



DOWNTOWN SANTA MONICA
THIRD STREET PROMENADE

AGENDA

**SPECIAL MEETING OF THE
BAYSIDE DISTRICT CORPORATION
BOARD OF DIRECTORS
Macerich Headquarters Training Room,
401 Wilshire Blvd., Ground Floor, Santa Monica, CA
October 22, 2009 6:00 P.M.**

Notice is hereby given that a Special Meeting of the Bayside District Corporation will be held at 6:00 P.M. on Thursday, October 22, 2009 at Macerich Corporation Headquarters, 401 Wilshire Boulevard, Ground Floor "Training Room", Santa Monica for the purpose of conducting the following business:

- I. **Roll Call**
- II. **Consent Calendar (5 minutes)**
 - A. **Approval of Minutes – September 24, 2009**
 - B. **Financial Statements for the period ending 9/30/09.**
 - C. **Information Item: Board Attendance Report**
- III. **Report from Board Chair (5 minutes)** Chairperson Bill Tucker will highlight items of interest to the Board.
- IV. **Report from City Council Liaison (5 minutes)** Mayor Ken Genser will update the Board about any City Council items that pertain especially to the Bayside District.
- V. **Report from Planning Commission Liaison (5 minutes)** Planning Commissioner Jay Johnson will bring the Board up to date on issues before the Planning Commission that affect the Bayside District.
- VI. **Report from Staff (10 minutes)** Executive Director Kathleen Rawson will advise the Board on matters that are of current interest.
- VII. **Reports from City Staff, Liaisons and Contractors**
 - A. **Miriam Mack, Economic Development Manager, Housing and Economic Development,** (10 minutes) will provide a report on issues related to Downtown.
 - B. **Randy Little, Public Landscape Manager,** (10 minutes) will inform the Board of issues related to Downtown.
 - C. **Don Patterson, Business Operations & Revenue Manager** (10 minutes) will update the Board on his new position and responsibilities, including parking in the Downtown.

- D. **Rudy Camarena, Santa Monica Police Department** (15 minutes) will update the Board on issues related to public safety in the Downtown.
- E. **Rob York, York Consulting**, (10 minutes) will update the Board on issues related to the Downtown leasing activity and market place.

VIII. Public Input on Staff/Consultant Reports

IX. Agenda Items

A. Food Vending Trucks

Presentation by City Staff regarding current Food Vending Truck ordinances and enforcement options

B. Branding Update

Shook Kelley will give an update to the Bayside Branding program.

C. Land and Asset Committee Recommendation to establish either an Ad Hoc Committee or Designate the Land and Asset Committee to serve as a parking implementation committee.

X. Committee Reports

Finance

Land & Asset Management (met 10/13)

Marketing (met 10/15)

Operations (met 10/20)

XI. Public Input (Public comment is permitted only on items not on the agenda that are within the subject matter jurisdiction of the Bayside District Corporation. Please note that State law prohibits the Bayside District Corporation from taking any action on items not listed on the agenda, including issues raised under this agenda item.)

XII. Adjournment

No other business will be conducted at this Special Meeting.

Bill Tucker, Chairman of the Board

Date

**The next meeting is November 19, 2009.
(one week early due to Thanksgiving)**

Bayside District offices are handicapped accessible.

This agenda is available in alternate format upon request by calling the Bayside office.