

# SANTA MONICA — PIER —

## SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Regular Meeting on December 19, 2016

Ken Edwards Center, 1527 Fourth Street, Santa Monica, CA 90401

### **Call to Order**

The regular meeting was called to order by Chair Judy Abdo at 6:34 PM on December 19, 2016 at the Ken Edwards Center, 1527 Fourth Street.

### Board Members reporting present:

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

### Board Members absent:

Misti Kerns

### Also present:

SMPC Pier Administrator Jay Farrand  
SMPC Deputy Director Jim Harris  
City of Santa Monica Pier Manager Rod Merl  
Santa Monica Pier Lessees Representative Randi Parent  
Santa Monica Landmarks Commissioner Laura O'Neill

## **1. Information Items**

### **A. Staff & Programming Update**

Jay Farrand updated the Board about the recent Samsung activation and Front Porch Cinema season, then informed the Board about recent workshop discussions with City Staff regarding the Twilight Concert Series. He further elaborated that City Staff has expressed concerns with TCS regarding trash on the beach, crowd size, escalating costs and increased traffic congestion. More discussions between the Pier Corporation and City Staff are planned in order to fully address these concerns.

Rod Merl informed that Board that the Pier is undergoing seasonal maintenance, including the replacement of large sections of deck boards. The City is, however, facing a state-wide lumber shortage which may cause delays.

### **B. November Budget and Financials**

Jay Farrand summarized the financial report as submitted in the Board Packet, noting that November was a particularly good month for promotions. The Pier Shop is currently facing some

unexpected expenses in order to bring the shop up to current code compliant with the American Disabilities Act.

Board Member questioned the need for SMPC to run the shop since it does not provide any real income. Mr. Farrand replied that the shop makes it possible for SMPC to share its brand with the public on an everyday basis.

## **2. Action & Discussion Items**

### **A. Approval of Minutes for the November 21st, 2016 meeting**

Board Members Arnold and Stinchfield noted some mistakes on the minutes and requested that they be changed.

Motion by Board Member Stinchfield, seconded by Board Member McCarthy, that the Board approve the minutes from the November 21, 2016 meeting with noted changes. 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

*Chair Abdo moved Discussion Item 2.B, the Closed Session item, down to the last item on the agenda, then moved Item 4, Board Member Items, up above Items 3. A. and 3.B.*

## **4. Board Member Items**

Chair Abdo informed the Board that she, along with Board Members Stinchfield and Foster, met with the City's Economic Development discuss the Pier Bridge Draft Economic Impact Report (EIR), during which they asked for the City to provide the Board with a timeline of all projects on and near the Pier so that the Board may analyze. Board Member Stinchfield added that the target date for the Draft EIR to be ready for public release is early April.

Board Member Stinchfield further elaborated on the issues and concerns with the Twilight Concert Series as mentioned by Jay Farrand in his earlier report (Item 1.A. Staff and Programming Update).

## **3. Presentations**

### **A. Santa Monica Pier Lessees Association**

Randi Parent announced that the SMPLA had nothing to report at this time.

### **B. Landmarks Commission**

Laura O'Neill announced that new Landmarks Commission Amy Green will be the alternate representative to attend SMPC Board Meetings. She went on to report the Landmarks Commission reviewed the Certificate of Appropriateness submitted by Ristorante Al Mare for

their proposed change to Earl's Seaside Tavern and approved it in-part, but will need to come back with new proposals for color scheme and signage.

**5. Public Comment**

Greg Morena announced that he has been working with the City and other Pier business tenants on the possibility of initiating an organics separation and collection program.

**2. Action & Discussion Items**

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

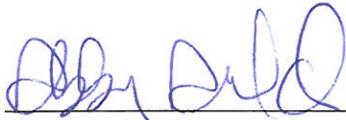
The Board adjourned to closed session at 7:00 PM.

The Board reconvened from closed session at 9:04 PM and announced that the closed session discussion will be continued at the January SMPC Board Meeting.

**6. Adjournment**

Chair Abdo adjourned the meeting at 9:05 PM.

ATTEST: APPROVED:



Abby Arnold, Secretary