



SPECIAL MEETING AGENDA OF THE  
DOWNTOWN SANTA MONICA, INC.  
BOARD OF DIRECTORS

MEETING VIA TELECONFERENCE

<https://zoom.us/join>

MEETING ID: 840 6888 7007

PASSCODE: 312832

THURSDAY, JANUARY 27, 2022

3:00 PM

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**Call to Order**

**Roll Call**

(Please note that agenda items may be reordered during the meeting at the discretion of the body.)

**1. Closed Session**

1.1. CEO Contract

**2. Consent Calendar**

2.1. Approval of Minutes: 1/13/22

2.2. Board Attendance Report

**3. Report for Board Chair**

**4. Report from Staff** - Mackenzie Carter, Interim Executive Director

**5. Reports from City Staff, Liaisons, and Consultants**

5.1. **Jennifer Taylor**, Economic Development Manager

**6. Action Items**

**6.1. Selection of an Executive Search Firm**

Ad Hoc Executive Search Committee to present a recommendation to contract with an Executive Search Firm to assist with the CEO selection process.

**6.2. Lincoln Beautification Plan**

MIG to present the final draft of the Lincoln Beautification & Streetscape Plan.

- 7. Public Input** ((Public input is permitted only on items not on the agenda that are within the subject matter jurisdiction of Downtown Santa Monica, Inc. Please note that State law prohibits Downtown Santa Monica, Inc. from taking any action on items not listed on the agenda, including issues raised under this agenda item.).

**8. Board Member Comments and Announcements**

**Adjournment**

DOWNTOWN SANTA MONICA, INC. OFFICES ARE HANDICAPPED ACCESSIBLE.

**Oral public comment from any one individual is limited to a total of 6 minutes per meeting, with a maximum of 2 minutes per agenda item; under some circumstances, the board may change the maximum to 1 minute per agenda item.**

The agenda is available in alternative formats upon request by calling DTSM, Inc. offices. If you require any special disability-accommodations, please contact DTSM offices at least three days prior to the scheduled meeting.

This agenda is subject to change up to 72 hours prior to a regular meeting and 24 hours to a special meeting. Please check the agenda prior to the meeting for changes.



**DRAFT**  
MINUTES  
DOWNTOWN SANTA MONICA, INC.  
BOARD OF DIRECTORS  
SPECIAL MEETING  
MEETING VIA TELECONFERENCE

THURSDAY, JANUARY 13, 2022  
1:00 PM

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**Call to Order**

Chair Snell called the meeting to order at 1:07pm

**Roll Call**

The following members were in attendance:

PRESENT: Board Chair Barry Snell  
Boardmember Michele Aronson (arrived at 1:30pm)  
Boardmember Tara Barauskas  
Boardmember Ericka Lesley  
Boardmember Anuj Gupta  
Boardmember Juan Matute  
Boardmember Rob Rader  
Boardmember Scott Sconfeld (arrived at 1:30pm)  
Boardmember Eric Sedman  
Boardmember Barry Snell  
Boardmember Peter Trinh  
Boardmember Johannes VanTilburg

**1. Closed Session**

**1.1. CEO Agreement**

No Report Out

**2. Action Items**

**2.1. Appointment of Executive Search Committee**

Boardmember Juan Matute presented a staff report that recommended the board appoint an Ad Hoc Executive Search Committee, to oversee the hiring of new CEO for the organization, consisting of the following members:

- Juan Matute
- Julia Ladd
- Johannes Vantilburg
- Michele Aronson
- Barry Snell

A motion to appoint the committee was made by Boardmember Aronson. Seconded by Boardmember Sedman.

Ayes: Snell, Aronson, Barauskas, Gupta, Lesley, Matute, Rader, Sedman, Trinh, Van Tilburg  
Abstentions: Schonfeld

## **2.2. Reserve Fund Allocation**

Request from the Board Chair to allocate reserve funds for a retained search firm, not to exceed \$100,000.

Boardmember Juan Matute presented a staff report recommending the board approve a one-time allocation of reserves, not to exceed \$100,00, for the services of an executive search firm.

Boardmember Sedman asked that the search committee consider negotiating a lower rate for individuals from the Santa Monica community. Boardmember Rader responded by saying it will be the duty of the committee to negotiate the terms of the agreement with the selected executive search firm.

A motion to approve the allocation from reserves was moved by Boardmember Trinh. Seconded by Boardmember Barauskas.

Ayes: Snell, Aronson, Barauskas, Gupta, Lesley, Matute, Rader, Sedman, Trinh, Van Tilburg  
Abstentions: Schonfeld

**3. Board Member Comments and Announcements**

Reminder of future meetings in January (BCD 1/18 & BOD 1/27) and of Kathleen Rawson's Farewell Party on January 20.

**4. Public Input** None

**Adjournment**

Meeting adjourned at 2:27pm

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THIRD STREET PROMENADE

**DOWNTOWN SANTA MONICA, INC. BOARD OF DIRECTORS ATTENDANCE**

07/22	8	9/23	10/28	12/2	1/13	1/27	2	3	4	5	6	7
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P	A
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Aronson	P	C	P	P	C	P							
Barauskas	P	C	A	P	C	P							
Gilman	P	C	P	P	C	P							
Gupta	A	C	P	P	C	P							
Ladd	P	C	P	P	C	A							
Lesley	P	C	P	P	C	P							
Matute	P	C	P	P	C	P							
Rader	P	C	P	P	C	P							
Sedman	P	C	P	P	C	P							
Snell	A	C	P	P	C	P							
Schonfeld	A	C	A	P	C	P							
van Tilburg	A	C	P	P	C	P							
Trinh	P	C	P	P	C	P							

Aronson	4	0
Barauskas	3	1
Gilman	4	0
Gupta	3	1
Ladd	3	1
Lesley	4	0
Matute	4	0
Rader	4	0
Sedman	4	0
Snell	3	1
Schonfeld	2	2
van Tilburg	3	1
Trinh	4	0

<b>KEY</b>
A - Absent
P - Present
C - Canceled



**To:** Lincoln Steering Committee

**From:** Tara Barauskas, Committee Chair

**Subject:** Lincoln Blvd. Beautification & Streetscape Improvement Plan

### **Recommendation**

The Lincoln Steering Committee recommends that the Board of Directors adopt the Lincoln Beautification & Streetscape Improvement Plan, as drafted.

### **Prior Action**

- Jul. 9, 2019: Lincoln Steering Committee conducted a study session to brainstorm possible elements for inclusion in the design plan.
- Oct. 22, 2019: Lincoln Steering Committee reviewed draft scope of work and directed staff to proceed to consultant selection.
- Dec. 15, 2020: Lincoln Steering Committee received a project update and overview of two finalist consultant proposals.
- January 19, 2021: Lincoln Steering Committee authorized staff to negotiate and execute an agreement with MIG, Inc. to lead development of the Lincoln Blvd. Beautification & Streetscape Improvement Plan; and 2) approved a one-time expenditure from the Lincoln Beautification Fund in an amount not to exceed \$115,000.
- March 3, 2021: MIG presented early observations of existing conditions on Lincoln Blvd. and sought feedback from the committee on the visions and goals for the streetscape plan.
- August 31, 2021: DTSM hosted a virtual public meeting to collect stakeholder and resident feedback on the plan
- September 13, 2021: MIG presented the draft plan and sought feedback from the committee.
- September 28, 2021: Staff requested final edits from members of the committee.
- January 11, 2022: The Lincoln Steering Committee voted to adopt the Lincoln Beautification Plan, as drafted.

### **Information**

- MIG has completed their initial scope of work for the project, any further changes will require an additional funding allocation from the Lincoln Budget.
- The Lincoln Beautification & Streetscape Improvement Plan will act as a toolkit or a menu of projects that the committee can choose to



- move forward with. It is not a requirement that the committee implement every element of the plan.
- The Lincoln Beautification account currently has a balance of \$549,792,40.

### **Next Steps**

- The Lincoln Steering Committee will develop a list of projects they would like to move forward with over the next 12-24 months, based on priority and budget.

Prepared By: Mackenzie Carter, Interim Executive Director

Approved By: Tara Barauskas, Lincoln Steering Committee Chair