



**MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
REGULAR MEETING
APRIL 17, 2017
KEN EDWARDS CENTER, 1527 FOURTH ST., SANTA MONICA
6:30 PM**

Call to Order

Chair Judy Abdo called the meeting to order at 6:36 p.m.

Roll Call

The following persons were recorded in attendance by the Recording Secretary:

Present: Chair Judy Abdo Vice Chair Susan McCarthy, Secretary/Treasurer Abby Arnold, Board Member Christopher Foster, Board Member Misti Kerns, Board Member Allan Lipsky and Board Member Barbara Stinchfield

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 Civil Engineer Zach Pollard, City of Santa Monica Civil Engineer Selim Eren, City of Santa Monica Civil Engineer Curtis Castle, City of Santa Monica Civil Engineering Associate Robert Zak, City of Santa Monica Beach Manager Judith Meister, Santa Monica Landmarks Commissioner Laura O'Neil and Santa Monica Pier Lessees Association Representative Randi Parent

Chair Abdo moved item 5.B. Presentation on Pier Area Infrastructure Projects, up on the agenda.

5. New Business

B. Presentation on Pier area infrastructure projects

Recommended Action: Receive presentation from City Engineering Department and provide feedback.

Civil Engineers Pollard, Eren, Castle and Zak presented to the Board a summary of short term construction projects scheduled to take place either on or near the Pier, including: Clean Beaches Project, Pier Parking Deck Area 4 Improvements, Pier Switch Gear Replacement, Pier Lighting Improvements and Pier Railing Improvements. Afterward the engineers fielded questions from the Board about the types of trees slated and amount of bicycle racks for the Clean Beaches Project, details about the Pier railing replacement and the timeline of each project.

Engineer Eren noted that the Clean Beaches Project is funded by a State of California grant.

Chair Abdo moved item 5.A. Proposal For Increased Parking Rates in 1550 Lot, up on the agenda.

5. **New Business**

A. Proposal For Increased Parking Rates in 1550 Lot

Recommended Action: Receive presentation from City Beach Manager and provide feedback.

Beach Manager Meister outlined the proposed parking rate increases for Santa Monica Beach parking lots, with special focus on the 1550 PCH parking lot (Beach Lot 1N), noting that the parking rate increases will fund beach operations and important capital improvement projects (CIPs) such as bicycle path/pedestrian path widening and a new beach playground. She then fielded questions from the Board about the cost of the CIPs and the possibility of coordinating projects together for better cost efficiency.

Board Member Lipsky inquired as to whether the revenue from 110 new parking spaces slated for the Deauville site would be allocated to the City's Beach Fund or the Pier Fun, to which Ms. Meister replied that the revenues are expected to be split between the two City funds.

MOTION

Board Member McCarthy moved and Board Member Stinchfield seconded a motion to support the proposed change in parking rates to fund the identified beach projects and the proposed split in revenue from the 110 new parking spaces between the Pier Fund and Beach Fund. The motion carried unanimously.

1. **Special Agenda Items** – None.
2. **Reports of Staff/Members**

A. Staff and Programming Update

Pier Administrator Farrand reported to the Board that the current season of ROGA is halfway through and going smoothly, this year's Wake Up with the Waves children's concert series recently launched with new partner School of Rock, upcoming rental events include Xanadu Sunset Yoga and the return of Wanderlust 108, and the Merry Go-Round will be used as a stage for a new theatrical play. The company has recently hired a new staff member, EB Krawczyk, to assist with partnerships for the upcoming Twilight Concert Series. He then presented to the Board a cost comparison between the 2016 Twilight Concert Series and the expectations for the 2017 Twilight Concert Series and fielded questions from the Board.

Pier Manager Merl announced that the City is adding more "big belly" trash & recycle bins and will soon be addressing some sinking piles near the Merry Go-Round Building. He and SMPLA President Chris Volaski recently met with Harbor Patrol to discuss issues with illegal vendors and the possibility of getting the City's Code Enforcement to return to the Pier more regularly.

Chair Abdo moved item 5.C. Proposal For Increased Parking Rates in 1550 Lot, up on the agenda.

5. **New Business**

C. Board Public Safety Support Letter

Recommended Action: Discuss and approve developing a letter from the full Board in support of increased Harbor Guard and Code Enforcement presence on the Pier.

MOTION

Board Member McCarthy moved and Board Member Kerns seconded a motion to develop and send the recommended letter with the addition of language to include focus on the illegal vendors on the Pier Bridge. The motion carried unanimously.

2. **Reports of Staff/Members**

B. March Budget and Financials

Pier Administrator Farrand summarized the written financial report as submitted in the Board Packet, noting that staff is currently wrapping up work on the annual audit.

C. Santa Monica Pier Lessees Association

SMPLA Representative Parent asked the Board to help to keep the City aware of holidays as the slated construction projects in the area develop. She then

announced that The Albright restaurant is supporting the Pier Aquarium's upcoming Earth Day celebration event.

D. Landmarks Commission

Landmarks Commissioner O'Neil announced that the commission has not met since the last SMPC Board Meeting and that their next meeting is scheduled for April 19th, at which the commission will review the remaining plans for the Ocean Front Walk properties which have not already been approved and also consider a Certificate of Appropriateness for the proposed Earl's Seaside Tavern.

3. **Public Input:** None.

4. **Consent Calendar**

A. March 20, 2017 Regular Pier Corporation Meeting Minutes

Recommended Action: Approve the March 20, 2017 Regular Pier Corporation meeting minutes.

MOTION

Board Member Arnold moved and Board Member Foster seconded a motion to approve the March 20, 2017 minutes as presented. The motion carried with one abstention (Allan Lipsky).

6. **Continued Items** – None.

7. **Public Hearings** – None.

8. **Written Communication** – None.

9. **Future Agenda Items**

Adjournment

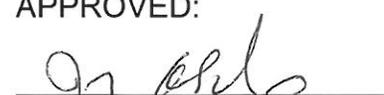
Adjournment

Chair Abdo adjourned the meeting at 8:33 p.m.

ATTEST:


Board Secretary

APPROVED:


Board Chair