

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Special Meeting on February 22, 2017

Santa Monica Pier Hippodrome (Merry Go-Round), 200 Santa Monica Pier, Santa Monica, CA 90401

Call to Order

The special meeting was called to order by Chair Judy Abdo at 6:40 PM on February 22, 2017 at the Santa Monica Pier Hippodrome (Merry Go-Round), 200 Santa Monica Pier.

Board Members reporting present:

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

Board Members absent:

Christopher 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 Economic Development Manager Jason Harris
City of Santa Monica Senior Economic Development Analyst Elana Buegoff
City of Santa Monica Landmarks Commissioner Amy Green
Santa Monica Pier Lessees Representative Randi Parent
West Coast Care Founder and Executive Director Ron Hooks

Chair Abdo moved items 2.A and 2.B up on the agenda.

2. Action & Discussion Items

A. Review and approve updates to the Santa Monica Pier Leasing Guidelines

Economic Development Department representatives Jason Harris and Elana Buegoff presented proposed changes to the Pier Leasing Guidelines as follows:

1. A labor peace provision to be added to Page 10 of the current guidelines in order to keep consistent with the City's current policy regarding the same. This will apply to the Pier's fixed-site businesses, but not to vending carts.
2. The language on Page 12 of the current guidelines specific to Arizona-based businesses will be struck as the issue surrounding this restriction is no longer relevant.

3. Re-establish the Santa Monica Pier Corporation Board of Directors with the delegation of authority for Pier lease approvals, outlined on Page 15 of the current guidelines.

Economic Development staff intends to propose these changes to the City Council for approval on March 28th.

Jason Harris fielded questions from the Board regarding rationale for the changes, frequency of leasing matters, labor peace provision details and what the exact relationship between the City, Pier Board and Economic Development Department is expected to be.

Public comment by Greg Morena.

Motion by Board Member McCarthy, seconded by Board Member Kerns, that the Board approve of and support the proposed changes to the Pier Leasing Guidelines as presented, noting that the Santa Monica Pier Corporation Board has the ability to determine the process for how leasing matters will be handles in cooperation with City Staff. 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

Jason Harris also updated the Board regarding the current proposed lease changes for Ristorante Al Mare, noting that the labor peace provision has been added. The proposed name change for the business is to be brought to the Board for approval, perhaps as early as April 2017. The proposed signage and color scheme are expected to be presented to the Landmarks Commission in the near future.

B. Overview of homeless outreach program on South-East corner of Pier by West Coast Care representative Ron Hooks for review and questions.

Rod Merl introduced Ron Hooks of West Coast Care to the Board. Mr. Hooks informed the Board that his team has been funded by a grant for the past nine years to work alongside the Santa Monica Police Department on homeless outreach, focusing on reconnecting homeless individuals with their families or helping to find local programs or employment. The operate Mondays through Fridays with primary focus on finding those in need in the downtown and beach areas.

Mr. Hooks fielded questions from the Board and clarified his company's role and how it differs from the work of local operations that focus on finding housing for the homeless. The Board commended him for his company's work and thanked him for clarifying.

1. Information Items
A. Staff & Programming Update

Jay Farrand announced that the annual Boards & Commissions Dinner is scheduled for late May and that a Board Member is needed to represent the Pier Corporation for the traditional video update. The Board informally nominated Chris Foster, and he accepted.

Mr. Farrand then announced the Pier Corporation's upcoming spring programming, which includes STEAM Machines (March 5th), ROGA (March 18th – April 22nd), Odd Market (March 4th, April 2nd, May 6th & June 3rd) and Smorgasburg (March 11th).

Rod Merl detailed the updates in the City's budget as they pertain to the Pier, noting that the Pier is currently operating at a surplus before accounting for Capital Improvement Projects. Mr. Merl and the Board agreed that this is a great improvement compared to the Pier's past.

Public comment by Greg Morena and Chris Volaski.

B. January Budget & Financials

Jay Farrand summarized the written report distributed in the monthly Board Packet, noting that filming revenue was elevated by a commercial shoot for Nutella.

2. Action & Discussion Items

C. Update and approval of Twilight Concert Working Group discussions with City Staff regarding format and additional budget request by City Manager's Office.

Jay Farrand summarized the recent meetings between the City Manager's Office, select Pier Corporation Board Members and himself and the compromises that each side has agreed to for the 2017 Twilight Concert Series. Results of these meetings include lowering the number of concert dates to eight for this season, establishing an RSVP system in order to help predict crowd levels, shift the numbers of police officers vs. security guards in order to lower costs, an earlier start date (June 22nd) and early establishment of downtown traffic plans. The Pier Corporation also agreed to giving the City \$200,000 to be used toward City costs dedicated to the series for the 2017 season.

Board Member Stinchfield added that the Pier Corporation will not be held liable for any excessive costs incurred by the City.

Motion by Board Member Stinchfield, seconded by Board Member McCarthy, that the Board agree to the compromises developed in recent meetings between the City Manager's Office and representatives of the Pier Corporation 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

- D. Approval of Minutes for the December 19, 2016 & January 11, 2017 meetings**
Motion by Board Member Stinchfield, seconded by Board Member McCarthy, that the Board approve the minutes from the December 19, 2016 and January 11, 2017 meetings as submitted. 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 thanked Pier Corporation staff for arranging the opportunity for Pier business tenants to participate in the upcoming Odd Market and Smorgasburg events. She then announced that the Santa Monica Pier Aquarium has hired a new Executive Director, Joleen Deatherage.

B. Landmarks Commission

Landmarks Commissioner Amy Green introduced herself as the new liaison to the Pier Corporation Board.

4. Board Member Items

None.

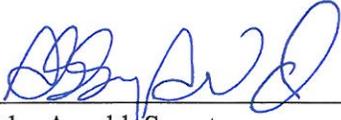
5. Public Comment

Greg Morena announced that he has enlisted Rusty's Surf Ranch and Ristorante Al Mare to join The Albright in working with the City on collection of compostables.

6. Adjournment

Chair Abdo adjourned the meeting at 8:48 PM.

ATTEST: APPROVED:



Abby Arnold, Secretary