current tasks include counting inventory, creating recap decks and planning for next year's programs. He reported that the Pier was currently taking part in small workshop discussions with City Staff regarding the 2017 Twilight Concert Series. He reported that from these discussions it was agreed that they are going to continue to carry forward regular planning sessions with the Santa Monica Fire and Police Department. He added that they were also discussing how to solve the problem with trash on the deck and the beach during the concerts. He also mentioned that there was discussion about the possibility of reducing the number of concerts and/or starting the Twilight Concert Series earlier in the year due to the large cost of the series.

B. October Budget and Financials

Jay Farrand summarized the written report from the Board Packet, reporting that it was a good month overall with carousel rental and event deck rental income significantly higher than usual due to a number of private and charity events on the Pier.

2. Action and Discussion Items

B. Presentation on proposed concept for Al Mare Ristorante space

Rod Merl reported that the proposed concept was going to Landmarks Commission on the 6th of December 2016. Dennis Hoffman from the Al Mare Ristorante Space introduced Tony Fernandez, an architectural designer. Mr. Hoffman added that the restaurant has been in discussion with the Mayor and City Manager's Offices over the past year on the new concept of their restaurant. He also reported that plans included changing name of the restaurant from "Ristorante Al Mare" to "Earl's Seaside Tavern" as well as changing the concept to a more fast-casual restaurant with the main food options being burgers and sandwiches. Other plans to the restaurant include making the front of the restaurant more accessible to customers, moving the front bar towards the back of the restaurant and having live music on the second floor a few days per week. The Board expressed concerns and comments as follows:

- The Board encourages a labor peace provision consistent as with other Pier businesses
- The Board recommends that the project follow City sustainability standards

- The Board encourages the restaurant management to work with the other Pier leaseholders for mutual benefit
- The Board was concerned about the use of “tavern” in the name and its alcohol connotation that might not be family friendly
- The Board supports branding, naming and menu that encourages family friendly patronage consistent with the overall Pier.

C. Study group updates

Chair Abdo reported that she met recently with the Landmarks Commission.

Public comment by Greg Morena.

D. Approval of the Minutes for the Sep 19, 2016 meeting

Motion by Judy Abdo, seconded by Barbara Steinfield, that the Board approve the minutes from the September 19, 2016 meeting as submitted. The motion was approved by the following vote:

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

NOES: None

ABSTAIN: None

ABSENT: Board Member Foster

3. Presentations

A. Santa Monica Pier Lessees Association

Randi Parent reported that SMPLA met recently and discussed the homeless situation around the Pier and how to best address the problem. She added that the Lessees Association wishes to be notified earlier about upcoming events such as LA Opera event on the Pier and the City of Hope event that occurred in the 1550 Lot. Chair Abdo added that she would like the Board Members to be notified earlier also.

B. Landmarks Commission

No Landmarks Commission representative was present at the meeting, however Rod Merl read a note from Laura O’Neill stating that the Commission anticipated that the Al Mare proposal will come to them in December. At the October Landmarks Commission meeting the buildings at 1601 and 1613 Ocean Front Walk and the parcels at 1601 to 1619 Ocean Front Walk were designated with landmark status.

Christine Rohde, representing these Ocean Front Walk properties, introduced property owner Mackenzie May, who further detailed the plans for the property, noting that they have received a lot of positive feedback regarding the rebranding of the property. They are hoping to present to Landmarks Commission once again in December and are planning to make a presentation to the SMPC Board as well.

4. Board Member Items

None

5. **Public Comment**
None

6. **Adjournment**
Chair Abdo adjourned the meeting at 7.56 PM.

ATTEST: APPROVED:



Abby Arnold, Secretary