

# SANTA MONICA — PIER —

## SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Regular Meeting on July 18, 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 6:37 PM on July 18, 2016 at the Ken Edwards Center, 1527 Fourth Street,

### Board Members reporting present:

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

### Board Members 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 Beach Manager Judith Meister  
City of Santa Monica Director of Finance, Gigi Decavalles  
Landmarks Commissioner Laura O'Neill  
Santa Monica Pier Lessees Representative Randi Parent  
LA 2024 Community Relations Manager Joslyn Treece  
LA 2024 Chief Communications Officer Jeff Millman

## **1. Information Items**

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

Jay Farrand announced that the Pier is currently a hot spot for people enjoying the new mobile application "Pokeman Go", with large numbers of people visiting the Pier in large numbers around the clock. He further reported that the Twilight Concert Series has enjoyed great success during its first two weeks, noting that staff is meeting with the representatives from the Police Department and Fire Department to work on crowd control solutions made necessary by the large numbers of people attending the shows. Extra measures are also being taken to address trash and recycling as well as sound mitigation. New sound blankets on the stage, purchased new for this

season, are working well. Other events in recent weeks included the Ivivva Coast to Coast children's yoga program and the HushLA silent dance party at the west end of the Pier.

Rod Merl reported that the Pier is seeing a large influx of people arriving by train. He added that he recently met with representatives from the City's Public Works and Engineering departments to identify areas on the Pier that need attention in the near future.

**B. June Budget and Financials**

Jay Farrand summarized the written financial report distributed in this month's Board Packet, noting that June was a particularly good month for event rentals and promotions.

**2. Action & Discussion Items**

**A. Pier Fund review**

Rod Merl introduced the City's Director of Finance, Gigi Decavalles, who presented to the Board a summary and status of the Pier Fund.

Board Member Stinchfield acknowledged that the upcoming Pier Bridge Replacement Project, while not categorized in the Pier Fund, is of interest to the Pier Corporation Board and requested that the Board be updated about its funding status in the near future.

Board Member Lipsky commented that other sources not directly reflected in the Pier Fund have an impact on the perception of the Pier and should be noted and considered.

Board Member Foster inquired about the line item in the Pier Fund attributed to the Carousel. Jim Harris clarified that the Pier Fund reflects income from the ride fares of the Carousel plus half of the income of party rentals, while the Pier Corporation receives and reports the other half of the party rentals.

*Public comment by Greg Morena and Roger Genser.*

**B. LA24 Beach Volleyball Presentation and Discussion**

Judith Meister introduced Joslyn Treece and John Millman of LA 2024, who in turn presented to the Board a proposal for the area of Santa Monica Beach north of the Pier to be the location of the beach volleyball component of the 2024 Olympic Games, provided that Los Angeles wins its current bid as the host city. LA 2024 is currently asking the Santa Monica City Council for approval of the concept.

The concept includes full closure of the 1550 PCH Parking Lot for several weeks during the traditionally busy summer season, which drew concerns from the Board about its impact on Pier businesses.

*Public comment by Roger Genser, Barbara Kaplan and Greg Morena.*

**C. Study group updates**

Chair Abdo reported that the Pier Access & Use Study Group met with City Staff to discuss when and how recommended projects will move forward.

**D. Approval of Minutes for the June 20, 2016 meeting**

Motion by Board Member McCarthy, seconded by Board Member Foster, that the Board approve the minutes from the June 20, 2016 meeting with noted changes. The motion was approved by the following vote:

AYES: Board Members Abdo, Arnold, Foster, Kerns, Lipsky, McCarthy and Stinchfield.

NOES: None

ABSENT: None

ABSTAIN: None

**3. Presentations**

**A. Santa Monica Pier Lessees Association**

Randi Parent reported that the SMPLA recently met and discussed the impacts of the influx of visitors related to the Metro Rail. In particular, concerns were brought up regarding congestion at the top of the Pier Bridge, greater accumulation of trash and illegal vending.

**B. Landmarks Commission**

No report.

**4. Board Member Items**

Board Member McCarthy reported that she was recently contacted by Blazing Saddles owner regarding his concerns about suggested Breeze Bike Share locations at or near the Pier.

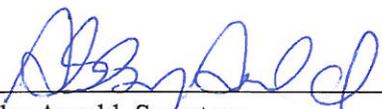
**5. Public Comment**

Comments raised by Christine Rohdi, Roger Genser, JD Simpson and Ellen Brennan.

**6. Adjournment**

Chair Abdo adjourned the meeting at 8:43 PM.

ATTEST: APPROVED:

  
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Abby Arnold, Secretary