

**MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
REGULAR MEETING
AUGUST 21, 2017
KEN EDWARDS CENTER, 1527 FOURTH ST., SANTA MONICA
6:30 PM**

Call to Order

Chair Judy Abdo called the meeting to order at 6:33 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 and Board Member Misti Kerns,

Absent: Board Members Christopher Foster, Allan Lipsky and Barbara Stinchfield

Also present: SMPC Deputy Director Jim Harris, City of Santa Monica Pier Administrator Elana Buegoff, City of Santa Monica Office of Pier Management Administrator Michael Barboza, City of Santa Monica Beach Manager Judith Meister and City of Santa Monica Cultural Affairs Supervisor Allison Ostrovsky

1. **Special Agenda Items – None.**

2. **Reports of Staff/Members**

A. Staff and Programming Update

Jim Harris provided updates on behalf of former Executive Director Jay Farrand, whose last official day was Friday, July 14th. Updates included the recent finish of the Twilight Concert Series, noting that the last 7 weeks were spectacular and ended with a very positive general feeling about the series. Staff is now busily working on fall events including ROGA, Pro/Con and Front Porch Cinema. The “Save the Pier!” play has been postponed until Spring 2018, but “An Illegal Start” will return to the Merry Go-Round in November 2017 for one more run.

Mr. Harris also read a brief statement on behalf of staff member Craig Hoffman noting his upcoming leave of absence and announcing that he has secured Squarespace as this year's presenting sponsor for Front Porch Cinema.

Elana Buegoff updated the Board regarding upcoming public works projects including the electric switch gear project, railing and lighting replacements, parking deck upgrades, the Deauville cistern project and digital parking signage. She also informed the Board that Pier Maintenance staff are continually reinforcing the doors under the Pier and repairing perimeter fencing in order to reduce the number of unauthorized incursions.

The following members of the public addressed the Board: Joleen Deatherage and Russ Barnard.

Noting Joleen Deatherage's comments about recent security issues at the Santa Monica Pier Aquarium, Chair Abdo noted that the Board will agendaize a discussion about security issues for the entire Pier at the next Board Meeting and also asked Elana Buegoff to write a letter to the Santa Monica Police Department expressing the Board's concerns.

B. July Budget and Financials

Jim Harris provided a summary of the July financials as prepared by Jay Farrand, noting that the budget column on the Budget vs. Actuals report is left blank intentionally in order for the incoming Executive Director to create their own work plan and budget for the upcoming fiscal year. Notable in the July report is the high amount of sponsor income for the Twilight Concert Series and the expectation of the expenses for the series to be largely reflected in the August report. July was also a good month for income from carousel rentals, deck event rentals and promotions. The expense reported under Planning Contingency is for the recent temporary hire of EB Krawczyk.

Chair Abdo moved Items 6.B. up on the agenda.

6. Continued Items

B. Board Study Group Updates

Chair Abdo announced that the Executive Committee met recently and appointed Jim Harris as Interim Executive Director for the time period during which the Recruitment Committee can complete the process of reviewing applications for the next Executive Director, conducting interviews, creating a shortlist of candidates and presenting them to the Board by mid-September. She added that Jay Farrand will remain available on a consulting basis as needed.

2. **Reports of Staff/Members**

C. Santa Monica Pier Lessees Association

Cindy Pfeiffer reported the SMPLA received a presentation from CARS about the upcoming COAST event at their recent meeting.

D. Landmarks Commission

No report.

3. **Public Input - None**

4. **Consent Calendar**

A. July 17, 2017 Regular Pier Corporation Meeting Minutes

Recommended Action: Approve the July 17, 2017 Regular Pier Corporation meeting minutes.

MOTION

Board Member Kerns moved and Board Member Arnold seconded a motion to approve the July 17, 2017 minutes as presented. The motion carried unanimously.

5. **New Business**

A. Office of Beach Management Proposal for License Agreements for Two Events in Beach Parking Lot 1 North

Recommended Action: Receive presentation of, discuss and support license agreements for two proposed events: "Doctors without Borders: Forced from Home" exhibition and the Independent Spirit Awards

Santa Monica Beach Manager Judith Meister summarized a written handout distributed to the Board and members of the public detailing two proposals for the 1550 Lot (Beach Parking Lot 1 North). The proposals are for a three-year agreement with the producers of the Independent Spirit Awards for February/March 2018, 2019 and 2020 and for a one-year agreement for Doctors Without Borders: Forced from Home for November 2017. She will be recommending the agreements to City Council for approval soon and is seeking the Board's support.

The following members of the public addressed the Board: Russ Barnard.

MOTION

Board Member Arnold moved and Board Member Kerns seconded a motion to support both events as proposed. The motion carried unanimously.

- B. Presentation: COAST Open Streets Event Scheduled for October 1, 2017
Recommended Action: Receive presentation from event producers, CARS, and provide feedback.

Santa Monica Cultural Affairs Supervisor Allison Ostrovsky updated the Board regarding plans for the City's upcoming open-streets event, COAST, then introduced Mariana Perez-Seda of CARS, producer of the event. Ms. Perez-Seda provided further details about the event and acknowledged recently proposed plans for activities on the Pier as prepared by Cindy Pfeiffer of the SMPLA. Ms. Ostrovsky noted that the chairs of Santa Monica's board and commissions are invited to participate in an "Ask a Commissioner" activation, if they are interested

Chair Abdo noted that the SMPC Board might be interested in participating, then called upon SMPLA representative Cindy Pfeiffer to present their proposed plans.

Cindy Pfeiffer presented plans for three possible activations on the Pier:

1. A fourth bike valet station (in addition to 3 that are already planned throughout the event site)
2. Music and dining (extended patios plus booths) on the East Half Pier Parking Deck
3. A bike parade on the West Half Pier Parking Deck featuring a decoration station, a bicycle mechanic and prizes

Chair Abdo requested that CARS staff work directly with Ms. Pfeiffer about the possibility of the fourth bike valet station.

Board Member Arnold asked Ms. Pfeiffer about the costs associated with the proposed activations and whether the proposal was a request of the SMPC for assistance with funding. Ms. Pfeiffer confirmed that the SMPLA is hoping for help with funding.

MOTION

Board Member McCarthy moved and Board Member Arnold seconded a motion that SMPC staff meet with representatives from the SMPLA to determine costs, to match funds and to participate in the planning of the proposed activation plans, The motion carried unanimously.

6. Continued Items

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.

Co-owner Robert Earl introduced himself to the Board and offered to address any questions and concerns that may still be outstanding regarding their proposed concept change.

Board Member Arnold opened by asking about his company's stance on the City's proposed language regarding labor peace. Mr. Earl confirmed that his team has no objections.

Board Member McCarthy referred to a document with a list of questions for Mr. Earl, prepared by Board Member Arnold, and asked whether his team had received it. Elana Buegoff confirmed that it was recently sent to Mr. Earl's attorney, Dennis Hawk.

Chair Abdo asked about plans for an organizational chart of management structure, to which Mr. Earl responded in full. Chair Abdo then asked whether the proposed restaurant would be part of a chain, to which Mr. Earl stated that it would not, and that it would exist only as a "one-off".

The Board expressed concern about the name of the restaurant, particularly in that the name "Earl's" is too closely associated with some of Mr. Earl's other restaurants and could be associated with a chain. The Board also expressed concern about the word "tavern" and its implication that the establishment is more of a bar than a family-friendly restaurant. Mr. Earl agreed to make changes to the name.

Chair Abdo asked whether Mr. Earl intends to join the SMPLA, to which Mr. Earl emphatically replied that he would be a vigorous supporter and participant.

Chair Abdo expressed concern that the proposed menus distributed to the Board did not list prices, and that the Board would like to have an idea of the price structure. Mr. Earl confirmed that he would get this information to the Board soon.

The following members of the public addressed the Board: Professor Raul Hinojosa-Ojeda and Francis Engler.

MOTION

Board Member McCarthy moved and Board Member Kerns seconded a motion that, with the assurance of a labor peace agreement and change of name as discussed as well as meeting price points as discussed, the Board authorizes Staff to proceed with the proposed lease modifications, the process for which will be that the change of name and price point be presented to and approved by the Leasing Committee prior to moving forward, and then be ratified by the Board at the September meeting. The motion carried unanimously.

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 Executive Director Recruiting Committee, noting that 120 applications have been received and that the committee is currently reviewing those in preparation for the first cut. The committee's goal is to bring finalists to the Board at the September 18 Board Meeting.

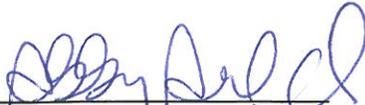
Board Members Arnold and Kerns reported on behalf of the Leasing Committee, noting that the committee discussed the 250 Santa Monica Pier item discussed earlier during tonight's meeting. The committee also discussed the current Leasing Guidelines and compared them to those of Downtown Santa Monica, Inc as well as discussed labor peace.

The following members of the public addressed the Board: Russ Barnard and Jeff Klocke.

7. **Public Hearings** – None.
8. **Written Communication** – None.
9. **Future Agenda Items**
10. **Adjournment**

Chair Abdo adjourned the meeting at 8:24 p.m. and announced that the next SMPC Board Meeting is scheduled for September 18, 2017.

ATTEST:



Board Secretary

APPROVED:



Board Chair