City of
Santa Monica®

MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
REGULAR MEETING
JULY 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 Executive Director Jay Farrand, SMPC Deputy Director Jim Harris, City of Santa Monica Pier Administrator Elana Buegoff, City of Santa Monica Office of Pier Management Administrator Michael Barboza, Santa Monica Pier Lessees Association Representative Randi Parent, City of Santa Monica Landmarks Commissioner Laura O'Neil

Chair Abdo moved Items 6.B. and 6.A., in that stated order, up on the agenda.

6. Continued Items

B. Board Study Group Updates
Recommended Action: Board Study Groups to provide updates to the larger board on meetings, discussions, action items.

Board Member Arnold reported on behalf of the newly established ad hoc working group for Leasing, noting that the group has met twice since the last

Board Meeting and discussed the lease changes proposed by Romana Pier LLC and new partner Robert Earl as well as reviewed the City-provided list of each of the Pier business' leases and their status. The working group feels that, at this time, they do not have enough information to determine whether the proposed menu change will improve revenue for the 250 Santa Monica Pier space.

Elana Buegoff introduced Dennis Hawk and Sven Richnell, representatives for the tenant, and announced that they were available to address any questions from the Board. She further elaborated that City Staff requested from the tenant assurances and details of how the design concept and advertising will increase revenues. The City has received and shared with the ad hoc working group a letter from Robert Earl assuring them of his expertise and expectations for the future of the venue. This is the only documentation received since the June Board Meeting.

A. 250 Santa Monica Pier Change of Concept Presentation
   Recommended Action: Continue discussion with Romana Pier LLC regarding concept change and provide feedback or approve.

Dennis Hawk and Sven Richnell fielded questions from the Board about the fact that Ristorante Al Mare was closed today (a violation of their current lease), whether they have a business plan, details about their success in other locations, long term plans and community commitment, clarifications on their concept and their construction/remodeling plans. Respectively, the recent regular early-week closures of the business will be addressed with Ristorante Al Mare management immediately, a business plan is forthcoming and will be shared with the Board soon, along with a record of the success of Robert Earl's 28 restaurants in California, their wishes to soon become a very active part of the Santa Monica Pier Lessees Association, and will share the reasoning behind the concept change with their business plan. They have hoped to begin construction just after Labor Day and reopen in time for the winter holidays.

The following members of the public addressed the Board: Michael Dubin.

Board Member Lipsky reiterated the importance of the Board being provided a business plan, to which Mr. Hawk stated that one may be provided to the ad hoc working group within the next 10 to 14 days.

Chair Abdo continued the item, to be revisited at the August 21, 2017 SMPC Board Meeting.

1. **Special Agenda Items** – None.

2. **Reports of Staff/Members**

A. Staff and Programming Update

Jay Farrand announced to the Board that this year's Twilight Concert Series is going extraordinarily well so far and that this week's headlining act is Eric Burden and the Animals.

B. June Budget and Financials

Mr. Farrand summarized the written financial report as distributed in the Board Packet, noting that June 30 was the end of the fiscal year. He pointed out that the numbers for Music Programming expenditures included an extra $100,000 for 2016-17 and will include an extra $100,000 for 2017-18, reflective of the $200,000 that the Pier Corporation has agreed to pay for the City's public safety needs on the beach for this year's concert series.

The following members of the public addressed the Board: Nathan Stimson and Ellen Brennan.

C. Santa Monica Pier Lessees Association

Randi Parent reported that the next SMPLA meeting will be held on July 19.

Board Member Arnold inquired as to whether the Pier Corporation has responded to a letter from the SMPLA regarding the Twilight Concert Series. Cindy Pfeiffer, of the SMPLA, responded that they have not yet received a response.

D. Landmarks Commission

Laura O'Neill reported that there are no updates from the Landmarks Commission at this time.

4. **Consent Calendar**

A. June 19, 2017 Regular Pier Corporation Meeting Minutes
Recommended Action: Approve the June 19, 2017 Regular Pier Corporation meeting minutes.

MOTION

Board Member Lipsky moved and Board Member McCarthy seconded a motion to approve both the June 19, 2017 minutes as presented. The motion carried unanimously

5. **New Business** – None.

6. **Continued Items** – Moved to top of agenda

7. **Public Hearings**

8. **Written Communication** – None.

9. **Future Agenda Items**

Chair Abdo welcomed Elana Buegoff as incoming City of Santa Monica Pier Administrator.

Public comment from Ellen Brennan about the opening night of the Twilight Concert Series.

10. **Closed Session**

A. Employee Evaluation – Title: Executive Director

The Board adjourned for closed session at 7:53 p.m.

The Board reconvened the public meeting at 9:45 p.m.

MOTION

Board Member McCarthy moved and Board Member Foster seconded a motion to accept the resignation of Executive Director Jay Farrand and move forward with recruitment to fill that position. The motion carried unanimously.

Adjournment

Chair Abdo adjourned the meeting at 9:46 p.m.

ATTEST:

Board Secretary

APPROVED:

Board Chair