

# SANTA MONICA — PIER —

## SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Special Meeting on January 11, 2017  
Santa Monica Pier Aquarium, 1600 Ocean Front Walk, Santa Monica, CA 90401

### Call to Order

The special meeting was called to order by Chair Judy Abdo at 6:34 PM on January 11, 2017 at the Santa Monica Pier Aquarium, 1600 Ocean Front Walk.

### Board Members reporting present:

Chair Judy Abdo  
Vice-Chair Susan McCarthy  
Secretary/Treasurer Abby Arnold  
Christopher Foster  
Misti Kerns (arrived 6:48 PM)  
Allan Lipsky  
Barbara Stinchfield

### 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 Beach Manager Judith Meister  
Santa Monica Pier Lessees Representative Randi Parent

## 1. Action & Discussion Items

### A. Presentation of Working Group findings from discussions with City Staff regarding operational improvements for 2017 programming.

Chair Abdo summarized recent meetings of the special Twilight Concert Series subcommittee comprised of representatives of the City Manager's Office, SMPC Boardmembers and Pier Administrator Jay Farrand. The City has expressed serious concerns about various issues related to the Series including the seasonal timing of the event, the escalating costs of public safety personnel for each event, trash left behind on the beach after each event, traffic and parking issues throughout downtown Santa Monica on event dates, insufficient restroom quantities and accurate determination and anticipation of crowd size. The committee has discussed possible solutions to each of these issues at length, and Chair Abdo reported the following results:

**TIMING OF THE SERIES:** The City has expressed a strong desire to have the series start either earlier or later in the year in order to move it out of the very busy summer season. For the 2017 series, moving the dates to the fall season is not possible due to date commitments to other events on the Pier deck. However, it is possible to start the concerts in June this year.

**COST OF PUBLIC SAFETY:** The City has suggested shortening the series to eight dates instead of the traditional ten dates. While this does not necessarily help to reduce SMPC costs for the event, it does significantly reduce the costs that the City has been contributing to public safety and beach clean-up needs. It has been noted that reducing the number of concerts could have a dramatic impact on sponsorship income for the series.

**TRASH ON THE BEACH:** It is mutually agreed that more diligent attention needs to be directed toward motivating people to clean up after themselves as they exit following each concert. A special “greening initiative” must be planned for the series going forward.

**TRAFFIC & PARKING:** The committee agreed that advance plans need to be made for a special dedicated location for Uber and Lyft operations. The committee also agreed upon regular meetings take place well in advance of the beginning of this year’s Twilight Concert Series in order to properly plan for traffic as well as other issue. This committee would operate much the same as the City’s current LA Marathon planning committee.

**RESTROOMS:** The committee agreed that a significant increase in the amount of restrooms will be necessary.

The Board discussed each of the listed issues at length, acknowledging the importance of each. The topic of the escalating costs – particularly over the last couple of years – was discussed at length.

Accurate determination of attendance numbers was repeatedly discussed, with the concern that over-estimates of attendance numbers might have had an impact on the level of public safety deployment this past season.

*Public comment by Martin Fleischman and Michael Barboza.*

Motion by Board Member Foster, seconded by Board Member Arnold, that the Board present to the City a proposal to proceed with the Twilight Concert Series in the same format as in recent years for this 2017 summer season while trying to saddle the costs, staffing the first two TCS shows with the full deployment as used in the 2016 season, then begin adjustments during the third week with SMPC covering any reasonable costs, then make plans for the 2018 season based upon the compilation of the year of data compiled from this 2017 season. The motion failed by the following vote:

AYES: Board Members Arnold and Foster

NOES: Board Members Abdo, Kerns, Lipsky, McCarthy and Stinchfield

ABSTAIN: None

ABSENT: None

Board Member McCarthy commented that, in good faith, SMPC should not spend all of our money on just this one season, but to come up with a plan that thinks forward to future concert seasons.

Beach Manager Judith Meister commented that moving the series to September/October in future years would be better received by the City.

Board Member Stinchfield asked how such a move would impact the series, to which Jay Farrand noted that it could have a large impact on sponsorship funding.

SMPLA Representative Randi Parent noted that the Pier Lessees have also met and expressed a desire that the series be moved to the fall season.

Motion by Board Member Stinchfield, seconded by Board Member McCarthy, that the Board proposes that, for the 2017 season, the Twilight Concert Series move forward with several mitigations to address City Staff's concerns, including: 1) Moving the series start into mid-June; 2) Decreasing the quantity of shows to 8; 3) Proactively communicate and promote the greening of the event and keeping the beach clean; 4) Working with City departments on advance planning of event details; 5) Use SMPC funds to add restrooms; 6) SMPC staff use social media to encourage reservations in order to help better determine anticipated crowd sizes per show; 7) Identify and promote a suitable area for Uber and Lyft dropoffs and pickups. After these proposed 2017 season an assessment should be made as to whether these changes made a significant impact in addressing the City's concerns and, if it is determined that they have not, the SMPC Board proposes that the series be reformatted to take place in the fall season.

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

NOES: None

ABSTAIN: None

ABSENT: None

*Chair Abdo moved Discussion Item 1.B, the Closed Session item, down to the last item on the agenda.*

**2. Public Comment**

None

**1. Action & Discussion Items**

**B. Closed Session: Public Employee Evaluation. Title of Employee: Pier Administrator.**

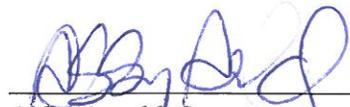
The Board adjourned to closed session at 8:10 PM.

The Board reconvened from closed session at 8:31 PM and announced that the review for Pier Administrator Jay Farrand was received and filed.

**3. Adjournment**

Chair Abdo adjourned the meeting at 8:32 PM.

ATTEST: APPROVED:

  
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Abby Arnold, Secretary