

# SANTA MONICA — PIER —

## SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Regular Meeting on August 17, 2015

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

### **Call to Order**

The special meeting was called to order by Chair Judy Abdo at 6:32 PM on July 20, 2015 at the Ken Edwards Center, 1527 Fourth Street.

### Board Members reporting present:

Chair Judy Abdo  
Secretary/Treasurer Barbara Stinchfield  
Rae Archibald  
Ray Braun  
Susan McCarthy

### Board Members absent:

Vice Chair John Catoe  
Misti Kerns

### 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 Transportation Planning Associate Jason Kligier  
Landmarks Commissioner Barbara Kaplan  
Santa Monica Pier Lessees Representative Randi Parent

### **1. Information Items (Receive and file unless Board members have questions)**

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

Jay Farrand reported that this year's Twilight Concert Series is enjoying another very successful year and is currently halfway through its schedule; this year's session of Hey There Muscles was recently completed and fully funded; and the office is currently preparing for the fall sessions of ROGA, Front Porch Cinema and numerous rental events.

*Public comment by Roger Genser.*

#### **B. July Budget and Financials**

Jay Farrand summarized the July financial report as submitted in the Board Packet, noting that event rentals have slowed down due to normal summertime restrictions and that sponsorships for Active Lifestyle events are up.

*Chair Abdo welcomed newly appointed Santa Monica Pier Lessees Association Representative Randi Parent to the new position at the Board's table.*

**2. Action & Discussion Items**

**A. Discussion and recommendation of event parking rates**

Jay Farrand introduced City of Santa Monica Transportation Planning Associate Jason Kligier. Mr. Kligier explained the City's supply and demand tool used to determine proper parking rates and other plans to mitigate congestion within the City during busy seasons and during events. He then fielded questions from the Board, whose primary concerns were proper channeling of information, consideration of how price increases during events impact lower income families who visit the Pier and the logistics of where the increased revenue from the increased rates for the Twilight Concert Series is credited within the City's accounts.

*Public comment by Jude Brown, Roger Genser, Barbara Kaplan and Jodi Summers.*

Motion by Board Member McCarthy, seconded by Board Member Archibald, that the Board send communication to the City Manager expressing concerns about the disproportionate impact that the special event parking rates have on low income families, noting that the equities of the dollars charged to the poor and the communication of such does not align with the Santa Monica Pier Corporation's guidelines regarding free concerts provided to the public . The motion was approved by the following vote:

AYES: Board Members, Abdo, Archibald, Braun, McCarthy and Stinchfield

NOES: None

ABSENT: Board Members Catoe and Kerns

ABSTAIN: None

**B. Discussion and recommendation of People Counters**

Rod Merl presented to the Board the people counting system that is currently being used by Downtown Santa Monica and the proposed locations for such counters to be placed on the Pier. The Pier Lessees and Office of Pier Management and Santa Monica Pier Corporation staff are working to have these counters placed on the Pier.

*Public comment by Barbara Kaplan.*

**C. Visitor Enhancement Plan Study Group Update**

Board Member Braun informed the Board that the study group will meet with the consultants from ROMA at the end of August in preparation for the September 21, 2015 community workshop meeting.

*Public comment by Roger Genser.*

**D. Approval of Minutes for the July 20, 2015 meeting**

Motion by Board Member McCarthy, seconded by Board Member Archibald, that the Board approve the minutes as submitted. The motion was approved by the following vote:

AYES: Board Members, Abdo, Archibald, Braun, McCarthy and Stinchfield

NOES: None

ABSENT: Board Members Catoe and Kerns

ABSTAIN: None

**3. Presentations**

**A. Santa Monica Pier Lessees Association**

Randi Parent reported that the SMPLA held a meeting on August 12<sup>th</sup> at which SM Police Captain Shirley announced that a new administrator will be hired soon to supervise the Harbor Patrol. They also heard a presentation from representative for the Independent Spirit Awards regarding their upcoming presence in the 1550 lot and the possibilities for cross-promotional opportunities that their event creates. She also noted that concerns were voiced regarding the i-Heart Summer Camp event held on the Pier Parking Deck on August 8<sup>th</sup>.

**B. Landmarks Commission**

No report.

*Public comment from Roger Genser.*

**4. Board Member Items**

None.

**5. Public Comment**

*Comment by Jude Brown and Ellen Brennan.*

**6. Adjournment**

Chair Abdo adjourned the meeting at 8:03 PM.

ATTEST: APPROVED:

  
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Barbara Stinchfield, Secretary