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Los Angeles County
Beaches & Harbors
Caring for Your Coast

Stan Wisniewski
Director

Kerry Silverstrom
Chief Deputy

October 6, 2005

TO: Small Craft Harbor Commission

FROM: Kerry Silverstrom for
Stan Wisniewski, Director

SUBJECT: **COMMISSION AGENDA – SPECIAL MEETING**
OCTOBER 12, 2005

Enclosed is the October 12, 2005 meeting agenda, together with the minutes from your last meeting of August 10, 2005, which are included for your reference. Approval of the minutes is omitted from the agenda as we have been advised by County Counsel that action cannot be taken on them at a special meeting.

We have also enclosed reports related to Agenda Items 2a, 2b, 4b, 4c, 4d and 5a.

Please feel free to call me at (310) 305-9522 if you have any questions or need additional information.

SW:tm

Enclosures

13837 Fiji Way • Marina del Rey • CA 90292 • 310.305.9503 • fax 310.821.6345 • internet: http://beaches.co.la.ca.us

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Los Angeles County Beaches & Harbors — Caring for Your Coast

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SMALL CRAFT HARBOR COMMISSION

AGENDA
SPECIAL MEETING
OCTOBER 12, 2005
1:30 p.m.

BURTON W. CHACE PARK COMMUNITY ROOM
13650 MINDANAO WAY
MARINA DEL REY, CA. 90292

1. Call to Order, Action on Absences and Pledge of Allegiance

2. **REGULAR REPORTS** (DISCUSS REPORTS)

   a. Marina Sheriff
      - Crime Statistics
      - Enforcement of Seaworthy & Liveaboard Sections of the Harbor Ordinance

   b. Marina del Rey and Beach Special Events

   c. Marina del Rey Convention and Visitors Bureau (PRESENTATION BY EXECUTIVE DIRECTOR OF MdR CVB)

3. **OLD BUSINESS**

   a. None

4. **NEW BUSINESS**

   a. Expansion of Service Hours at Lloyd Taber-Marina del Rey Library (ANNOUNCEMENT BY SUSAN BAIER, COMMUNITY LIBRARY MANAGER)

   b. Traffic Mitigation Measures within the Marina del Rey Area (PRESENTATION BY DEPT. OF PUBLIC WORKS)

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c. Renewal of and Third Amendment to Marina del Rey Convention and Visitors Bureau Agreement (RECOMMEND TO BOARD)

d. Appointment of a Member and Alternate to the Marina del Rey Convention and Visitors Bureau Board of Directors for 2006 (ACTION REQUIRED)

5. **STAFF REPORTS** (DISCUSS REPORTS)

a. Ongoing Activities

- Board Actions on Items Relating to Marina del Rey
- Design Control Board Minutes
- Local Coastal Program Periodic Review Update
- Response to Public Concerns

6. **COMMUNICATION FROM THE PUBLIC**

7. **ADJOURNMENT**

PLEASE NOTE:

1. The Los Angeles County Board of Supervisors adopted Chapter 2.160 of the Los Angeles Code (Ord. 93-0031 § 2 (part), 1993), relating to lobbyists. Any person who seeks support or endorsement from the Small Craft Harbor Commission on any official action must certify that he/she is familiar with the requirements of this ordinance. A copy of the ordinance can be provided prior to the meeting and certification is to be made before or at the meeting.

2. The agenda will be posted on the Internet and displayed at the following locations at least 72 hours preceding the meeting date:

Department of Beaches and Harbors' Website Address: http://beaches.co.la.ca.us

Department of Beaches and Harbors
Administration Building
13837 Fiji Way
Marina del Rey, CA 90292

MdR Visitors & Information Center
4701 Admiralty Way
Marina del Rey, CA 90292

Burton Chace Park Community Room
13650 Mindanao Way
Marina del Rey, CA 90292

Lloyd Taber-Marina del Rey Library
4533 Admiralty Way
Marina del Rey, CA 90292

Si necesita asistencia para interpretar esta informacion llame al (310) 305-9547.

Small Craft Harbor Commission
August 10, 2005
Minutes

Commissioners Present	Excused
Harley Searcy, Chairman Carole Stevens, Vice-Chairperson Joe Crail	Russ Lesser

Department of Beaches & Harbors:	Stan Wisniewski, Director Roger Moliere, Deputy Director, Asset Mgmt & Planning Bureau Joe Chesler, Chief, Planning Division
Other County Departments:	Lt. Greg Nelson, Sheriff's Department Deputy Paul Carvalho, Sheriff's Department Deputy Michael Carriles, Sheriff's Department
Also Present:	Beverly Moore, Executive Director, MdR Convention & Visitors Bureau

1. CALL TO ORDER, ACTION ON ABSENCES AND PLEDGE OF ALLEGIANCE

Chairman Searcy was delayed; therefore, Vice-Chairperson Stevens called the meeting of the Los Angeles County Small Craft Harbor Commission to order at 9:45 a.m. in the Burton W. Chace Park Community Room, Marina del Rey.

The Commissioners, staff and members of the public stood and recited the Pledge of Allegiance.

Vice-Chairperson Stevens moved and Commissioner Crail seconded a motion to excuse Commissioner Lesser from today's meeting. The motion passed unanimously.

2. APPROVAL OF MINUTES

Chairman Searcy postponed action on the May 25, 2005, July 7, 2005 and June 8, 2005 minutes since there wasn't a quorum of Commissioners present who attended those meetings.

3. REGULAR REPORTS

a. Marina Sheriff

-- *Crime Statistics*

Lt. Greg Nelson reported a continued upsurge of theft, with boat theft being a particular problem. He commented that the increase is seasonal and typical during this time of year.

Lt. Nelson introduced Deputy Michael Carriles, the new Asst. Harbor Master who is replacing recently retired Sgt. Gary Thornton. Deputy Carriles will implement a dock watch program, which was done years ago and was effective in both establishing a rapport with the boating community and enlisting additional eyes and ears to assist in preventing theft.

Lt. Nelson continued, reporting that there's been a rash of large SUV third row seat thefts in the surrounding area. The seats are worth approximately $5,000 -$6,000 to replace. Although the thefts have occurred in the area surrounding the Marina, Lt. Nelson expects them to filter into the

Marina. He advised the meeting attendees who own large SUVs to install an anti-theft device in their vehicles.

Commissioner Crail asked would it help for a lessee to place cameras at the anchorage entrance. Lt. Nelson responded that this action would be up to the lessee.

Lt. Nelson further reported that the buoys primarily at the entrance to the main channel are in a sorry state. Staff is making an effort to correct the problem, but it has come about for a number of reasons, one being that the Department hasn't had a maintenance worker for over one year. The employee quit and replacing him has been difficult. The workboat was down for approximately one year because of maintenance problems and funding for the effort was held up for a number of months as well. There is funding now, however, to redeploy the buoys. Lt. Nelson requested the boating community to exercise caution and not go anywhere near the shoals and buoy lines because boaters could run into problems.

Mr. Joseph Chesler expressed appreciation to Lt. Nelson and Deputy Carvalho for giving a tour of the Marina's entrance channel to the Chief Administrative Office-Intergovernmental Relations Division staff. This tour helped to show the staff members the importance of dredging and they were able to gain a keen understanding of the problem.

-- ***Enforcement of Seaworthy & Liveaboard Sections of the Harbor Ordinance***

Deputy Carvalho reported that no new Notices to Comply or citations were issued for unseaworthy vessels. He said that since the implementation of the master agreement there's been disposal of ten boats that were at the Sheriff's docks (and had gone through the lien sale process but not sold).

The Department is continuing to dispose of vessels that were illegally moored throughout the Marina. The Department will also continue to dock walk, identify unseaworthy vessels and issue Notices to Comply.

CHAIRMAN SEARCY OPENED THE FLOOR TO PUBLIC COMMENT

Mr. Donald Klein asked whether the inspection of unseaworthy vessels is conducted at the docks or on navigable waters. Deputy Carvalho responded that inspections are conducted all of the time. For example, vessels are stopped for traffic violations and during the stop a safety inspection might be conducted, at which time the boater would be advised of the violation or issued a citation. Additionally, at the request of the owner, vessels are inspected for liveaboard permits and at such time the vessels are also inspected for safety equipment required by federal and state laws.

Deputy Carvalho said that he believed Mr. Klein's inquiry pertained to inspecting vessels that are in their slips. Deputy Carvalho explained that there are cursory inspections to see whether there are indicators of an unseaworthy vessel. He mentioned that plugged exhaust ports, for example, indicate that a vessel is inoperable.

Mr. Klein asked the criteria for issuing Notices to Comply to unseaworthy vessels. He wondered whether the current seaworthiness ordinance is used. Deputy Carvalho responded that the criteria falls within the purview of the ordinance itself.

Relative to Mr. Moliere's comment at the July meeting that the California Coastal Commission (CCC) had positive things to say about the Almar project, Mr. Klein informed the Commission that he contacted the CCC and spoke to several people who expressed concerns about Almar's

proposed over-the-water construction. Mr. Klein said that the CCC's positive comments to the Department might have been because the CCC did not receive alternative views from other people on the subject. He has arranged a meeting with CCC staff to provide information about the opposing views and he also plans to contact the CCC.

b. Marina del Rey and Beach Special Events

Mr. Stan Wisniewski reported that the Summer Concert Series is drawing to close. The staff report includes the Fisherman's Village concerts and beach events. He encouraged the Argonaut reporter attending the meeting to obtain the report from the public information table if details are needed for inclusion in the newspaper.

c. Marina del Rey Convention and Visitors Bureau

Ms. Beverly Moore reported that tourism is thriving this summer. The reported June hotel occupancy is 77%, which is up from 68% a year ago. It is believed that the hotel tax revenues generated for Los Angeles County from hotels in the Marina will top $5 million for the 2004/05 fiscal year.

Ms. Moore also reported that the Catalina Ferry now offers sunset cruises from the Marina to Malibu on Tuesday and Wednesday evenings. The boat leaves Fisherman's Village around 6pm and passes by Venice Beach and Santa Monica Pier all the way to the Malibu Colony. It is a narrated tour and returns to Fisherman's Village around 8pm. The tour gives visitors and residents a fantastic vantage point from the ocean. The bureau is optimistic about this new service and plans to promote it aggressively.

In conclusion, Ms. Moore reported that the bureau installed an interactive map at VisitMarina.com. By pressing the interactive map, the user will see a full color map of the Marina with embedded global positioning software that enables users to locate businesses, facilities, etc.

4. OLD BUSINESS

a. None

5. NEW BUSINESS

a. Contract for Parking Lot Management Services at County-Operated Public Beaches and Marina del Rey

Mr. Wisniewski informed the Commission that the Board letter is not available at this time and he requested that it be postponed until a future meeting. Chairman Searcy affirmed that the item would be tabled until a future date.

b. Approval of Amendment No. 1 to Amended and Restated Lease No. 8106—Parcel 50T (Waterside Shopping Center) – Marina del Rey

Mr. Wisniewski informed the Commission that this item is an amendment of the Parcel 50T (Waterside Shopping Center) lease agreement that provides for the addition of Parcel 83S, which is a County-owned parcel on the northeast corner of Admiralty Way and Fiji Way that is currently an unused area. A significant amount of landscaping on the corner is planned and the area will accommodate additional parking for the Waterside Shopping Center. The amendment involves a minor minimum rent increase.

Mr. Roger Moliere commented that the merger's benefits include an increased sidewalk width to 8 ft and space for a monument sign should it be needed at a later time.

CHAIRMAN SEARCY OPENED THE FLOOR TO PUBLIC COMMENT

Ms. Carla Andrus commented that it doesn't appear to matter what the Commission or public thinks about a particular item, and that it was very clear at the July meeting that the agendas are being pushed forward. She expressed her wish to see the new Fourth District deputy, Steve Napolitano, at the meetings. Ms. Andrus commented that he might help to bring about an overview of the proposals since it's time for it.

Chairman Searcy asked Ms. Andrus whether she objected to the Parcel 50T amendment and, if so, what were her objections. He asked whether she specifically objected to the increased sidewalk width, additional parking spaces or the monument sign. Ms. Andrus responded that she knew very little about how the plans would look; however, she supported the plan to expand the sidewalk since she believed it was long overdue.

Ms. Andrus asked for a presentation, including visuals, about the project, particularly the monument sign and where the parking spaces would be placed.

Mr. Wisniewski informed the Commission that the plans, visuals, etc., would be available at the Design Control Board meeting. He commented that there isn't a design for the monument at this time, however.

Mr. Wisniewski explained that at one time he had considered greening the entire parcel with appropriate monument signage, but the benefit of having additional restaurant space at the Waterside Shopping Center, which has become a major element of the catalytic project for the Eastside, outweighed the need for landscaping the entire corner. The Department wanted to reserve the right to put in an entryway and identification for the Marina should it be needed at some future time. Mr. Wisniewski said that he isn't convinced it is needed, but he does think it's needed on the opposite corner, which is more visible to the public as it enters Marina del Rey.

Relative to the July meeting, Mr. Wisniewski commented that, although he wasn't there, he has heard concerns expressed about the comments Ms. Silverstrom made pertaining to the need to submit the Parcels 52R/GG letter to the Board of Supervisors by the July 19 deadline. He explained that the Department was under deadline to submit the item to the Board by this date. At the July SCHC meeting, Ms. Silverstrom expressed her intent to ensure that the Department complied with the deadline and report the Commission's action to the Board. Mr. Wisniewski said that Ms. Silverstrom's comments have been taken out of context and the perception was that regardless of the Commission's position on the item staff would do as it chose. He clarified that the Commission could not agree at the meeting on what action to take and staff indicated that the item would be forwarded to the Board in order to comply with the Board's deadline. Mr. Wisniewski emphasized that the Department is obligated to meet these deadlines and he takes them seriously.

Chairman Searcy asked whether staff knew when Parcel 50T would be discussed by the Design Control Board. Mr. Wisniewski responded that the item would be on the August 18, 2005 Design Control Board agenda. The meeting is at 2:00 p.m. in the Chace Park Community Room.

Commissioner Crail moved and Vice-Chairperson Stevens seconded a motion to endorse the Department's recommendation that the Board of Supervisors approve Amendment No. 1 to Lease No. 8106-Parcel 50T (Waterside Shopping Center) – Marina del Rey. The motion passed unanimously.

c. Approval of Lease Amendment No. 1 to Lease No. 8042--Parcel 76 (Trizec Towers) – Marina del Rey

Mr. Wisniewski informed the Commission that the Department negotiated several years ago the option to use surplus parking at Parcel 76 (Trizec Towers) if needed for development in the Marina. The option expired and an extension was negotiated under the same terms and conditions. The Department is requesting that the Commission endorse the Department's recommendation to approve the lease amendment for Parcel 76.

Mr. Wisniewski commented that he thinks parking capacity would be needed at the Trizec building. The rate that was negotiated is a very good rate at $12.90 per space per month and he envisions the day that once Chace Park is expanded and there are public events that need parking in close proximity, the parking capacity at Trizec will be needed. He said that the Department is basically preserving its right to the additional parking should it be needed in the future.

Mr. Moliere said that the parking is extended through 2011 at the same rate should the Department choose to exercise its right of use. If the parking rights are extended to the end of the lease term, which is 2063, there would be a Consumer Price Index adjustment to the rate. The Department thought it beneficial and could be particularly useful once Chace Park is expanded. There is no current cost to the County and the amendment only extends the option on the same terms as are currently in force. The Department has the right to use between a minimum of 250, to a maximum of 860 of the 1,062 spaces that are there.

Mr. Wisniewski commended Mr. Roger Moliere and Mr. Paul Wong for negotiating the deal. Mr. Wisniewski commented that the arrangement won't cost the County anything and the lessee realized that the County did not need to pay for something that would also be to the lessee's advantage.

Chairman Searcy clarified that there is no cost involved in the actual amendment; however, once the amendment is exercised, there will be a per stall space rental rate of $12.90, which is the same rate that exists under the expired option.

CHAIRMAN SEARCY OPENED THE FLOOR TO PUBLIC COMMENT

Mr. Donald Klein, president, Coalition to Save the Marina, commented that Regional Planning requires a certain number of spaces at the Trizec building. He questioned how the County could use the building's parking spaces when the building was approved with a specific number of parking spaces.

Mr. Wisniewski responded that the businesses that lease the office building generally operate Monday-Friday. The County would use the parking spaces on evenings, weekends and holidays during off peak hours when the offices are traditionally not used. Regional Planning will not have a problem with the arrangement since it involves off-peak use.

Ms. Andrus asked whether parking is available because of the building's vacancies. Mr. Moliere responded that, with the exception of approximately 4,000 square feet, the building is fully leased. Mr. Wisniewski said that the building is almost fully occupied, but it's always been a challenge to keep the retail space occupied.

Ms. Andrus commented that since the Department of Beaches and Harbors' existing offices are on valuable land, it might be a good idea to relocate the offices to the Trizec building. Mr. Wisniewski informed her that with all due respect he didn't believe the County would be interested in subleasing offices from a lessee. He said that the Department's existing offices aren't leased

and, if they're relocated, the new location won't be leased either. This way, there would not be a view by the public that there's a conflict of interest.

Ms. Andrus commented that she didn't think the public would view the relocation to a leased building as a conflict of interest. She added that a lot of businesses haven't done well at the Trizec building because people have difficulty entering and exiting the parking area.

Commissioner Crail moved and Vice-Chairperson Stevens seconded a motion recommending Board approval of lease amendment no. 1 to lease no. 8042--Parcel 76 (Trizec Towers) – Marina del Rey. The motion passed unanimously.

6. STAFF REPORTS

a. Ongoing Activities Report

Mr. Wisniewski reported that Board actions relating to Marina del Rey included: 1) August 2, 2005, the Board authorized the Department and Chief Administrative Officer to proceed with exclusive negotiations with Pacific Marina Development/Almar Management for development of boat dry-stack facilities on Parcels 52R and GG; 2) July 19, 2005, the Board approved the assignment of Parcel 103T lease from Oakwood to Archstone and a master sublease by which Oakwood would continue to manage the property for Archstone. He commented that the assignment generated $4.2 million for the County; 3) July 12, 2005, the Board met in Closed Session and provided the Department with negotiating instructions relative to Parcels 83 and 50 (Marina Waterside Center); and 4) July 12, 2005, the Board approved a revised budget for the Marina Beach Water Quality Improvement Project.

Mr. Wisniewski continued, informing the Commission that the report also includes a response to Mr. Jonathan Balfus, who is the attorney representing floating homeowner Robert Weinmeier. Mr. Wisniewski said that, as he understands it, Mr. Weinmeier must vacate while the dock undergoes construction; however, Mr. Weinmeier would be able to return once construction is completed and he can then rent a slip at the market rate. Mr. Wisniewski said that the issue appears to be resolved but staff would continue to monitor the matter.

Relative to affordable housing concerns expressed at the July meeting, Mr. Wisniewski reported that staff reminded the Capri Apartment's lessee of its requirement to provide ten low-income units. Staff requested the Department of Regional Planning and the Community Development Commission, which are both responsible for administering lessee compliance with the requirement, to ensure the provision of the units. Mr. Wisniewski said that Beaches and Harbors would continue to monitor the situation and keep the Commission informed.

CHAIRMAN SEARCY OPENED THE FLOOR TO PUBLIC COMMENT

Ms. Pat Phillips submitted a prepared statement for the Commission's review concerning her experience trying to obtain an affordable housing unit at the Capri Apartments. Chairman Searcy requested that copies be distributed to the Commission.

Relative to affordable housing at Capri Apartments, Ms. Andrus said:

> There was an amendment we asked for. I think that's an update that the Commissioners would be very interested in that I'm sure Mr. Wisniewski can share with you. I asked for it and couldn't get a copy of it yet, but it is a public document.

It's an amendment to get out of the affordable housing aspect at the Capri. As you pour over the Coastal Commission recommendations and permits, you'll see that Goldrich and Kest (G&K) got everything. Not extra traffic and parking, which they got, and extra density for traffic and parking, but the whole top floor of the Capri was given along with the zone change. All the deals that could be made were made and Goldrich and Kest got everything, all over the objections of the public and Coastal Commission staff that recommended against the project with several sound reasons that still hold validity.

I can't understand why after all of this G&K will not just simply give up gladly affordable housing. I want to see the amendment that we applied for. We have five new developments with Parcels 12 and 15 to open on August 2006 all offering senior housing...the housing element law, which I understand is what requires that housing address the needs of the community.

Everyone here has seen that mass evictions created by the department and their partnership with these lessees has displaced hundreds and hundreds of residents, both landside and seaside. There is no way we can assume that it's been seniors 62 years and over that have been disproportionately displaced or demographics of board and care 55 and over or active senior citizens 55 and older, whatever that means. None of that has been supported by the housing element law.

Ms. Silverstrom said that Parcel 18 was investigated and she said that in the minutes. Parcel 18 is out of compliance with its Coastal Commission permit. They are all market rates and the promised affordable aspect has not been delivered on the Monte Carlo at all. This permit should be found in default and pulled and a public hearing held. We are entitled to that and it's outrageous that we are going through this process and we go back to these things and we have not been given the affordable housing. We need a strong investigation. I hope the Commissioners are very interested in this.

Mr. Moliere informed the Commission that the Department does not have knowledge that the Capri filed an amendment. He clarified that if the Capri lessee wanted to amend the affordable housing component, the lessee would submit a request for a Regional Planning Commission hearing on the matter.

Ms. Andrus commented that the Community Development Commission director told her that an amendment is forthcoming. Mr. Wisniewski informed the Commissioners that staff would follow up on the matter.

Chairman Searcy reiterated that the Department does not have information concerning the Capri lessee's request to amend the affordable housing component at this time; however, staff would apprise the Commission if such information is received. He suggested to Ms. Andrus that if she obtains the information prior to staff's receipt of it, she should submit it to staff for forwarding to the Commission.

7. COMMUNICATION FROM THE PUBLIC

As follow up to her comments at the July meeting, Ms. Julie Schaller, Archstone-Marina resident, submitted bottles of tap water taken from her apartment's faucets over approximately a one-year period. [She had informed the Commission at the July meeting that her faucets' water is orange.]

Ms. Schaller also submitted pictures showing some of the violations committed at the complex and its hazardous and unlivable conditions.

Chairman Searcy thanked Ms. Schaller and asked her to leave the material with the secretary. Mr. Wisniewski informed the Commission that staff would follow up and provide a report to the Commission.

Ms. Maryann Weaver said that since the July meeting, she has spoken to Mr. Babcock with the Community Development Commission (CDC) and they discussed whether Mr. Babcock had given her incorrect affordable housing information during their previous conversation. Ms. Weaver told the Small Craft Harbor Commissioners that Mr. Babcock confirmed that the information he had previously given her was factual. He also told Ms. Weaver that the Capri lessee had filed an amendment to pull out of the affordable housing program. When Ms. Weaver asked Mr. Babcock was this possible, he told her that it was a possibility if the lessee paid the County a fee.

Ms. Weaver said that she asked to be sent the policy that governs the type of program that Capri offers. Mr. Babcock told her that he was unaware of such a policy but, if there was one, the California Coastal Commission (CCC) would probably have it. Ms. Weaver said that she has spoken to the CCC several times and she also sent the CCC copies of the policies she received from the State Department in Washington, D.C. and the housing department in Sacramento. Both agencies sent her an identical policy that governs senior housing. She forwarded the material to the CCC and was informed by CCC staff that the CCC does not get involved in the type of program offered by the lessees. Ms. Weaver told the CCC staff member about Capri's filing of the amendment but the staff member was unaware of it. The staff member took information about the person that Ms. Weaver had spoken with. Ms. Weaver said that she took the Coastal Development Permit and compared it with the types of policies that she had presented to the CCC and the CCC decided that she has a substantial claim and that what the Capri is doing is a violation of the state and federal law. The Coastal Development Permit that authorizes the Capri states that the Capri is to offer senior housing and it doesn't mention low income affordable senior housing, just senior housing. What the Capri offers doesn't fit into either category. Ms. Weaver said that the CCC staff told her about another woman who had the same problem, filed a lawsuit and won.

Ms. Weaver said that she spoke to staff at the Department of Housing in Washington, with whom she has communicated several times, and she informed the staff that Marina Harbor offered the same particular affordable housing program, the only difference being that Marina Harbor is offering a combination of different size units while the Capri is only offering one-bedroom units. The staff person suggested that Ms. Weaver apply at Marina Harbor, which Ms. Weaver attempted to do. When Ms. Weaver told the Marina Harbor manager that she was referred by the Department of Housing, the manager offered her an application and showed her an apartment. The manager then decided to put the apartment on hold, explaining that she needed prior approval from her boss before allowing Ms. Weaver to rent it. After three weeks, the manager left a message on Ms. Weaver's voice mail telling Ms. Weaver that the County advised the manager that Ms. Weaver could not participate in the program because of her age.

Ms. Weaver said that she telephoned the Department of Housing and advised the staff of what she had been told and played a recording for the staff person, who was appalled. The staff

person asked whether Ms. Weaver filed a complaint with the Department. Ms. Weaver informed him that she had. Ms. Weaver also spoke to Ms. Jones, a Capri employee, who told Ms. Weaver that the County advised Ms. Jones that Ms. Weaver did not qualify for a unit because of her age. Ms. Weaver said that, as it currently stands, the Capri still holds the $200 deposit for the apartment.

Ms. Weaver said that she also forwarded a letter regarding the matter to Governor Schwarzenegger. His office responded that it would forward the letter to the Board of Supervisors. She also received a call from the governor's office and was told that it would monitor the situation.

Ms. Weaver informed the Small Craft Harbor Commissioners that she has also corresponded with the American Civil Liberties Union because she believes the Capri and Marina Harbor are violating the state and federal laws.

Mr. Moliere informed the Commission that the answer to Ms. Weaver's concerns are in the Ongoing Activities Report "Response to Public Concerns" section. Mr. Moliere said that he would follow up on Ms. Weaver's statement that her $200 deposit was not returned since he understood that the money had been returned.

Mr. Moliere referenced the "Response to Public Concerns" section of the report, which explains that the Capri project is authorized under the Coastal Development Permit granted by the Department of Regional Planning. The permit authorizes the lessee to construct a 99-unit apartment with ten units set aside for low-income tenants 62 years of age and older. Ms. Weaver is 61 years of age and does not qualify for a low-income unit.

Mr. Moliere said that federally subsidized housing under federal statutes has different rules and regulations than apply here. The Capri project predated the County's policy on affordable housing and its permit was issued prior to the policy's implementation and was issued under the state Mello Act by the Regional Planning Commission.

Mr. Wisniewski suggested inviting the CDC and Regional Planning Department representatives to a meeting to discuss their plans for administering the low-income units at the Capri, Marina Harbor, as well as other upcoming developments in the Marina. Chairman Searcy requested that they cover the age requirements. He mentioned that one of the problems he's having is that there is no set age; some programs identify 55 years of age as a requirement while others identify 62 years of age. Chairman Searcy requested staff to place the matter on a future agenda and allow ample time to notify the public of the meeting.

Mr. Wisniewski affirmed that the Department would try to schedule CDC and Regional Planning Department representatives for the September meeting. Additionally, Mr. Wisniewski informed the Commission that the Department is planning to submit the contract for parking services to the Board of Supervisors early in September and is trying to reschedule the September meeting to the first week in the month.

Mr. Fred Newman asked why the Commission approved the Parcel 33 (Harbor House) development without a quorum at the June meeting. He also asked whether a mixed-use project is planned. Mr. Moliere responded that the Parcel 33 item had nothing to do with the development project but pertained to an assignment of lease from an old owner to a new owner for the continuation of the Harbor House restaurant.

Chairman Searcy stated for clarification purposes that the Commissioners at the June meeting did not take an action, but expressed their feelings about the assignment of Parcel 33.

Mr. Newman asked whether there are plans to change the lease and build a mixed-use project at Parcel 33. He expressed his disbelief about plans to construct apartments at Admiralty Way and Palawan Way without any arrangements for traffic and road improvements in the area. He also questioned why the Department would continue with the development plans when residents and the Lessees Association oppose such plans.

Mr. Moliere responded that the Department received Board authorization to negotiate with the potential developer for development of a mixed-use project that would include retail space, improving the streetscape with restaurants and apartments. The project is in the negotiation process. He explained that as part of all of the projects there are required traffic studies so that the traffic that is created in any project is subject to environmental impact reports, etc. No project is ever done without regard to traffic improvement.

Chairman Searcy commented that Mr. Newman raised an interesting question pertaining to traffic mitigation measures. He said it would be a good idea to update the Commission on the issue. Mr. Wisniewski agreed and said that staff would schedule a Department of Public Works presentation on the matter at the September or October meeting.

Ms. Carla Andrus asked the status of plans to put a traffic light in the Marina City Club area that the Department of Public Works (DPW) recommended. She said that the last status she heard came from Joe Chesler, who indicated there might not be enough funds.

Mr. Wisniewski informed the Commission that DPW would report on the matter when it makes a presentation to the Commission.

Relative to Ms. Kerry Silverstrom's comment at the July meeting that the Department of Regional Planning (DRP) investigated Parcel 18 and found no violations, Ms. Andrus requested a copy of DRP's findings. Ms. Andrus explained that she wants to see something in writing because she believes the lessee is not in compliance. As Ms. Andrus understands it, the lessee is required to designate a large percentage of affordable units; however, Parcel 18 only has market units. Any changes to this requirement should be presented to the CDC. Ms. Andrus said that she would like to know how the investigation was conducted and she would like the issue placed on the September agenda.

Mr. Wisniewski said that, as he understands it, Parcel 18 has senior units that are market rate. There is no low-income requirement. Ms. Andrus offered to show the requirement that's identified in the permit. Mr. Wisniewski asked Mr. Moliere to review the permit.

Ms. Dina Novak, Archstone-Marina resident, informed the Commission that she lives in building six, which is right next to the construction. Initially, she was told that her building was scheduled for renovation in November and she made plans to look for an apartment to relocate. Then, Archstone started doing two buildings at the same time but didn't notify residents even though they were expected to move sooner than planned. She received her notice at the end of June.

Ms. Novak commented that it's not enough that she's being thrown out onto the street but, to add insult to injury, she has to make plans now rather than later. Ms. Novak reminded the Commission that she lives right next to a construction zone with daily hammering, sawing and throwing of things from the second floor onto her balcony, making it impossible to use her apartment six days a week. Ms. Novak said that on Sunday, August 7, which is the one day she looks forward to reading the LA Times, she heard construction even though no construction was supposed to have been done on Sunday. When Ms. Novak located four workers and inquired what they were doing there, she was told that their boss authorized the work. She also found out that their boss's phone number is in Atlanta. Ms. Novak told them the permit doesn't allow work on Sunday and they would have to leave.

Ms. Novak said that she is supposed to move at the end of August but her new apartment might not be ready at that time. She requested the Commission to ask Archstone to treat its tenants like human beings rather than objects. Ms. Novak said that she asked Archstone to relocate her from her apartment to the next door apartment for 60 days so that she wouldn't be bothered by the noise, but they answered her with an unequivocal "no." Ms. Novak said that she's tired of this response and would just like to have human treatment.

Mr. Steve Weinman commented that when Mr. Klein addressed the Commission he left out a request to see both the permit for work done at the Sea Scout Base and permit for work done at Dock 77 where the containers are being put in. Mr. Wisniewski told Mr. Weinman that Mr. Moliere would provide this information.

Further, Mr. Weinman said that at Dock 77 he is short approximately 70ft of his yard where the containers are being placed. Mr. Weinman said that he's speaking on his behalf as well as that of other boaters who feel the County is encroaching on Dock 77. Their understanding was that Dock 77 would remain Dock 77 with the footprint not to be cut into. He added that, perhaps, there's some misunderstanding and he asked to be enlightened.

Mr. Moliere explained that Mr. Weinman is a sublessee at Dock 77 and the Department obtained permission from the lessee. There hasn't been an encroachment on Mr. Weinman's space. Chairman Searcy informed Mr. Weinman that staff would verify whether the lessee told the Department that it could use the space. Chairman Searcy suggested that Mr. Weinman discuss the matter with him and Mr. Moliere after the meeting.

8. ADJOURNMENT

Chairman Searcy adjourned the meeting at 10:58 a.m.

Respectfully submitted,

Toni Minor
Commission Secretary

LOS ANGELES COUNTY SHERIFF'S DEPARTMENT
MARINA DEL REY STATION
PART I CRIMES- SEPTEMBER 2005

	West Marina 2760	East Marina 2761	Lost R.D. 2762	Marina Water 2763	Upper Ladera 2764	County Area 2765	Lower Ladera 2766	Windsor Hills 2767	View Park 2768	TOTALS
Homicide										0
Rape							1			1
Robbery: Weapon								2		2
Robbery: Strong-Arm								1		1
Aggravated Assault	1		1			1	1		1	5
Burglary: Residence	1				1		2	1	2	7
Burglary: Other Structure		2		1			1	1	1	6
Grand Theft	8	2		3		1	1	1		16
Grand Theft Auto	5						1	1	3	10
Arson										0
Boat Theft										0
Vehicle Burglary	3	2					5	5	1	16
Boat Burglary				2						2
Petty Theft	6	1					2	6	1	16
REPORTING DISTRICTS TOTALS	**24**	**7**	**1**	**6**	**1**	**2**	**14**	**18**	**9**	**82**

Note- The above numbers may change due to late reports and adjustments to previously reported crimes.

Source- LARCIS, **Date Prepared – October 4, 2005**
CRIME INFORMATION REPORT - OPTION B

LOS ANGELES COUNTY SHERIFF'S DEPARTMENT

MARINA DEL REY STATION

PART I CRIMES- SEPTEMBER 2005

Part I Crimes	MARINA AREA (RD'S 2760-2763)	EAST END (RD'S 2764-2768)
Homicide	0	0
Rape	0	1
Robbery: Weapon	0	2
Robbery: Strong-Arm	0	1
Aggravated Assault	2	3
Burglary: Residence	1	6
Burglary: Other Structure	3	3
Grand Theft	13	3
Grand Theft Auto	5	5
Arson	0	0
Boat Theft	0	0
Vehicle Burglary	5	11
Boat Burglary	2	0
Petty Theft	7	9
Total	38	44

Note- The above numbers may change due to late reports and adjustments to previously reported crimes.

Source- LARCIS, **Date Prepared -** October 4, 2005
CRIME INFORMATION REPORT - OPTION B

MARINA DEL REY HARBOR ORDINANCE
SEAWORTHY & LIVEABOARD COMPLIANCE REPORT

	August	September
Liveaboard Permits Issued	1	1
Warnings Issued (Yellow Tags)	0	0
Notices to Comply Issued	0	0

Total Reported Liveaboards By Lessees - 585
Total Liveaboard Permits Issued - 478
Percentage of Compliance - 81

No new Warnings were issued in the month of September.

No new Notices to Comply were issued in the month of September.

No new citations were issued for violations of 19.12.1110 L.A.C.C. (liveaboard permit) or 19.12.1060 L.A.C.C. (unseaworthy vessel) in the month of September.

Number Of Impounded Vessels Demolished

To date, one hundred and eighty one (181) vessels have been removed from the marina for disposal. Currently, eight (8) vessels are ready for disposal and eleven (11) are awaiting lien sale procedures.

"To enrich lives through effective and caring service"

Los Angeles County Beaches & Harbors — Caring for Your Coast

Stan Wisniewski
Director

Kerry Silverstrom
Chief Deputy

October 6, 2005

TO: Small Craft Harbor Commission

FROM: Kerry Silverstrom for Stan Wisniewski, Director

SUBJECT: **AGENDA ITEM 2b - MARINA DEL REY AND BEACH SPECIAL EVENTS**

MARINA DEL REY

FISHERMAN'S VILLAGE WEEKEND CONCERT SERIES

Sponsored by Pacific Ocean Management, LLC
All concerts from 2:00 p.m. – 5:00 p.m.

Saturday, October 15
Bobby Griffin & Friends, playing Blues

Sunday, October 16
Son Candela, playing Afro-Cuban Rhythms

Saturday, October 22
L.A. Bluescasters, playing Blues

Sunday, October 23
Kid & Nik, performing Americana Music

Saturday, October 29
Gents, playing Old School Soul Classics

Sunday, October 30
Nelson Adelard, playing Blues & Boogie

For more information call: Jillian Peterson at (310) 822-6866.

BEACH EVENTS

There are no beach events this month.

SW:DC:mc

"To enrich lives through effective and caring service"

Stan Wisniewski
Director

Kerry Silverstrom
Chief Deputy

October 6, 2005

TO: Small Craft Harbor Commission

FROM: Kerry Silverstrom for
Stan Wisniewski, Director

SUBJECT: **AGENDA ITEM 4b – TRAFFIC MITIGATION MEASURES WITHIN THE MARINA DEL REY AREA**

Item 4b on your agenda is a presentation by staff from the Los Angeles County Department of Public Works, Traffic and Lighting Division, regarding traffic mitigation measures and the status of various traffic improvement projects within the Marina del Rey area. Following the presentation, the Department of Public Works and the Department of Beaches and Harbors staff will be available to answer your questions on this subject.

SW:tm

13837 Fiji Way • Marina del Rey • CA 90292 • 310.305.9503 • fax 310.821.6345 • internet: http://beaches.co.la.ca.us

"To enrich lives through effective and caring service"

Los Angeles County Beaches & Harbors
Caring for Your Coast

Stan Wisniewski
Director

Kerry Silverstrom
Chief Deputy

October 6, 2005

TO: Small Craft Harbor Commission

FROM: Kerry Silverstrom for Stan Wisniewski, Director

SUBJECT: ITEM 4c – RENEWAL OF AND THIRD AMENDMENT TO MARINA DEL REY CONVENTION AND VISITORS BUREAU AGREEMENT

Item 4c on your agenda pertains to the renewal and third amendment of the County's funding agreement with the Marina del Rey Convention and Visitors Bureau (MdR CVB), whereby the agreement will be extended for five years, cancelable upon 365-days' notice, and the Department will be authorized to increase current annual funding of $177,400 to the MdR CVB by up to $10,000 annually in an effort to maintain the County's current percentage contribution with respect to already existing hotels and the existing hotel room count, for a potential cumulative additional annual contribution of $50,000 in 2010. The attached Board letter contains background information on our recommendation to approve the accompanying amendment.

Your Commission's endorsement of our recommendation to the Board of Supervisors, as contained in the attached letter, is requested.

SW:ks
Attachment

13837 Fiji Way • Marina del Rey • CA 90292 • 310.305.9503 • fax 310.821.6345 • internet: http://beaches.co.la.ca.us

October 6, 2005

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

RENEWAL OF AND THIRD AMENDMENT TO MARINA DEL REY CONVENTION AND VISITORS BUREAU AGREEMENT
(4th DISTRICT)
(3 VOTES)

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve and instruct the Chair of the Board of Supervisors to sign the attached third amendment (Attachment A) to extend Agreement No. 73267 (Agreement) with the Marina del Rey Convention and Visitors Bureau (MdR CVB) for five years commencing on January 1, 2006, cancelable upon 365-days' written notice, which also increases the County's current annual funding of $177,400 to the MdR CVB by up to $10,000 annually for each of the additional years of operation under this Agreement, for a potential cumulative additional annual contribution of $50,000 in 2010.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Establishment of the MdR CVB

On October 3, 2000, your Board approved an implementation plan to create the first ever Marina del Rey Convention and Visitors Bureau (MdR CVB), jointly funded by the hotels in Marina del Rey, as well as the County itself, to attract tourists, business travelers and visitors to Marina del Rey as a destination of choice. A one-year Agreement between the County and MdR CVB was subsequently signed on February 27, 2001. After the MdR CVB had successfully established its first-year promotional operations, your Board approved on December 4, 2001 a one-year extension of the MdR CVB Agreement and authorized the Director to exercise another one-year extension that subsequently extended the Agreement to December 31, 2003. A second amendment was approved by your Board to extend the Agreement for an additional period of up to two years effective January 1, 2004 to an outside date of December 31, 2005.

Funding of MdR CVB Operations

This third amendment (Amendment) would continue the County's current Agreement with the MdR CVB for five years and also authorize the Department to increase funding for the MdR CVB by up to $10,000 annually in an effort to maintain the County's current annual percentage contribution with respect to already existing hotels and the existing hotel room count.

With the redevelopment of the Marina, it is more than ever necessary to ensure the viability and stability of the MdR CVB. Accordingly, the hotels have all entered into 5-year agreements with the MdR CVB, cancelable upon 365-day notice, which the County would similarly commit to through approval of the attached Amendment. During this transition period, it will be necessary to expend additional dollars to maintain visitorship. It is also vital for the MdR CVB to expand its internet capabilities, as well as its relationship with local sister agencies to develop a comprehensive and unified tourism program for the local region, especially as the Los Angeles Convention and Visitors Bureau focuses virtually exclusively on the downtown Los Angeles area. Finally, there is a need to satisfy the increasing demand for Marina information disseminated in response to visitor, trade and media inquiries.

Implementation of Strategic Plan Goals

Entering into this Amendment will promote "Service Excellence", "Organizational Effectiveness" and "Fiscal Responsibility" of the County's Strategic Plan Goals. The goal of "Service Excellence" is promoted by providing and distributing quality information to highlight various visitor services, recreational activities and special events in Marina del Rey. The ongoing collaboration across the public and private sectors (the County and private sector businesses) that encourages the increased use of Marina del Rey serves to advance the goal of "Organizational Effectiveness". Because the MdR CVB uses its dedicated and professional expertise to create unique, attractive and cost-effective promotional campaigns for Marina del Rey, by extending the term, the County is continuing to practice "Fiscal Responsibility" through its support of the MdR CVB.

FISCAL IMPACT/FINANCING

Funding for the MdR CVB will continue to be largely provided by the six hotels that operate in Marina del Rey (Marina hotels). The Marina hotels contributed approximately $392,000 to the MdR CVB budget in Fiscal Year 2004-05, which reflects approximately 69% of its budget, with the County having contributed the remaining 31%, or $177,400. Because of the increasing

room rates and renovations that are expected to occur during this five-year period, it is likely that without an additional expenditure, the County's contribution will fall under 31% of the total budget. The Amendment, therefore, authorizes an additional expenditure of up to $10,000 annually to maintain the County's current percentage contribution with respect to already existing hotels and the existing hotel room count, for a potential cumulative additional annual contribution of $50,000 in 2010. The County's funding commitment will continue to be paid in three installments on January 5, May 5 and September 5 of each year, with adjustments made in the first installment of the following year based upon the hotels' contributions.

As has occurred in prior years, the Department will also expend an additional up to $40,000 annually to compensate the MdR CVB for providing seven-day-a-week staffing services at the Marina del Rey Visitors Center (up to $30,000), as well as for engaging in joint projects with the Department of Beaches and Harbors that promote Marina del Rey (up to $10,000). The County has also allowed use by the MdR CVB of Visitor Center office space, at an estimated annual value of approximately $18,600.

The Department has sufficient budgeted funds for this expenditure this fiscal year and will request funds for the following year through the budget process.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The creation of the MdR CVB approximately five years ago has provided the Marina with an important promotional tool in bringing business travelers and visitors into Marina del Rey. There are many cities in the greater Los Angeles Area with CVBs that continue to aggressively market their destinations for businesses, tourists and visitors, and in this competitive environment, the MdR CVB helps the Marina retain its attraction as a destination of choice without losing market share to other cities. With the ongoing second-generation development in the Marina, the County's continued support of well-coordinated promotional efforts through the MdR CVB will contribute to the future success of the Marina's growth.

During its first five years of operation, the MdR CVB has developed an infrastructure for responding to the needs of the travel industry, local government and businesses in the Marina. This infrastructure includes the tourist-friendly website dedicated to promoting Marina del Rey (web traffic has increased dramatically to over 750,000 hits per month), the successful development of familiarization tours and targeted information packets for travel writers, the publication of new brochures/literature, regular meetings with local government officials on Marina development, cooperative business promotions among Marina businesses and a

system for bidding on group/convention business at hotels and restaurants. The MdR CVB also has assisted local businesses in coordinating their marketing and promotional efforts for the economic well being of the Marina.

The MdR CVB's 2005 Tri-Annual Report (Attachment B) listing this year's accomplishments, along with its 2005 Work Plan detailing its goals and objectives, is attached for reference and has been used to guide the MdR CVB in its promotional efforts this year.

All of the hotels, restaurants and local businesses in Marina del Rey unanimously support the MdR CVB and its positive effects on the local economy. The MdR CVB's efforts ultimately benefit the County as well through increases in lease and tax revenue.

County Counsel has approved this Amendment as to form. On October 12, 2005, the Small Craft Harbor Commission _____ its approval by your Board.

CONTRACTING PROCESS

All of the Marina hotels have already signed separate and identical five-year agreements with the MdR CVB to continue funding the MdR CVB through a voluntary 1% self-assessment on rates charged for room accommodations during the same time period covered by this Amendment, which covers calendar years 2006 through 2010. Thus, the County's own MdR CVB Agreement in those years will continue to be augmented by 100% participation from all the Marina hotels.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The MdR CVB has managed the development and dissemination of professional Marina del Rey visitor information building awareness of Marina del Rey. This enhancement of the Marina allows the area to compete in the travel marketplace, particularly important as the Marina proceeds into second-generation development.

CONCLUSION

Instruct the Executive Officer, Board of Supervisors, to forward an approved copy of this Board letter and two copies of the executed Amendment to the Department of Beaches and Harbors.

Respectfully submitted,

Stan Wisniewski, Director

SW:ks
Attachments (2)
c: Chief Administrative Officer
County Counsel
Executive Officer, Board of Supervisors

AMENDMENT NO. 3 TO AGREEMENT NO. 73267 BY AND BETWEEN THE COUNTY OF LOS ANGELES AND THE MARINA DEL REY CONVENTION AND VISITORS BUREAU

This Amendment No. 3 is entered into this ____ day of _____2005, by and between the COUNTY OF LOS ANGELES (the "County"), a political subdivision of the State of California, and the MARINA DEL REY CONVENTION AND VISITORS BUREAU (the "MdR CVB"), a California non-profit corporation.

RECITALS

A. The MdR CVB, a non-profit mutual benefit corporation, was formed to operate a convention and visitors bureau in cooperation with the private and public sectors for the purpose of inviting, attracting and welcoming tourists, business travelers and visitors to Marina del Rey as a destination of choice through advertising, promotion and other services.

B. On February 23, 2001, the MdR CVB and the County entered into Agreement No. 73267 for the creation and implementation by the MdR CVB of an advertising/promotional campaign for Marina del Rey to promote Marina del Rey as a destination of choice for tourists, business travelers and visitors (the "Agreement").

C. On December 4, 2001, the MdR CVB and the County approved Amendment No. 1 to the Agreement whereby the term of the Agreement was extended for an additional two years.

D. On November 13, 2003, the MdR CVB and the County approved Amendment No. 2 to the Agreement whereby the term of the Agreement was extended for one year with a one-year optional extension.

E. The parties have fulfilled the terms and conditions of the Agreement, as amended, to their mutual satisfaction, and now desire to extend said Agreement for five years commencing on January 1, 2006, cancelable upon 365-days' written notice, on the same terms and conditions as provided for in the Agreement, except that the County's funding to the MdR CVB will increase by up to $10,000 annually for each of the additional years of operation under this Agreement.

AMENDMENT

NOW THEREFORE, in consideration of these premises, it is hereby agreed by and between the parties as follows:

1. The term of Agreement No. 73267 is hereby extended effective January 1, 2006 to and until December 31, 2010.

Section 1, Term, is hereby amended as follows:

Section 1(a)(i) is added as follows:

Notice of Cancellation.

Notwithstanding the foregoing, this Agreement is cancelable by the County by written Notice of Cancellation provided to the MdR CVB 365 days prior to the termination date.

2. Section 2, Services, is hereby amended as follows:

Subsections 2(b)(iii) and 2(c)(i) as added to the Agreement in Amendment No. 2 shall remain in full force and effect and are hereby reaffirmed by the County and the MdR CVB.

Subsection 2(f) is amended whereby the dates for submission by the MdR CVB of the three reports for review by the Director each year during the term of the Agreement shall be January 1st, May 1st and September 1st.

3. Section 3, Consideration, is hereby amended as follows:

Subsection 3(a)(i) is deleted in its entirety and replaced with the following:

No less than $177,400 each year. Commencing in 2006, the County shall also contribute an additional amount of up to $10,000 each year to maintain the County's current percentage contribution with respect to already existing hotels and the existing hotel room count, for a potential cumulative additional annual contribution of $50,000 in 2010. The County's funding commitment will continue to be paid in three installments on January 5, May 5 and September 5 of each year, with adjustments made in the first installment of the following year based upon the hotels' prior year contributions.

Subsection 3(a)(i)(a) as added to the Agreement in Amendment No. 2 shall remain in full force and effect and is hereby reaffirmed by the County and the MdR CVB.

4. Except as otherwise expressly stated herein, all other terms and conditions of the Agreement shall remain in full force and effect and are hereby reaffirmed by the County and the MdR CVB.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment No. 3 to Agreement No. 73267 as of the date first above written.

MARINA DEL REY CONVENTION AND VISITORS BUREAU, a California non-profit corporation

By: _____
Andrew Zephirin, President

COUNTY OF LOS ANGELES

By: _____
Chair, Board of Supervisors

ATTEST:

VIOLET VARONA-LUKENS
Executive Officer-
Clerk of the Board of Supervisors

By: _____
Deputy

APPROVED AS TO FORM:

RAYMOND G. FORTNER, JR.
County Counsel

By: _____
Deputy

Attachment B

August 1, 2005

Mr. Stan Wisniewski
Director
Department of Beaches & Harbors
Los Angeles County
13837 Fiji Way
Marina del Rey, CA 90292

Subject: 2005 - MdR CVB Tri-Annual Report

Dear Stan:

I am pleased to present our August 1, 2005 tri-annual report for your review. This report includes bureau' s activities from April 2005 through July 2005. Also enclosed is our most current financial report.

Bureau Activities and Achievements

On Line Hotel Reservations

The bureau on-line hotel reservation service was initiated in April 2004. Promotion of the website and other marketing measures have pumped up reservation bookings on the site, more than doubling results one year ago. Results from April through July (29) 2005:

Month	Reservations	Room Nights	Hotel Revenue
April	32	74	$ 9,685.00
May	44	74	$ 10,296.00
June	62	147	$ 21,551.00
July	33	74	$ 11,317.00
TOTAL	171	369	$ 52,849.00

These bookings compared favorably to the same period last year (2004) which had totaled 53 reservations, 150 room nights and $19,494 in hotel revenue. Bookings since the program began total $103,670 for 763 room nights, the equivalent of filling the Foghorn Harbor Inn for 33 nights in a row. The average room rate for on-line bookings is $135.87.

Website

Heavy promotion of the website, reconfiguration of keywords, significant updating and upgrading of the content of the website has resulted in ever growing interest in the website, VisitMarina.com.

Improvements made to the site this period include: reorganization and re-engineering of the special events calendar; addition of a detailed dock slip map for the boating section; development of six detail splash pages for Marina del Rey area events containing comprehensive parking, traffic and programming information; addition of 20 new photos to the site; complete rewrites of Transportation and Things to Do section; re-engineering of the back-end sorting system for all boating companies in the marina; updating of all restaurant listings; and redesign of hotel booking page.

Below are the statistical results from April through July (29) 2005:

	Apr-Jul 2005	Apr-Jul 2004
Website Hits (April – July)	2,291,830	1,473,247
Website Page Views (April – July)	255,079	173,028
Website Unique Visitors	66,903	62,165

Calendar year-to-date for 2005, VisitMarina.com has logged 3.7 million hits, 390,700 page views and 117,067 unique visitors.

Marina del Rey Visitor Information Center

Bureau staff assists visitors and residents at the Visitors Information Center, in person, by phone, email and fax. Inquiries to the center are up 14% over the same period last year.

Information retrieval systems are constantly upgraded, and staff undergoes on-going training in all areas, including beach and boating information in addition to visitor and sightseeing information. Within the past several months, staff training sessions have included field trips to Dockweiler RV Park, the Public Launch Ramp and Chace Park Guest Docks.

	2005	2004
Info Center (April – July)	7,542	6,608

In addition to inquiries received directly at the Visitor Information Center, Bureau staff responds to inquiries received through the bureau's administrative phone lines, fax inquiries, responses to advertising, business reply cards, and miscellaneous inquiries generated by the bureau's website. 847 such inquiries were received during this period, plus 52 wedding inquiries.

Consumer Advertising Scheduled

Marina del Rey CVB positioned a display ad in "California Drives", a well circulated hand book of popular California road trips produced by the State of California Tourism Office and Sunset Publications. Over 1 million copies were printed, including 500,000 copies which were inserted into the July 2005 edition of "Sunset" magazine.

Consumer advertising this period also included the April 2005 ad placement in Southwest Airlines "Spirit" magazine, which was the third in early spring series which ran February, March and April. The ¼-page ads reach 5.4 million travelers per month. 229 inquiries have been received by the bureau through the return of business reply cards.

During July, the bureau reworked a consumer ad to be placed in the State's new international fulfillment brochures in the United Kingdom and, for the first time, in Germany. Circulation will be expanded to 125,000 from last year's 56,000, and reach potential travelers in both markets. Copy translations of the ads will be made for the German market.

New Marina del Rey Restaurant Guide

The newest edition of the Marina del Rey Restaurant Guide has been published by Arrowhead Waters and the LA County Department of Beaches & Harbors, 25,000 copies of the publication were printed for free distribution. The Visitors Bureau contributed updates, corrections, copy changes and proof-reading services to the County. In addition, the bureau paid for the design of a new cover for the piece.

Travel Trade Advertising

Travel trade ads run on a limited schedule during the summer season:

Meetings in the West	June, July
CALSAE (Cal Ass'n Execs)	May

More frequent placements are planned in the busier fall and winter and springs months.

The Visitors Bureau is also collaborating with LA Inc., The Convention & Visitors Bureau to participate in a co-op ad campaign reaching Canadian travel agents through ad placements in the "Canadian Traveller" magazine.

Meetings & Groups Promotion Efforts

Bureau staff continues its participation in industry trade shows. During April, the bureau attended CALSAE Spring Showcase in Newport Beach, targeting meeting planners in the Orange County and San Diego County areas. One-on-one contact was made with 21 meeting planners, and 130 meeting planners received direct mail pieces promoting the Marina.

During June, the bureau attended Affordable Meetings West in San Jose, and generated 175 new meeting planner contacts as a result. 1,060 pre-show direct

mail pieces were sent to boost interest in Marina del Rey. Marina del Rey/Marina International Hotel participated in the event with the Visitors Bureau.

Press and Publicity Efforts

On March 1 Ann Flower Communications Public Relations was hired by the bureau to promote Marina del Rey tourism. Since that time, the new team has issued seven news releases, and generated news coverage about tourism in our community worth an ad equivalency of $130,921, reaching an audience of 8,810,703.

Some highlights of recent coverage include:

New York Times	March 29, 2005 "For Long Term Guests, Hotels Are a Second Home"
Our Weekly	May 25, 2005 "Hornblower Cruise Dinner" and "Jer ne Pushing the Boundaries in the Marina"
Meetings West	Mentions of Marina del Rey meeting facilities in both June and July 2005 issues
KCAL/KCBS TV	June 2005 "Lisa's It List" featured Marina del Rey Sportsfishing (1:46) three times before Father's Day weekend.

Community Relations Activities

The bureau co-sponsored the 2nd Travelers Aid Society Tour with The Chamber of Commerce and Los Angeles World Airports in late April, which include a narrated tour of Marina del Rey with stops at Fisherman's Village and Chace Park. Over 30 TAS volunteers participated in the tour.

The Visitors Bureau also participated in Chamberfest 2005, a public and business tradeshow organized by the Chamber of Commerce, which took place at the Marina del Rey Hotel, giving the bureau a good opportunity to showcase our services.

Bureau staff is collaborating with the staff of Gateway To Los Angeles (Business Improvement District) to support an anti-crime effort support system between hotels at LAX and hotels in Marina del Rey. Hotels in both areas are sharing crime data and alerts in an effort to prevent crimes against hotel visitors in both communities.

Thank you for your support of our efforts.

Sincerely,

Beverly S. Moore
Executive Director

April 1, 2005

Mr. Stan Wisniewski
Director
Department of Beaches & Harbors
Los Angeles County
13837 Fiji Way
Marina del Rey, CA 90292

Subject: **2005 - MdR CVB Tri-Annual Report**

Dear Stan:

Pursuant to our agreement with the County of Los Angeles Department of Beaches & Harbors, I am pleased to present our April 1 2005 tri-annual report for your review. This report encompasses the bureau's activities for the period November, 2004 through March, 2005. Also enclosed is our most current financial report.

Website

The bureau's website has proven to be an efficient and cost-effective marketing tool for tourism. It also requires constant maintenance and updating. Technical work has begun during this period to upgrade several sections of the site, including rewriting of several sections, and photography upgrades throughout the site.

In addition, the Bureau is collaborating with three other Westside convention and visitors bureaus to create on line, interactive maps for the region. Work on the project began in November, and the new maps are expected to be on line by June 2005.

Website Performance	2005	2004
Website Hits (Nov 04-Mar 21 05)	1,693,927	925,620
Website Page Views (Nov 04 –Mar 21 05)	215,026	106,352
Website Unique Visitors (Nov 04-Mar 21 05)	77,110	38,868

During the year 2004, the bureau's website underwent unprecedented growth, generating over 3.7 million hits (compared to 1.7 million in 2003), 498,000 page views (127,600 in 2003), and 176,600 unique visitors (77,400 in 2003).

On Line Hotel Reservations

The bureau's new on line hotel reservation system continues to grow. All hotels in Marina del Rey are participating in this program, which began in April 2004.

Since the inception of the program 215 reservations have been made for 710 room nights in local hotels, totaling $61,026 in room sales revenues.

As this is the first year of the program, there are no comparative results, however, Results for the period November through March (21st) 2005:

Summary of Hotel Bookings on www.VisitMarina.com

Month	Reservations	Room Nights	Hotel Bookings
Nov	13	24	$3,551
Dec	9	16	$3,262
Jan	34	75	$9,817
Feb	31	70	$9,624
Mar	19	34	$4,338
TOTAL	**106**	**219**	**$30,592**

Marina del Rey Boater's Guide

The second edition of the *"Marina del Rey Boaters Guide"* was released in March, 2005. This year's edition contains a completely redesigned double page spread center-fold map. 10,000 copies of the guide will be distributed throughout the community.

Public Inquiries and Visitor Information Center

The Marina del Rey Visitor Information Center handles requests from visitors and area residents by walk-in, fax, e-mail and telephone. The center is open daily (except holidays) and is staffed by four trained employees.

In addition to calls into the Center, the bureau also handles inquiries resulting from bureau consumer and travel trade advertising programs and website programs. Information retrievals systems are updated on a daily basis, and staff member's performance is rigorously reviewed for accuracy and customer service skills.

	2005	2004
Public Inquiries Serviced (Nov-Mar 21st)	5,579	5,364

Public Relations

For the calendar year 2004, the Visitors Bureau hosted 22 members of the travel media on familiarization tours of Marina del Rey, compared to 19 during 2003. Since 2001, the Visitors Bureau has hosted 65 travel writers in the community.

These special tours, as well as year-round outreach to the travel media, has resulted in numerous editorial placements of Marina del Rey features in newspapers, magazines, and on television. For the 2004 year ending December, the Visitors Bureau generated media coverage on Marina del Rey tourism services and facilities reaching 7.5 million readers, and valued at $208,800, a 20% increase in valuation over 2003.

Editorial placement highlights for the current period November through March included a feature on a local hospitality executive in *Black Meetings and Tourism*, a travel trade story

in *Smart Meetings* magazine, and a special broadcast feature, "Cruisin' California" on KMIR TV NBC Channel 6 in Palm Springs, reaching an audience of 500,000.

Since the inception of the bureau's public relations programs, editorial placements have been generated reaching 34 million readers, with an ad equivalency value of $645,000.

Effective March 1, 2005, the Visitors Bureau retained the services of new media relations counsel, Ann Flowers Communications, Venice.

Group Sales Efforts

In December, the bureau attended CALSAE Seasonal Spectacular tradeshow in Sacramento, sponsored by the California Society of Association Executives, targeting meeting planners in Northern California. Marina del Rey Hotel and The Ritz-Carlton participated with the Bureau. 1,100 pre show direct mail pieces were sent to boost booth attendance, and 92 individual contacts with meeting planners were made at the exhibition.

In January bureau staff exhibited at MPI-PEC in San Diego, sponsored by Meeting Professionals International, targeting national meeting planners. 1,200 pre show direct mail pieces were sent out before the show, and 79 one-on-one contacts were made at the show. The Ritz-Carlton partnered with the Visitors Bureau for this event.

For the 2004 calendar year, the bureau made one-on-one contact with 555 meeting planners and tour operators, a 19.8% increase over the previous year, and direct-mailed over 6,800 promotional pieces to the travel trade.

Consumer Advertising

5.4 million passengers fly Southwest Airlines each month. During the busy travel planning months of February, March and April 2005 the Visitors Bureau is running ¼ page color ads of the bureau's "Our Version of Sunset Boulevard" campaign in the airlines magazine, "Southwest Spirit". To take advantage of the airline's strong business travel market, the consumer ads have been slightly modified to stimulate interest from that market; the "Our Version of a Board Meeting" ad was used for this campaign, and the copy was adjusted to read: "Proof that you can mix business with pleasure."

The Visitors Bureau has acquired a strong and visible position on the State's California travel website, VisitCalifornia.com. Appearing on the first page of the Los Angeles County regional section, the ad has been redesigned by the bureau's advertising agency, GSS Communications, to include animated graphics of a sailboat moving along the water, for a stronger presence.

In January 2005, the bureau's consumer ad appeared in the annual State's annual travel guide to California. 575,000 copies of the guide are printed, and are distributed by the State at all ten Welcome Centers as well as in response to public inquiries to the State's Division of Tourism.

Travel Trade Advertising

The Bureau's trade campaign, patterned after the successful "Our Version of Sunset Boulevard" consumer campaign, was launched in August with: "Our Version of a Board Meeting" which promotes on-the-water activities for groups in Marina del Rey. November through Spring 2005, the program was expanded to include two new marketing messages targeted to the meeting planners, including "Our Version of Team Work" focusing on team-building programmers, and "Our Version of a Sales Pitch", picturing a conference group on a racing yacht.

Placements are being made in the fall and winter in *Meetings West*, *NCCMPI's Perspective*, and *CALSAE's The Executive* magazines. The fall and winter placements will generate approximately 85,000 impressions among meeting planners in the western United States.

Market Research

Last summer, the Visitors Bureau completed the most comprehensive market survey of overnight visitors ever undertaken in the Marina. As a result, the Visitors Bureau was able to obtain valuable market data about our visitors, including geographic origins, purpose of travel, and other helpful market intelligence.

In February, the Visitors Bureau completed a second stage of analysis on the original research, further breaking down travel behavior statistics from visitors in our most important markets.

We sincerely thank you, Kerry, and Dusty for the continuing support we receive from the Department of Beaches and Harbors. It's a pleasure to work with you.

Sincerely,

Beverly S. Moore, Executive Director

Marina del Rey
CONVENTION & VISITORS BUREAU
CALIFORNIA

Marina del Rey Convention & Visitors Bureau 2005

Mission Statement

Marina del Rey Convention & Visitors Bureau
works to increase visitor expenditures, tourism revenues, local tax receipts and employment through promotion of the area as a travel destination.

History

Marina del Rey Convention & Visitors Bureau, Inc. is a private, 501c (6) non-profit corporation formed in November, 2000 through the joint efforts of the Los Angeles County Department of Beaches & Harbors and six hotels located in Marina del Rey. The Bureau hired its first Executive Director in March 2001, and began formal operations at that time.

Funding & Governance

The Visitors Bureau is funded by a volunteer self-imposed assessment of a portion of hotel room revenues contributed from six Marina del Rey hotels located in the unincorporated area of Los Angeles County, and by a grant from the County of Los Angeles through the Department of Beaches and Harbors.

MdR CVB is governed by an 11-member Board of Directors composed of business, community and governmental leaders.

Name:	Marina del Rey Convention & Visitors Bureau
Address:	4701 Admiralty Way, Marina del Rey, California 90292
President:	Andrew Zephirin
Type of Organization:	501 (c) 6 private, non-profit corporation
Governance:	11-member Board of Directors

Destination Marketing Objectives

- Build awareness of Marina del Rey as an attractive and unique travel destination for Los Angeles-bound visitors, emphasizing overnight visits.
- Expand Marina del Rey's ability to compete in the travel marketplace for meetings and conferences and other groups.
- Build efficient information distribution networks for visitor, trade and media inquiries.

Role of the Visitors Bureau

The Bureau is the official tourism development agency for the Marina del Rey area, and is the focal point of leadership for the area's tourism industry. The Bureau serves as an umbrella organization that represents the community in the solicitation and servicing of travelers to Marina del Rey.

MdR CVB is the information and communications center for visitors, prospective visitors, travel media and the travel industry. It works to enhance the image of Marina del Rey, coordinates its hospitality resources, and generates interest in Marina del Rey through the travel and convention industries. By working closely with meeting planners, travel agents, tour operators and the travel media, the Bureau helps boost the local economy through increased visitor spending.

The CVB advises government on the improvement of local facilities, services and attractions, and works with local leaders to carry out the community's economic development goals. The Bureau provides hands-on assistance to local businesses, and educates the community on the economic implications of a healthy tourism environment.

2005 Major CVB Goals & Objectives

Secure funding support for the continuance of the organization beyond 2005. Goal: Executive renewal contracts with six Marina del Rey hotel partners and the County of Los Angeles for continued funding support of CVB efforts.

Expand the marketing and commercial potential of the bureau's web presence. Goal: Increase visitation to the site by 20%, increase room night reservations by 50%, upload 10 advertising opportunities on line.

Reorganize media relations program. Goal: Retain new public relations representation and develop 18-month plan promote Marina del Rey through print and electronic media.

Review administrative and financial policies and procedures to ensure effective stewardship and legal compliance of the organization. Goal: Overhaul Employee Handbook; conduct financial audit; overhaul Visitor Center and Visitors Bureau Operating Procedures

Develop master plan for future publications of the organization, leveraging private sector support and regional collaboration. Goal: Review existing publications, and establish strategic plan, timeline and budget for all bureau informational materials.

Market Conditions and Issues Affecting Marina del Rey Tourism

During 2004, tourism showed continued positive performance in California and the Los Angeles area. As of June 2004 statewide hotel occupancy rates exceeded the national average for the ninth consecutive month, and every major metropolitan area in California showed positive gains over 2003 for the six months ending in June. RevPAR, however, (revenue per available room) has not shown any consistent trend (*California Tourism August 2004).*

Occupancy at LA County hotels averaged 73.4% through August, an 8.3% increase over January - August 2003. This increase bests that of the top 25 U.S. markets (+5.8%) and the nation (+3.3%). The percent increase in LA's average daily rate through August, at 5.6%, is greater than

for both the top 25 markets (+4.1%) and the nation (+2.7%), according to LA Inc. , the Convention and Visitors Bureau.

According to Smith Travel Research (October 5, 2004), the increases in demand in the U.S. in the first half of 2004 appeared to have flattened in July and August. While demand grew at approximately 4% in quarters one and two, according to Smith, the gains in REVPAR in July and August to date have come from increases in ADR. This is in alignment with a slowing of economic growth in the country in the third quarter.

A Glimpse at 2005

By fall 2004, travel industry leaders had hoped to have been in a better position to announce the complete recovery of the hospitality, travel and tourism industries. While business is improving, many of the industry's strategists and futurists are now telling us that the full recovery will not happen until 2006. Hoteliers, convention center operators, meeting planners and travel agents all concur. (*HSMAI Industry Trends Update October 1, 2004).*

Nevertheless, Travel Industry Association of America (TIA) forecasts that leisure travel will grow 3.4 percent. Business travel will grow 4.6 percent - the first gain since 1999. But TIA sees the marketplace changing in fundamental ways, and are expected to have a profound impact on the travel industry: business travelers are more price sensitive than pre-9/11 and will rely more on the Internet for their decision making process; consumers will benefit from increased pricing transparency and better access to information about travel destinations through this Internet exposure (*Bruce Wolff, TIA National Chair and Executive Vice President Marriott International, October 4, 2004).*

Other factors impacting travel and tourism in the U.S. include the continued financial instability of domestic airlines which has pushed several to bankruptcy status, a decrease in demand for air travel, and increased costs for automobile fuel. On the brighter side, travelers are reporting greater satisfaction with hotel chain Web sites over independent travel sites, slightly more consumers are interested in taking pleasure trips (+1.6%), a resurgence in fine dining is being driven by travelers, and Americans who include beaches and/or theme and amusement parks on their vacations are tend to take longer vacations and spend more money per trip than overall travelers.

The increased use of internet for booking hotel rooms remains a positive factor for travel, as it is a relatively inexpensive way to reach large numbers of consumers. Nearly 64 million online travelers - 30% of the U.S. adult population - used the Internet in the past year to get travel and destination information. Of that group, 44.6 million actually booked at least one travel service or product online in the past year (TIA).

International Travel Still An Important Market

International tourism, an important component of the nation's and Southern California's tourism economy, is expected to increase 5.3 percent nationally in 2005, with a spending increase of 6.6% (TIA). On average, overseas visitors stay 16 nights and spend $2,300, compared to Americans who travel in the U.S. and stay an average of four nights and spend about $400 per trip, making this a very important and lucrative market. However, security jitters, aggressive entry visa requirements, adverse political opinions about the U.S., the continuing war in Iraq, and the lack of a U.S. Government Tourism Office to promote travel to America from abroad remain onerous challenges to our ability to more assertively benefit from the international travel market. The decrease in the value of the U.S. dollar, however, is spurring renewed interest in foreign travel to the United States.

California's image as a prime international destination remains strong, and Governor Arnold Schwarzenegger's willingness to lend his notoriety to tourism promotional efforts has been a positive result of his election. However, the administration's de-funding of the State's promotional budget for tourism in 2004 has left California at a competitive disadvantage in the travel marketplace, leaving it dependent upon the industry's limited self assessment system to fund the State's promotional efforts. Most domestic and international promotion has ceased, and the State has substituted aggressive advertising and promotional programs with "pay to play" partner buy-in opportunities.

Nevertheless, Los Angeles's hosting of the Discover America Pow Wow in 2004 gave Southern California a special opportunity to showcase the area to international tour operators. Industry feedback from the event was very positive, and should help support international business to LA for some time to come. The event will return in 2007 to Anaheim.

Marina del Rey Market On The Rise

Year-to-date through August 2004, hotel occupancy in the six Marina del Rey hotels located in the unincorporated area of Los Angeles County reported average occupancies of 71.6% (compared to 68.9% in 2003), and average daily rates of $151.66 (compared to $141.43 in 2003).

Month by month during 2004, Marina del Rey area hotels consistently gained in both average occupancy and average rate, fighting hard to regain industry losses suffered since 9/11. In some months, average occupancy rates increased as much as 11.9% over the previous year, and average daily room rates showed positive gains as well, by as much as 12.6% in some months over 2003.

During 2004, improvements were made at a number of hotels in the marina, possibly the most significant in some years. This signals improved availability of funds for renovations, as well as a continued commitment to the local tourism industry. In addition to a major renovation at the

Marina del Rey Marriott, other properties made improvements to guest rooms, hallways, and common areas, including the addition of new business services and wireless internet. Continued renovation of local hotels remains an important factor to achieve improved occupancy and average rate for Marina del Rey hotels. For 2005, PKF Consulting Los Angeles predicts 8% RevPAR growth in the Marina, half from rate and half from occupancy.

Modest infrastructure improvements are evident on the local services and attractions side of the Marina's tourism industry. During 2004 there were no new restaurants added to the community's inventory, although three local favorites, Shanghai Red's, Café Del Rey and The Charthouse underwent renovation. In addition, a seasonal café has opened in Chace Park, Café Lorelei, providing much needed food service in that area during the summer months.

More Attractions Needed

From an attractions, services and sightseeing viewpoint, Marina Waterside Shopping Center has been purchased by Caruso Affiliated, and work is underway to implement extensive renovations and tenant improvements at this neighborhood shopping center. Nearby Ballona Wetlands now offers on-going escorted tours through the newly restored wetlands and marsh areas, as well as a self-guided walk area still under construction, giving visitors something new to do. A new company, Gondolas d'Amore, has opened operations with a single gondola made available for romantic excursions from the Mother's Beach area. Several yacht brokers, anxious to help clients obtain special tax relief opportunities, are making new inquiries for private charter opportunities in the Marina, and UCLA Outdoor Recreation Adventures, also known as the Marina Aquatic Center, has loosened its requirements that customers be affiliated with UCLA.

However, at this time, badly needed renovation of Fisherman's Village is not yet underway, and has no specific timetable. In addition, there are no commercial boating opportunities (harbor tours, rentals, etc) at Chace Park, Waterfront Walk or Mother's Beach.

Travelers to Marina del Rey are limited in recreational and entertainment opportunities in the immediate area, particularly during the week from September through May, when some options, such as the Marina Water Shuttle and Just Fun Stuff harbor tours, are not operating. Ferry service to Catalina Island resumed in April 2004, providing local visitors with an interesting day-trip option, but will be seasonally non-operational for five months from November 2004 through March 2005. Local bike and skate rental businesses severely limit their hours and days of operations nine months out of the year. This makes it more difficult to encourage visitors to stay longer in the community. A need for more diversity in restaurants and nightlife in the area also creates significant "leakage" of our visitor dollars to nearby Venice Beach and Santa Monica.

Despite these limitations, Marina del Rey is still positioned to generate growth in its hospitality sector. The Visitors Bureau has built a strong foundations in three important destination marketing areas: leisure marketing, travel industry and group marketing, and visitor information services, and these are having a positive influence on tourism in our community.

For the first time in 2004, Marina del Rey launched a strong consumer advertising campaign, gaining good exposure to over 4.5 million readers, including people with high propensities to travel, through *Travel and Leisure, National Geographic Traveler, Sunset* and *Spirit (Southwest Airlines)* magazines. This is the strongest consumer exposure that Marina del Rey has had in many years. While formal conversion studies have not been conducted on this advertising, if ½ of 1% of those exposed to the campaign decided to travel to Marina del Rey, and stay the average of 2.5 nights (based on 2004 Marina del Rey overnight visitor study), nearly $8.6 million in rooms revenue could be generated, not including local spending on dining and entertainment. In addition, our media(public) relations presence remains high, and Marina del Rey's travel website has shown phenomenal growth each year, and 2004 was no exception. Over 3 million hits were recorded on the site during the first 10 months of the year.

Meanwhile, the bureau's outreach to the meetings market generated over 200,000 impressions among meeting and event planners, not including 12 aggressive pre-trade show direct mail campaigns which were conducted throughout the year. Attendance at seven industry tradeshow garnered the opportunity to meet one-on-one with hundreds of meeting planners to promote our group facilities and services. While no formal sales infrastructure exists within the bureau at this time, we continue to act as important resource and referral service to the travel trade.

And finally, visitor information services continue to grow in effectiveness and reach. Inquiries to our Visitor Information Center are up 23% over the previous year, and the Center and the Visitors Bureau are becoming known as the subject matter experts for our community.

As we enter our fourth year of operations in 2005, the Visitors Bureau will turn its attention to building a more marketable and competitive website and will retool its media relations program. This will better position us for leisure travel growth in our industry, and takes advantage of cost-effective marketing tools at our disposal. We will also plan for the future in two significant ways - first, by reviewing all or administrative and financial policies and procedures, and secondly by developing a longer term strategy regarding the development and funding of needed tourism publications in the community. In order to finance these objectives, we will reduce consumer advertising placements as well as tradeshow attendance.

Lastly, the contractual agreements between local partner hotels and the County of Los Angeles and the CVB organization expire December 31, 2005. Considerable effort will be made to extend these strong relationships so that the CVB can continue its important work in the community.

Major Program Areas

Travel Industry & Group Marketing

- Tradeshow participation
- Travel trade advertising
- Familiarization and site inspection tours
- Group sales efforts
- Tool and promotional materials geared to groups
- Direct mail marketing

Visitor Information Services

- Visitor Information Center Services
- In-market brochures, maps, tools, local event promotion
- Community Bulletin Boards services to visitors already in the community
- Visitor Center Staff Training

Media Relations

- Solicitation to travel print and broadcast media in US and abroad
- Development of media kits
- Development of image and video library
- Media Section of Website
- Press Releases and Special Events Promotion
- Hosting travel writer tours to Marina del Rey
- Participation in state and regional Media Marketplaces
- Travel guide and directory updates
- In market solicitation of media outlets

Leisure Tourism Marketing

- Consumer advertising, promotion
- Website development and maintenance
- Brochures and promotional materials
- Participation in community events

❑ Market Intelligence & Research

- Tourism Trends Analysis in U.S., California, Los Angeles
- Monitor hotel occupancy and average rates
- Determine travel patterns and behavior of Marina del Rey visitors
- Monitor future development affecting Marina del Rey

❑ Local Services & Facilities

- Advocate improvements in tourist services, facilities and access to the Marina

❑ Community Relations

- Keep community informed of bureau activities, be sensitive to concerns of local residents; educate residents about tourism.

Travel Industry & Group Marketing

Travel Industry Tradeshow Participation

MPI - PEC	San Diego	Jan
NCCMPI (tentative)	Oakland	Feb
CALSAE - Spring Showcase	Newport Beach	Apr
Affordable Meetings West	San Jose	Jun
CALSAE	Sacramento	Dec

MPI - PEC

The meeting industry's premier winter marketplace will be held in San Diego, California in January 2005, and offers the bureau an opportunity to do business with top industry buyers - from independent planners to CEOs - that attend MPI's annual Professional Education Conference - North America. This intimate industry trade show has an outstanding planner to exhibiting company ratio of nearly two to one.

NCCMPI - Northern California Chapter Meeting Planners International

This annual trade show targets Northern California meeting and event planners in the San Francisco, San Jose, Santa Clara areas, many who have the ability to book meetings in the Los Angeles area, but who are unfamiliar with the group services and facilities of Marina del Rey.

Affordable Meetings West

Held annually in Northern California, this show gives Marina del Rey an important opportunity to target Northern California event and meeting planners.

CALSAE - California Society of Association Executives' Seasonal Spectacular

This tradeshow targets association meeting planners in the State Capital marketplace in Sacramento, and attracts a significant number of meeting planners who plan board meetings, retreats, educational seminars and annual conventions for their respective trade associations.

Travel Trade Advertising

In fall, 2004, the bureau launched a new travel trade advertising campaign which was built to complement the new consumer branding campaign of "Our Version of Sunset Boulevard - Marina del Rey - The Other LA" . The new campaign expands our promotion of on-the-water group activities in the Marina, and focuses on activities conventionally used by meeting attendees, including team-building, board meetings, and sales training.

Throughout 2005, we will rotate four different versions of the ad to appear in the following publications:

"Meetings in the West"	Jan, Mar, Jun, Jul, Sep, Oct
NCCMPI "The Perspective"	Jan, Feb, Mar/Apr, Sep, Oct, Nov/Dec
CALSAE "The Executive"	Jan/Feb, Mar/Apr, May/Jun Sep/Oct, Nov/Dec
LA Inc - Meeting Planner Resource Guide	Annual Publication
Canadian Traveller w/LA Inc.	Annual Supplement

"*Meetings in the West*" is a monthly regional publication reaching 26,000 corporate, association and independent meeting and incentives planners who book meetings in the Western U.S. They also have heavy distribution at Western U.S. industry tradeshows. Business Reply Cards accompany each ad and several editions offer free bonus advertorial.

NCCMPI "The Perspective" is the membership publication for NCCMPI, the association of Northern California meeting planners.

CALSAE "The Executive" is the membership publication for CALSAE, the association of meeting executives in the Sacramento market.

LA Inc - The Resource Guide is the annual meeting planning publication of the Los Angeles Convention and Visitors Bureau, reaching 10,000 meeting and event planners. In addition, the Visitors Bureau publishes an annual supplement in "Canadian Traveller" travel trade magazine every summer.

Direct Mail To the Travel Trade

Customized direct mail campaigns will be targeted to specific trade groups and pre-registered travel planners prior to each tradeshow in which the bureau will participate in 2004.

MPI - PEC	San Diego	Jan
NCCMPI	Oakland	Feb
CALSAE - Spring Showcase	Newport Beach	Apr
Affordable Meetings West	San Jose	Jun
CALSAE	Sacramento	Dec

Publications

The **Group Planning Brochure and Hotel Sales Sheets** continue to meet the needs of the Visitors Bureau when soliciting or responding to group and meeting requests. The Group Planning

Brochure will need to be redesigned and reprint in 2005, incorporating our group dining and group private charter inventory. Based on limited inventory of hotel sales sheets and changes within some of the hotels due to renovations, these may also need to be reprinted in 2005.

Site Inspections and Familiarization Tours

Upon request, we will conduct site inspection tours for meeting planners, tour operators and travel agents.

Visitor Information Services

Marina del Rey Visitor Information Center Improvements

During 2004, the Visitors Bureau requested that the County consider signage improvements at the Visitor Information Center. Current signage reads "Information Center", but does not indicate what kind of information is available, and the address stenciling is not effective. Initial design work has been initiated, and has not yet been implemented. An additional challenge to the site is that the entrance is actually at the rear of the building which is visible from the heavily traveled bike path and the public boat launch ramp, necessitating some signage improvements on the west side as well.

The Bureau would also like to see the building painted in a warmer, more hospitable theme, which would make the center more inviting to visitors. Additionally, portions of the existing landscaping needs to be replaced. Bureau staff will investigate the possibility of implementing improvements with the building's landlord, the County.

Visitor Information Center Travel Counselor Training

With additional funding support from the County, the CVB took over hiring, training, staffing, management and payroll of the Visitor Information Center in 2004. This enabled us to streamline operations and improve training. Two weekday travel counselors have been hired, bringing the number of part-time travel counselors to four.

Training is on-going and extensive. Additional quarterly training sessions are scheduled annually, in addition to regular staff meetings.

- ☐ Feb — County Parking Issues, Boat Launch, Guest Dock Policies
- ☐ Apr — L A County Beach Regulation Issues
- ☐ Jun — End of Washington Boulevard Area at Venice Pier.
- ☐ Dec — Playa del Rey/Playa Vista

Community Welcome Boards

Twice yearly, the Bureau updates and reinstalls poster-sized Locator Maps on community welcome boards placed throughout the Marina.

Quick Print Handouts for Visitor Information Center

A number of quick-print handouts have been made available the Visitor Information Center in order to further assist visitors and cut down on response time at the Center. These are updated quarterly and include:

- Driving Directions to Area Attractions from Marina del Rey

- Bus Directions to Area Attractions from Marina del Rey
- History of Marina del Rey
- Three Hours or Less? Sightseeing in Marina del Rey
- Calendar of Local Area Events
- Public Harbor Tours, Boat Rentals and Dinner Cruise List
- Private Charter
- Boat Slips, Dockmasters and Boat Storage

During 2005, we would like to improve the basic images used on these handouts and develop complementary graphics to these simple pieces.

The listing of LA County Beaches facilities information, Parking Extension Procedures and Senior Parking Permits have been turned over to the County to continue maintenance and updates.

County and Visitor Information Center Voice Mail Systems

For years, the County Department of Beaches and Harbors' telephone systems have been turned over to the Visitor Information Center from Thursday evening through Monday morning, when the County's offices are closed. Visitor Information Center personnel has been responsible for responding to these inquiries, with back-up on Fridays from DBH support staff located in Marketing and Community Services Division offices inside the Visitor Information Center. At times, the on-duty Visitor Information Center staff member is unable to capture all incoming inquiries, which, for the most part, are administrative, development, County beaches and maintenance related calls.

The County has agreed to develop an automated voice mail system to improve the Department's phone systems. Visitors Bureau staff will offer suggestions and recommendations on ways to make the system user-friendly, as well as collaborate on methods to separate administrative inquiries from visitor-related inquiries. In addition, a better automated voice mail system will be implemented for after-hours visitor inquiries.

Media Relations & Publicity

Public Relations Strategy Review

Assertive outreach to the travel media has always been one of the fundamental strategies to promote tourism to Marina del Rey. That successful strategy has proven to be effective and cost-effective, resulting in renewed media interest in Marina del Rey in newspapers, magazines and on television, from CNN to Sunset Magazine. Dozens of travel journalists from the US and other countries have now visited the community personally.

After three years with the same agency, we believe it is wise to undergo a review of our current outreach, and make adjustments as necessary to continue our forward momentum, including consideration of new public relations representation. This review was begun in the fall, and should be complete by January 1. Specific goals and a strategic public relations outline will be presented once new representation is in place, and will include the fundamental activities below.

Solicitation of Travel Writers in Target Markets

The foundation on any good media strategy is direct outreach to travel writers and their publications with story ideas on the destination. Target markets include our top five domestic and top three international markets.

Core Media Kit

The Bureau's core media kit currently consists of fact sheets and backgrounders which highlight hotels, restaurants, group capabilities, and recreational activities. These will be reviewed and updated during the first quarter.

Newsletter to the Media - Fresh Air

"Fresh Air", a newsletter targeted specifically for the travel media, was launched in 2001. During 2005, two editions of the newsletter are planned, in April and September.

Website Media Section

A special Media Section was added to the bureau's website in 2004. It includes downloadable versions of the bureau's core media kit, current news releases, recent articles, an image library, and a Media Assist Form. The section requires on-going maintenance and updates.

During 2005, attention will be given to these areas:

- Review all copy in Media Section and edit as necessary
- Rotation of photography in image library
- Re-edit of B roll clip and repair of on line version
- Update of Recent Articles Section

B-Roll Video Project

The Bureau's current inventory of lightly edited, unscripted video clips includes basic coverage of the community, including:

- Hotel Overview of Marina del Rey
- On the Water in Marina del Rey
- Family Fun in Marina del Rey
- Weekend Getaways
- Adventures for Couples in Marina del Rey
- Marina del Rey Backdrop Shots
- Mother's Day/Father's Day in Marina del Rey

During 2005, the Bureau's PR agency will develop a plan for the exploitation of this footage to targeted broadcast stations.

Photography Library Expansion

Additional still photography needs to be added to the Bureau's image library that would enable us to better support some aspects of our tourism promotion through media. Photo shoots are labor and time intensive, and require strong planning and advance work.

- Outdoor Upper Scale Dining Shot
- Minority Recreation Shots
- Meetings in the Marina (seminars at sea)
- Group cocktail party on a yacht

Hosted Journalist Familiarization (fam)Tours

Hosting travel writers in the community remains the single most effective way of generating media interest and coverage on Marina del Rey as a travel destination.

During 2005, we will focus on California and the western United States markets, with some initial outreach to the Canadian and UK markets where feasible.
Neighboring visitors bureaus in Beverly Hills, West Hollywood, Santa Monica and Marina del Rey collaborated during 2004 on two separate fam tours. The group hopes to continue this collaboration, with, one or two possible group tours being considered for 2005. Our Public Relations representative will assist in the coordination of this special media visit.

Media Market Tours

During 2004, the Bureau participated in two media market tours, coordinated by the California State Tourism Office. These programs enable us to develop one-on-one contacts with respected travel writers and publications, who might not otherwise consider approaching Marina del Rey. We are hopeful that we can participate in the San Francisco Media Reception and Marketplace scheduled for May/June 2005. These can be effective ways to reach a number of editors in a single market, pitch story lines, gain greater awareness of their editorial priorities, and pitch for future media visits to Marina del Rey. Planning is still tentative.

Travel Guide Editorial Updates

Annually published travel guides provide basic information on travel destinations to interested consumers. They are sold through bookstores, distributed in libraries, purchased over the internet, and given away through automobile clubs. These guides are often thought of as definitive sources on travel, and are often printed in the millions. Targeting 20 guides per year, the MdR CVB will continue our assertive outreach to targeted lists of US and Canadian publications to assist them in updating their often out-of-date coverage of Marina del Rey.

Leisure Tourism Marketing

VisitMarina.com Website

The Bureau's official tourism website, VisitMarina.com, was redesigned and re-launched in 2003; two new sections, Meetings & Events, and Media, were added to the site in 2004, as well as beach and marina web cams. In addition, an on-line hotel reservations system was launched in April 2004, and is generating some hotel bookings for our hotels.

The site now contains comprehensive information on 12 subject areas of the Marina including: hotels, restaurants, boating, transportation, things to see and do, local community information and links, special events, media, meetings and groups, on line hotel reservations, local maps, weather forecasts, about the CVB. It has also grown in usage by leaps and bounds, and is coming up higher than ever before on internet search engines.

Even with these achievements, the bureau's website needs critical attention during 2005. Recognizing the power of this cost-effective marketing tool, bureau staff believe that additional efforts must be made at this time to enable us to better exploit the marketing opportunities on the web, and to get better control of the management of the website process.

Our focus will be concentrated on four major areas:

- **Content quality and management**
- **Technological management**
- **On line hotel booking capabilities**
- **Advertising opportunities on the site**

Content Quality and Management

The required continuous updating of content on the site has added considerably to the workload of Visitors Bureau staff. The site requires daily attention to ensure updates to information listed on the site. Special event calendars, special event features and other special "columns" have to be maintained, news releases added, business names, contact numbers, and description of services updated.

Significant editing of the site is now needed; some sections are too long, others need complete rewriting and adjustment in the tone of the copy, and some photography needs to be refreshed. We will work chapter by chapter throughout 2005 to make these improvements. We will need to retain the services of a web project manager to assist us with the large amount of work required this year.

Technological management

Content is not the only area of the site requiring ongoing management and maintenance. Bureau staff needs additional support to track and adjust keyword choices to maximize search engine optimization efforts, analyze incoming traffic tracking data (geographic origins, most popular pages viewed, browser referrals), monitor domain name registrations, expand links, correct programming glitches such as d-base sorting problems, and performance and result statistic tracking (hits, page views, unique visitors). During 2005, we will hand this responsibility over a web project manager to assist in properly handling these elements of the site.

On line hotel booking capabilities

To date several hundred room nights have been booked online through the Visitors Bureau website; staff believes this area is underperforming, and that additional attention needs to be devoted to increasing on line booking. The Bureau's booking partner, TravelHero, offers several promotional opportunities with the site which can be used to promote hotel special discounts and opportunities which may help booking. In addition, the bureaus' other advertising and marketing messages should further emphasize the convenience and value of booking through www.VisitMarina.com. During 2005, we will expand the promotional opportunities available within the site to increase hotel bookings.

Advertising Opportunities

As the website grows in popularity, there are increasing opportunities to provide additional exposure for Marina del Rey businesses who wish to target the traveler. By summer 2005, the bureau will launch a modest advertising program on the site. Ad rates, contracts, procedures, criteria, policy, sales and production aspects of the program have to be developed first to ensure fair treatment of all interested parties.

Destination Advertising

In 2004, bureau staff worked with our ad agency to simplify images and marketing messages that we use to promote the destination. We focused on our waterfront location, our accessibility to LAX, and our Westside connection (Venice Beach and Santa Monica). This resulted in a new travel trade and consumer advertising plan which was unified in tone, marketing message and images. The new ads, known as "*Our Version Of..... Marina del Rey. The Other LA*" have been well received by consumers and the travel trade.

As discussed in the Travel Industry and Group Marketing section, four versions of the travel trade ads will rotate through 2005. On the consumer side, we will develop one new version, which will complement the 2004 version, "Our Version of Sunset Boulevard". New photography will have to be shot for this ad.

During 2004, the visitors bureau implemented an aggressive series of ad placements in consumer publications. We participated in two seasonal co-operative campaigns with the State of California, and placed separate ads in Southwest Airlines' Spirit Magazine and Southern California editions of Sunset Magazine. In addition, we placed ads in the California State Annual Tourism Guide and LA Inc.'s The Convention and visitors Bureau's Annual Tourism Guide. These placements gained us exposure to over 4.5 million readers with a high propensity to travel.

We will cut back on this aggressive schedule during 2005 to enable us to shift resources to maximizing the potential of our website to reach larger numbers of travelers who are increasingly doing their research and booking on line.
We will maintain placements in the State's annual guide, LA Inc's annual guide, the State's United Kingdom fulfillment piece, and two State off-season cooperative ad programs. If budget permits, we may add additional placements again in Southwest Airlines "Spirit" magazine.

Collaboration with Area CVBs

Recognizing the enormous strength carried by the tourism industry specifically in the Westside sections of Los Angeles, the four visitors bureau located on the Westside have been meeting periodically over the past 18 months to explore cooperative marketing and promotional opportunities, including the development of regional travel writer familiarization tours, shared in-market tourist information pieces, co-op advertising opportunities and sharing of certain internet technology tools. As these conversations mature, it is believed that this group may offer many expanded means of further our destination marketing efforts while leveraging limited funds in the marketplace.

Publications

Marina del Rey Visitors Guide and Map

This helpful visitor tool is printed annually, and contains a map and comprehensive visitor information. It is generally updated and printed in the Spring. During 2005, the Visitors Bureau will consider collaboration with other area CVBs to review joint opportunities for local guides and maps.

Marina del Rey Boater's Guide

Ad sales for the 3rd edition of this useful boater's tool will be launched in summer, 2005. Editorial and photographic changes revision will be made in late spring, with publication in late fall. The guide contains information on boating navigation, hazards, public launch, transient dock/guest slip, yacht club and other helpful boating information. 10,000 copies are printed annually.

Marina del Rey Restaurant Guide

A restaurant guide to the Marina is published by the Department of Beaches and Harbors in conjunction with the Convention and Visitors Bureau and Arrowhead Waters. The Convention and Visitors Bureau provides content, layout direction, marketing and distribution guidance. DBH provides production oversight, proofing and management, and Arrowhead Waters funded the project. 25,000 pieces are printed.

During 2005 the publication will need to be updated, revised and reprinted. The CVB will offer assistance to DBH during the production process as we have previously.

Market Research

Transient Occupancy Tax Revenues

With the help of the Department of Beaches and Harbors, bureau staff monitors monthly transient occupancy tax revenues Marina del Rey hotels and analyzes seasonal fluctuations in revenues.

Hotel Occupancy, Average Rates and Performance Trends

Currently PKF Consulting Los Angeles provides customized monthly hotel occupancy and average rate figures for the six hotel partners within Marina del Rey. This allows the bureau to track hotel performance as a whole destination.

Market Research

In Fall 2004 the bureau completed the first comprehensive study of overnight visitors to Marina del Rey, designed to obtain traveler behavior and demographic information. By learning visitor origins, length of stay, and purpose of trip, the bureau is now able to specify target markets for future bureau marketing programs.

During 2005, the bureau will have our research consultant run additional "cross-tabs" of certain market groups identified in the study, for which we need more specific information.

Local Services and Facilities

Improvement in local tourism-related services remains an important priority for the CVB. New activities and attractions generate a sense of renewal and welcome to the community, and enhance our destination marketing efforts. In 2004, the CVB Board of Directors prioritized issues most important to tourism. These issues will be addressed through continued advocacy to local officials and community leaders.

Common Themed Gateway Signage

As the County moves forward with its redevelopment plans, several parkettes will be established at the corners of Via Marina and Washington Boulevards, Fiji Way and Lincoln Boulevards, and on Bali Way between Lincoln Boulevard and Admiralty Way. Bureau leadership believes that stronger gateway signage at these entry points would better identify the destination and help promote tourism.

Pedestrian Improvements Along Admiralty Way

The County is currently working on plans to widen Admiralty Way. The Visitors Bureau is following these efforts in an effort to ensure that any changes in the configuration of the road would not diminish the community's tourism environment, and, would, in fact, improve visitor circulation in the Marina. CVB officials have made a number of suggestions for improvements, and will work in 2005 to advocate these improvements.

Widening of Marina City Club Sidewalk

The Waterfront Walk area of Marina del Rey symbolizes an important linkage between a visitor's experience and the key of Marina del Rey's existence, our pleasure harbor. At this point, there are certain obstacles along the waterfront which hamper pedestrianism. One is the extremely narrow passageway in front of Marina City Club. CVB leaders are working with County leadership to push for widening of the sidewalk as part of a lease renegotiation process underway with Marina City Club shareholders.

Mother's Beach Pollution Control Project

The County Department of Beaches and Harbors recognizes the importance of improving water quality in the Marina (Mother's) Beach area, and has initiated extensive plans to improve water quality there. The Bureau board wishes to monitor the work on this project, so that they can be kept up to date on progress being made at this important waterside attraction.

Waterside Signage

Marina del Rey is blessed with a spectacular waterfront location, arguably, its single most important asset. That asset brings with it an additional advantage - a community with two frontages - the street side access and the waterside access.

When touring the area, board members noticed that waterfront signage is non-existent, thereby diminishing the ability to attract customers to local businesses from the waterfront as well as from the street. Out-of-towners are not able to recognize what businesses are offering along the harbor, as without signage, public restaurants are indistinguishable from private yacht clubs. There is virtually no signage welcoming boaters to the marina or easing their way to our docks and launch ramps. While regulations limiting total square footage of signage on each property and visual clutter need to be considered, there may be opportunities to improve signage which would appeal to boaters and pedestrians, and offer a more visitor-friendly environment. The CVB will encourage consideration of signage in these areas.

Directional Signage to the Marina

Marina del Rey is fortunate to have an access road with the name of our destination directly linking us to the nearby major freeway, I-405. This is an advantage over many communities in the Los Angeles area. However, once travelers head west on the Marina Freeway (90), the roadway becomes more haphazard, wire fencing and nylon sheeting are torn, median strips are being used by public agencies for clean-fill dumping, leaving unsightly piles 10 feet high, and signage into the Marina is small and difficult to see. The freeway passes through two jurisdictions, Caltrans (State) and the City of Los Angeles. In addition, there are long term plans to change the routing of the road, and to eventually link the Marina Freeway directly to Admiralty Way. These issues make it more challenging to address this issue, but it is a long term goal of the CVB Board to advocate for better directional signage into the Marina area.

Fisherman's' Village Motorcoach Loading Zones and Trash Bins

Two large motorcoach passenger zones run parallel to the entrance of Fisherman's Village. As visitors, many of them seniors, disembark from their buses, they are met by high railings which are impassable, forcing the tourists to walk all the way to the vehicle entrance of the Village. The CVB is requesting support from the County to eliminate this pedestrian obstacle to our most important visitor attraction.

In addition, at the center of the entrance to Fisherman's Village in front of the famous bell, a huge gated trash bin area stands blocking the entrance. Most of the time the bins are open, and the gates are not closed. The bins and the surrounded grounds are dirty and stained. Motorcoach visitors must walk within three feet of this area to reboard their tour buses. Perhaps the County and Lessees in this area can work together to improve this unsightly scene.

Community Relations

Local Events

While the Visitors Bureau has not traditionally produced local public events, it does take an aggressive role in promoting events taking place in Marina del Rey. Through our printed and on line calendars, as well as periodic press alerts, the bureau helps support all public events in the Marina del Rey, Playa del Rey and Venice Beach areas.

From time to time, depending upon staffing capacity, bureau staff will participate with exhibition booths in local events, such as Discover Marina del Rey Day and the Chamber's Marina del Rey Annual Boat Show.

Bureau Community Newsletter

The bureau publishes a tri-annual hospitality newsletter to update local business, government and community leaders on bureau programs.

Progress Reports to Public Bodies

Bureau staff provides monthly reports to the Los Angeles County Small Crafts Harbor Commission, and tri-annual reports to the Director of the Department of Beaches & Harbors.

Chamber of Commerce Liaison

MdR CVB regularly collaborates with the Westchester/LAX/Marina del Rey Chamber of Commerce in support of business and tourism in Marina del Rey, supports their programs and contributes regularly to a number of Chamber meeting agendas.
Bureau staff provides monthly updates on CVB programs to the Chamber's:

- Board of Directors (serves as ex-officio board member)
- Marina del Rey Harbor Committee
- Hospitality & Tourism Committee

Additionally, the Visitors Bureau has recently joined the Venice Beach Chamber of Commerce, and has begun regular networking with the leaders of this organization.

Public Officials Updates

Bureau staff and board members regularly initiate outreach to local representatives of local, regional, state and national elected officials to educate them about the role of the CVB and tourism in our community, and to keep them informed on the activities of the bureau.

On-going Community Appearances

Bureau staff regularly meetings visiting delegations, and makes speeches and personal appearances before local organizations to discuss Marina del Rey's role in tourism, solicit input, and provide updates on bureau activities.

Bureau Operations

Bureau Funding and Contractual Agreements

The Bureau's operating contracts with the County of Los Angeles, the six partner hotels and staff executive leadership expire December 31st, 2005. Due to the County's budgeting process, by late 2004/early 2005, the Visitors Bureau Board will need to have identified its goals and strategies for continuing future operations for the organization.

Policies and Procedures

By March 2005, the Visitors Bureau will have been operational for four years. All operational, policy and procedure systems now in place were created from scratch when the bureau was created in 2001, starting with one full time employee. Now that the bureau has grown, It is appropriate for all bureau operations, policies and procedures to be reviewed, revised as necessary, and expanded so that the organization remains compliant with all legal and financial responsibilities. The following manuals should be reviewed during the next 18 months:

- CVB Employee Handbook
- Visitor Information Center Operations Manual
- CVB Operations Manual

Financial Audit

Bureau staff will work with an outside independent auditor to conduct a financial review of the bureau's financial systems to ensure good practices and procedures.

Data Base Management

Current bureau d-base systems have been found to have limitations which diminish the bureau's effectiveness in mass communications. Effort has been made in the last two years to identify a better system which would eliminate some of the problems we have encountered (e.g. current ACTII! Database can not purge duplicates when user groups are combined). Software has been identified which might be a better option for the bureau needs, but which require extensive programming work for which we are not budgeted. We will continue to investigate the feasibility of implementing these changes this year or next.

2004 Board of Directors and Officers

Andrew Zephirin, President
General Manager,
Ritz-Carlton Marina del Rey Hotel
4375 Admiralty Way
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P) 310-823-1700 F) 310-301-9458
E) andrew.zephirin@ritzcarlton.com
Appointed: 12/1/01

Tony Palermo, Vice President
Owner, Vice President
Tony P's Dockside Grill
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E) tonypmdr@aol.com
Appointed: 2/20/03

Dusty Crane
Chief, Community and Marketing Services, **Treasurer**
L.A. County Department of Beaches and Harbors
4701 Admiralty Way
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P) 310-305-9562 F) 310-821-6345
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Appointed: 12/11/01

David Baker
Attorney, L.A. Co. Bd. of Supervisors Community Rep.
Law Offices of Baker, Oring, & Inserrera, LLP
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Alie Gaffan
Director of Training
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Appointed: 12/01/01

Mohammed Khan
Assistant General Manager
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Marina del Rey, CA 90292
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Appointed: 3/01/02

Irene Kuc
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Appointed: 6/17/03

David O. Levine
President
Marina del Rey Lessees Association
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Marina del Rey, CA 90292
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Appointed: 11/14/01

Charles McGuire
Owner
Foghorn Harbor Inn
4140 Via Marina
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Appointed: 12/01/01

Carole Stevens
Commission Member
L.A. County Small Craft Harbor Commission
13900 Panay Way, SR-308
Marina del Rey, CA 90292
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Robert Thomas
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Marina del Rey Marriott
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E) robert.Thomas@marriott.com
Appointed: 12/01/03

Beverly S. Moore, **Board Secretary**
Executive Director
Marina del Rey Convention & Visitors Bureau
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Marina del Rey, CA 90292
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bmoore@VisitMarina.com

10/04

2004 Board of Directors --- Alternates

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Appointed: 12/11/01

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Appointed: 11/14/01

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Appointed: 12/01/01

Irene Kuc
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Appointed: 6/17/03

Eric Loft
General Manager
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Appointed:6/17/03

Russ Lesser
L.A. Co. Small Craft Harbor
Commission Member
Body Glove International
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Appointed: 12/11/02

Mike Mettler
Director of Hotel Sales
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Appointed: 2/19/02

Marcus Pennington
Director of Catering & Conference Services
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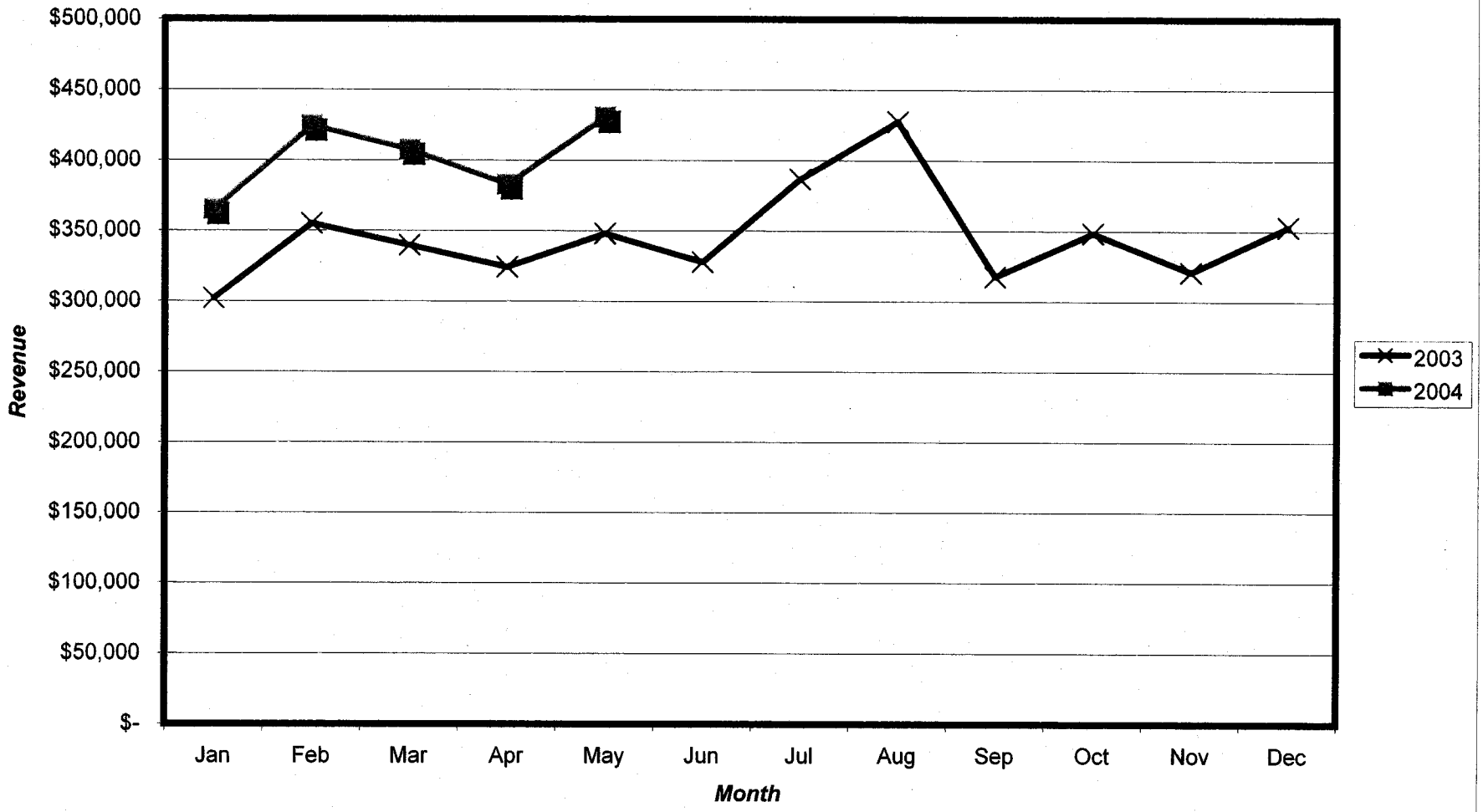
Appointed: 1/14/03

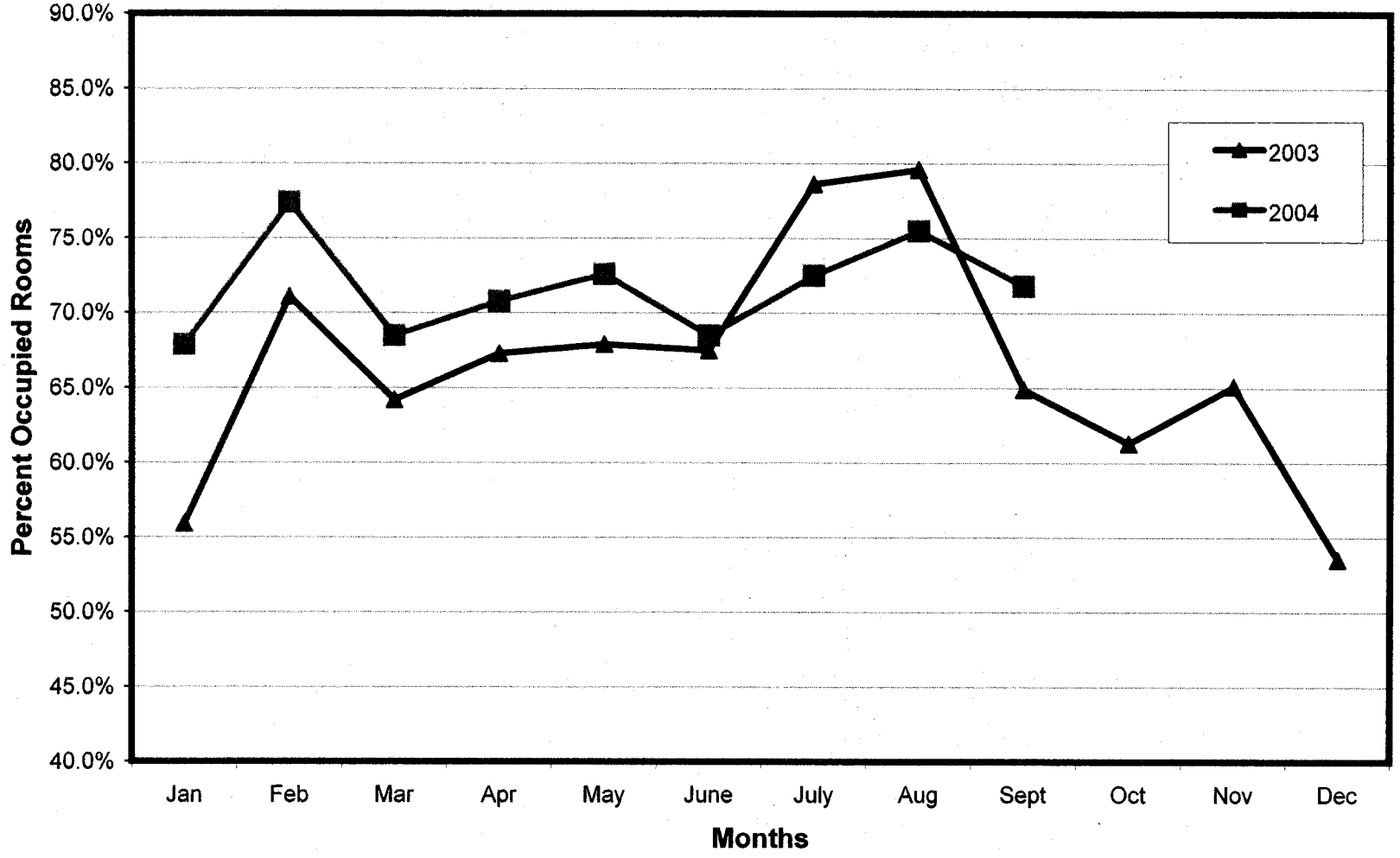
Gwen Vuchsas
Co-owner
Seco Investigative & Security Services
Marina del Rey, CA 90292
P) 310-306-8525 F) 310-306-1974
E) gvuchsas@secoteam.com
Appointed: 2/20/03

Greg Wenger
L.A. Co. Board of Supervisors Community
Representative
Greg Wenger Photography
4764 G La Villa Marina
Marina del Rey, CA 90292
P) 310-578-1001 F)310-578-5990
E) gwenger@upcisp.net
Appointed: 1/22/02

MARINA DEL REY
TRANSIENT OCCUPANCY TAX HISTORY

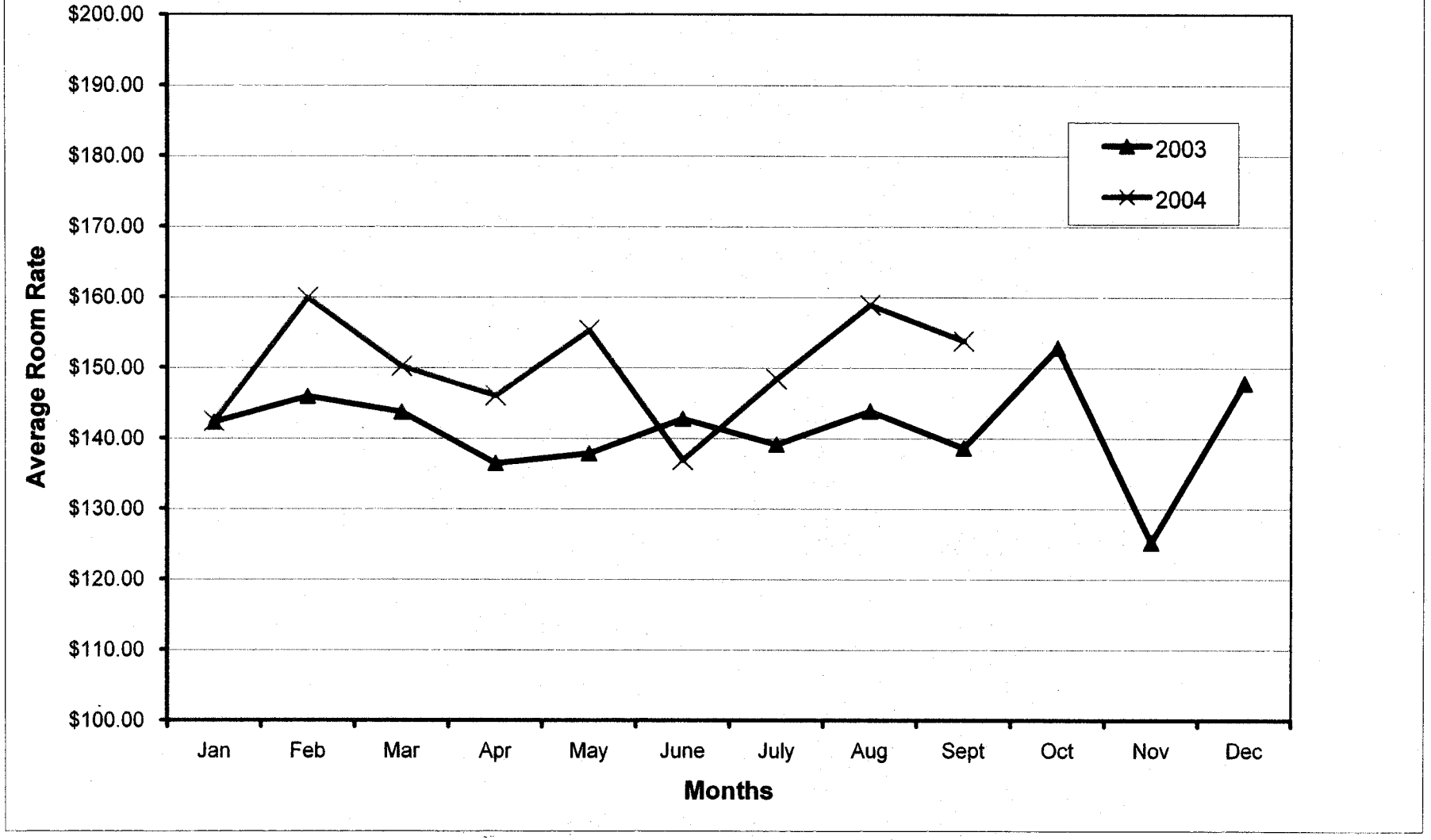


MARINA DEL REY
HOTEL OCCUPANCY HISTORY



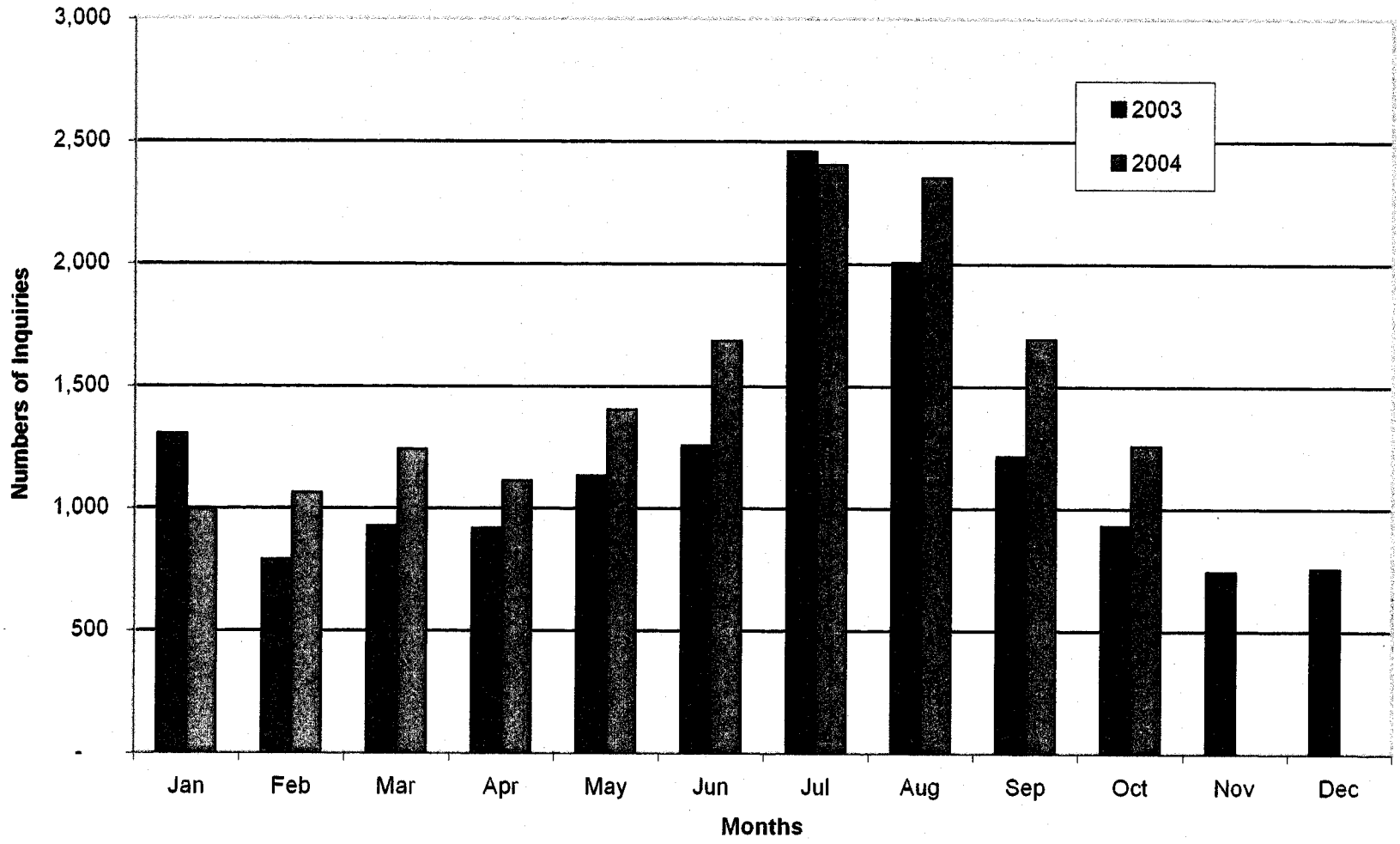
Includes MdR hotels located in unincorporated area of LA County

MARINA DEL REY
HOTEL AVERAGE ROOM RATES

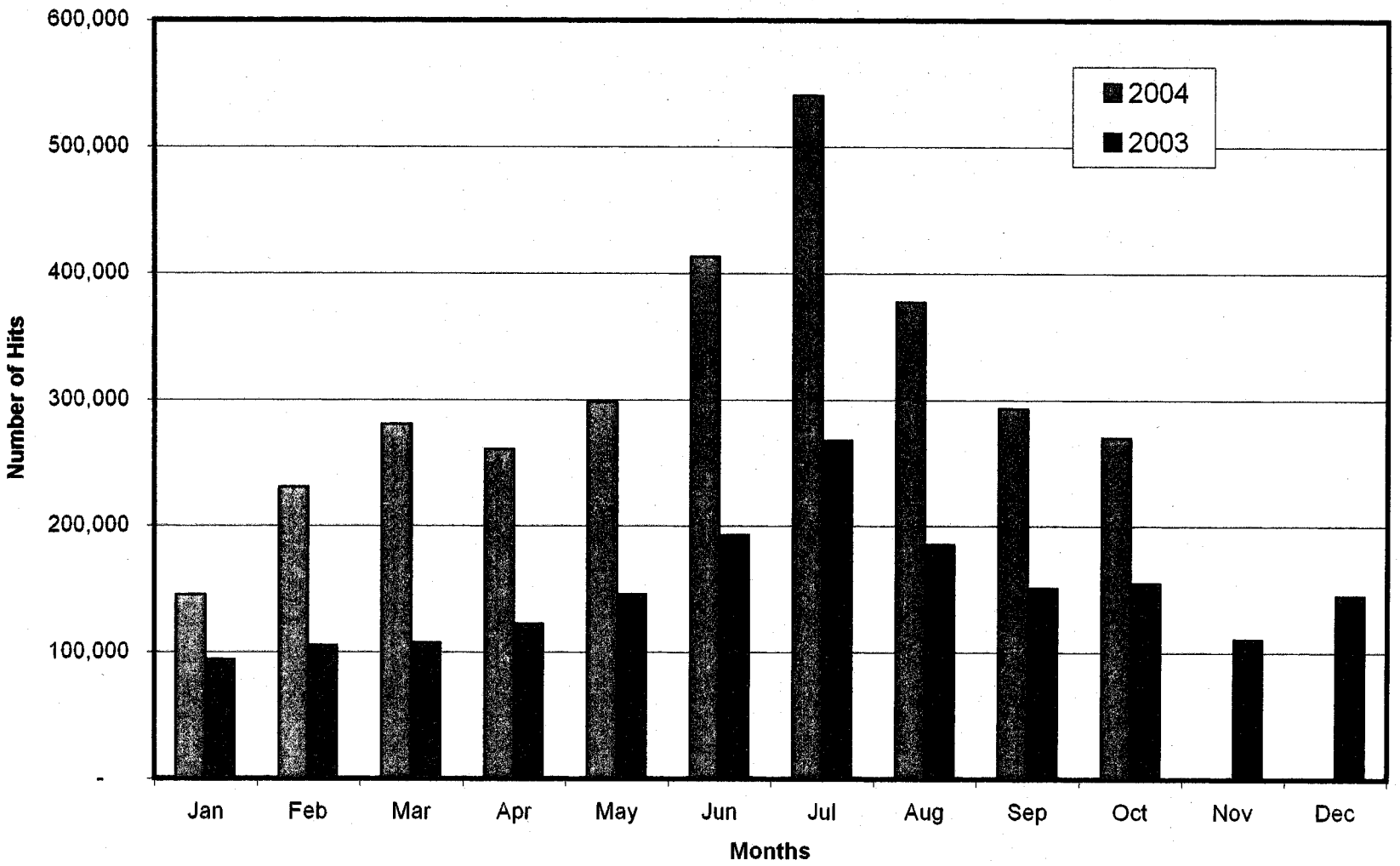


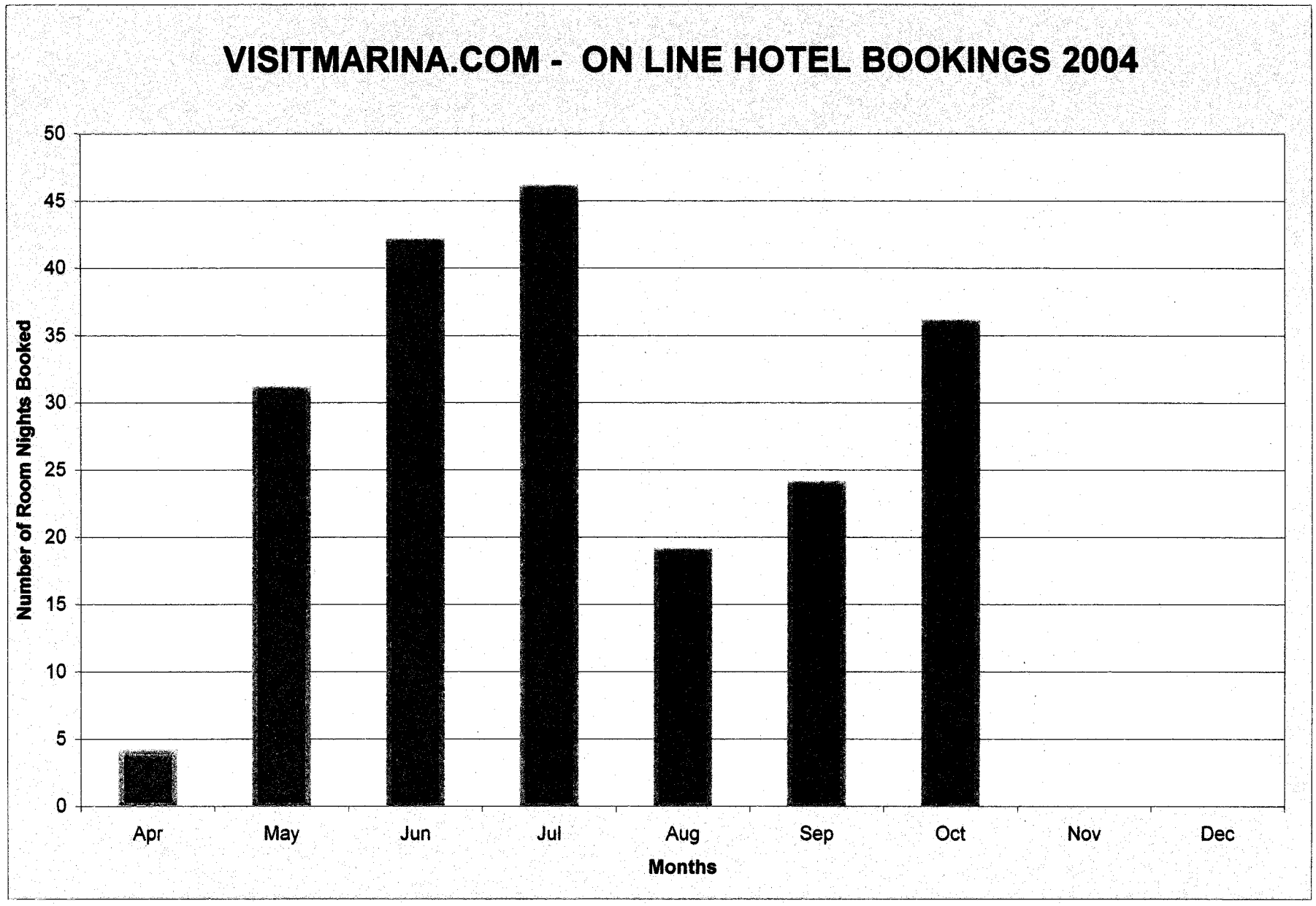
Includes MdR hotels located in unincorporated area of LA County

VISITOR INFORMATION CENTER



VISITMARINA.COM - MONTHLY HITS




VISITMARINA.COM - ON LINE HOTEL BOOKINGS 2004
Number of Room Nights Booked
50
45
40
35
30
25
20
15
10
5
0
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Months

"To enrich lives through effective and caring service"

LOS ANGELES COUNTY
Caring for Your Coast
Beaches & Harbors

Stan Wisniewski
Director

Kerry Silverstrom
Chief Deputy

October 6, 2005

TO: Small Craft Harbor Commission

FROM: Kerry Silverstrom for Stan Wisniewski, Director

SUBJECT: **ITEM 4d – APPOINTMENT OF A MEMBER AND ALTERNATE TO THE MARINA DEL REY CONVENTION AND VISITORS BUREAU (MdR CVB) BOARD OF DIRECTORS FOR 2006**

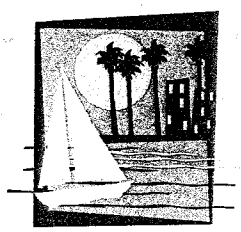
Item 4d on your agenda addresses your Commission's appointment of a member and alternate to the Marina del Rey Convention and Visitors Bureau (MdR CVB) Board of Directors.

By virtue of the MdR CVB by-laws, your Commission has the authority to appoint a member and an alternate to the MdR CVB Board of Directors for a one-year term. For the past five years, your Commission has appointed both a member and an alternate to the MdR CVB Board of Directors. During 2005, Commissioner Carole Stevens has served as the member and Commissioner Russ Lesser as the alternate; both of their current one-year terms expire at the end of this year. Any Commission appointee can continue to serve for an unlimited number of consecutive terms.

The MdR CVB itself has recently written the Commission Chair, asking that your Commission make its appointments to the MdR CVB Board for 2006 (see attached letter). Therefore, your Commission should take this up as an order of business at your October meeting and appoint both a member and an alternate to sit on the MdR CVB Board of Directors during the calendar year 2006.

SW:cec
Attachment

13837 Fiji Way • Marina del Rey • CA 90292 • 310.305.9503 • fax 310.821.6345 • internet: http://beaches.co.la.ca.us



Marina del Rey
CONVENTION & VISITORS BUREAU
CALIFORNIA

October 3, 2005

Mr. Harley A. Searcy
Chairman, Small Craft Harbor Commission
c/o Metropolitan Water District of Southern California
Deputy General Counsel
700 North Alameda Street
Los Angeles, CA 90012

Subj: SCHC Appointment to Marina del Rey Convention & Visitors Bureau Board of Directors

Dear Harley:

The Small Craft Harbor Commission makes one appointment (and an appointment for an alternate) to the Board of Directors of the Marina del Rey Convention & Visitors Bureau. We would like to inform you that the current term of appointments shall expire December 31, 2005.

The current appointee, Carole Stevens (alternate Russ Lesser), is an active member of the board and has been an important member of our team.

MdR CVB board appointments are for one-year terms, commencing January 1st of each year. There is no limit to the number of terms an appointee can serve.

At this point, we kindly request timely consideration of SCHC's appointment to our board and an alternate for the year 2006. We have asked that the Department of Beaches & Harbors to add this to an upcoming Small Craft meeting agenda.

I'd like to take this opportunity to thank you and the Commission for your continuing support of our efforts.

Sincerely,

Beverly S. Moore

Beverly S. Moore
Executive Director

cc: Carole Stevens
Stan Wisniewski, Dusty Crane, Debbie Talbot DBH

Los Angeles County Beaches & Harbors
Caring for Your Coast

Stan Wisniewski
Director

Kerry Silverstrom
Chief Deputy

October 5, 2005

TO: Small Craft Harbor Commission

FROM: Kerry Silverstrom for Stan Wisniewski, Director

SUBJECT: **AGENDA ITEM 5a - ONGOING ACTIVITIES REPORT**

BOARD OF SUPERVISORS ACTIONS ON ITEMS RELATING TO MARINA DEL REY

At its September 27, 2005 meeting, the Board of Supervisors approved and instructed the Chair to execute the Consent to Assignment of Lease for Parcel 8T, commonly known as The Bay Club Apartments and Marina, from I&G Bay Club, L.L.C., a Delaware limited liability company, to NF Marina, LP, a California limited partnership.

At its September 13, 2005 meeting, the Board of Supervisors awarded a three-year contract with two one-year extensions to Parking Concepts, Inc (PCI) for the management of 13 Marina del Rey parking lots, 18 beach parking lots, and the recreational vehicle park at Dockweiler State Beach (RV Park). The contract provides for an annual fee not to exceed $1,496,845, plus a 2% incentive bonus, excluding RV Park revenue and taxes, provided PCI collects parking receipts equal to or exceeding the average monthly gross revenue for the same month in the preceding years as specified in the contract, and subject to a guarantee by PCI that gross parking revenue shall equal at least $5,145,000, excluding RV Park revenue and taxes.

At its August 30, 2005 meeting, the Board of Supervisors approved and authorized an amendment to the Parcel 76 (Trizec Towers) lease that extends the time until July 2010 of the County's right to enter into a separate agreement with the lessee for the County's use, on weekends, holidays and daily after 5:00 p.m., of a minimum of 250 to a maximum of 860 parking spaces in the parking structure located at 4640 Admiralty Way, Marina del Rey, to facilitate redevelopment projects. This item was previously considered and recommended by your Commission.

At its August 16, 2005 meeting, the Board of Supervisors approved the Conditional Use Permit and authorized the continued use of an existing banquet facility with the sale of a full line of alcoholic beverages for on-site consumption by Fantasea Yachts and Yacht Club, a sublessee at Parcel 125R (Marina City Club) in Marina del Rey.

At its August 9, 2005 meeting, the Board of Supervisors considered and approved in Executive Session proposed development deal points for projects at Parcel OT (proposed senior residential facility), Parcel 21 (proposed yacht club, marine commercial, health club and boat slip facilities), and Parcel 20 (Capri Apartments).

DESIGN CONTROL BOARD MINUTES

The minutes from the September 15, 2005 Design Control Board meeting are attached.

LOCAL COASTAL PROGRAM PERIODIC REVIEW UPDATE

The County is awaiting word from Coastal Commission staff regarding the scheduling of the Marina del Rey Local Coastal Program (LCP) periodic review report for action by the Coastal Commission, first presented to the Commission on June 7. County staff and our consultant are attempting to schedule a meeting with Coastal staff to discuss report modifications that will enable the County to offer general support for the report when it comes before the Coastal Commission for consideration.

RESPONSE TO PUBLIC CONCERNS

Staff attempted to contact Ms. Julie Schaller to gather more detail relating to her concerns expressed at your last Commission meeting relative to the water quality at the Archstone Marina del Rey Apartments. We could not reach Ms. Schaller at her apartment and, thus, contacted Archstone's on-site management and were informed that Ms. Schaller was no longer a tenant, having moved out of the premises on the 17th day of August 2005.

At your August 2005 meeting, Mr. Steve Weinman addressed your Commission and requested to see the permits for the work done at the former Sea Scout building and Dock 77 where storage containers for use of the Department's W.A.T.E.R. program are being placed. Staff provided Mr. Weinman with the requested information.

AFFORDABLE HOUSING – REPORT ON PARCEL 18 (DOLPHIN MARINA) AND PARCEL 20 (CAPRI APARTMENTS)

During your Commission's August meeting, staff recommended and your Commission concurred that representatives from the Community Development Commission (CDC) and the Department of Regional Planning (DRP) be invited to present information to the public regarding the administration and regulation of low-income housing in Marina del Rey. The Department has advanced invitations to both agencies, however, both the CDC and DRP need more time to research issues that have been raised. They will appear before your Commission once their work is completed.

Ms. Carla Andrus stated she had been informed the Capri Apartment lessee was applying for an amendment in regard to the low-income housing units. As the Department learned, the lessee made application to amend its Coastal Development Permit to provide an in-lieu fee for the construction of off-site affordable housing pursuant to the Marina del Rey Affordable Housing Policy (Policy). In response, the Department, DRP and CDC conducted an analysis of the lessee's submission and provided a joint report and recommendation to the Regional Planning Commission (RPC) for its consideration as required by the Policy. A public hearing of this application before the RPC is scheduled for Wednesday, October 12, 2005, at 9:00 a.m. Staff will provide a verbal report at your afternoon meeting of the outcome.

Ms. Carla Andrus also indicated her belief that the Coastal Development Permit for Parcel 18 requires the lessee to provide affordable housing. We have again reviewed all the relevant documents and issues and found that as a condition of its permit issued in 1994, the lessee agreed to abide by the requirements of Section 51.2 and 51.3 of the California Civil Code (Code) in exchange for allowing redevelopment of the leasehold to a higher density. The provisions of the Code require at least 50 percent of the dwelling units to be reserved for "qualifying residents" or "senior citizens" as defined in the above referenced Code sections, "or a person 62 years of age or older, or 55 years of age or older in a senior citizen housing development." The level of resident's income is not a required factor under this section of the Code. Various DRP staff have obtained the lessee's advertising materials from various sources, all of which advertise the building as a 55+ community. In addition, a DRP staff person approached the lessee's leasing personnel as someone interested in renting a unit for his mother. The staff person was told his mother would need to submit proof she has met the age requirement. It, thus, appears the lessee is abiding by the terms of its permit.

Based upon Ms. Maryann Weaver's testimony at the August 2005 meeting, we again reaffirmed with her prospective landlord, the Capri Apartments, that her checks for the application fee ($36.00) and the holding fee ($200.00) were returned uncashed. We consider this matter concluded, barring any further evidence to show the Capri Apartments has retained any funds she advanced.

Separately, as suggested by your Commission, the Chairman, County Counsel and a Department representative met with Ms. Weaver and her attorney after your August meeting to further discuss her understanding of the regulations concerning affordable housing. Certain matters she raised are being investigated further by County Counsel and will be reported back to your Commission once the investigation is complete.

SW:ks
Attachment

MINUTES
OF
MARINA DEL REY
DESIGN CONTROL BOARD

September 15, 2005

Department of Beaches and Harbors
Burton Chace County Park
Community Building – 13650 Mindanao Way
Marina del Rey, CA 90292

Members Present:	Susan Cloke, First District, Chair David Abelar, Second District Katherine Spitz, Third District, Vice-Chair Peter Phinney, Fourth District
Members Absent:	Tony Wong, Fifth District
Department Staff Present:	Stan Wisniewski, Director Joseph Chesler, Chief, Planning Division Julie Carpenter, Planner LaTrina Perry, Secretary
County Staff Present:	Tom Faughnan, Principal Deputy County Counsel Sam Dea, Regional Planning Department
Guests Present:	Jerry Perezchica, Oakwood Worldwide Isabel Sciommeri, Marina Harbor Apartments Karen Moore, E&S Ring Management Greg Dallal, Caruso Affiliated Alex Liftis, Caruso Affiliated Thomas W. Henry, Pacifica Hotel Investors Robert Colavolpe, F&A Architects

1. **Call to Order, Action on Absences and Pledge of Allegiance**

Ms. Spitz called the meeting to order at 2:11 p.m. Mr. Abelar led the Pledge of Allegiance. Mr. Abelar (Spitz) moved to excuse Mr. Wong from today's meeting.

Mr. Phinney reminded staff to provide the DCB with a report on stormwater treatment.

Mr. Chesler advised that the Department of Public Works is preparing a report for the Board which will be submitted at the next meeting or placed in the DCB packets that are mailed out prior to the meetings.

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2. **Approval of Minutes of June 16, 2005, July 21, 2005 and August 18, 2005**

Mr. Phinney (Abelar) moved to approve the August 18, 2005 Minutes as submitted. Motion passed by Commissioners Abelar, Phinney and Spitz. Ms. Cloke was not at the June 16, 2005 meeting and abstained.

Minutes for July 21, 2005 were held for approval until the October 2005 DCB Meeting.

Mr. Phinney (Abelar) moved to approve the June 16, 2005 Minutes as submitted. Motion passed unanimously.

3. **Design Control Board Reviews**

A. **Parcel 50 – Ralphs Market at Marina Waterside – DCB #05-001-D**
Approval of the record of the DCB's August 2005 action for approval of a revised temporary banner.

Ms. Spitz (Phinney) moved to approve as submitted. Motion passed unanimously.

B. **Parcel 77 – W.A.T.E.R. Program Storage at Dock 77 – DCB #05-006-D**
Approval of the record of the DCB's August 2005 action for approval of modified Signage Option #2 to read "Marine Aquatics".

Ms. Spitz (Phinney) moved to approve as submitted. Motion passed unanimously.

C. **Parcels 83/50 – Marina Waterside – DCB #05-010-B**
Approval of the record of the DCB's August 2005 action for approval of a revised landscape plan.

Mr. Phinney (Abelar) moved to approve as submitted. Motion passed unanimously.

D. **Parcel 50 – California Pizza Kitchen at Marina Waterside – DCB #05-011-B**
Approval of the record of the DCB's August 2005 action for approval of modifications to awning and light fixtures.

Ms. Spitz (Phinney) moved to approve as submitted. Motion passed unanimously.

E. **Parcel OT – Retirement Residence – DCB #05-015**
Approval of the record of the DCB's August 2005 action for conditioned conceptual approval of a 114-unit retirement residence with 5,000 square feet of

retail and a landscaped area open to the public, providing a pedestrian connection between Admiralty Way and Washington Boulevard.

Ms. Spitz (Phinney) moved to approve as amended. Motion passed unanimously.

F. **Parcel 21 – Holiday Harbor – DCB #05-016**
Approval of the record of the DCB's August 2005 action for conditioned approval of a new building that includes a yacht club, office space, parking and a public park.

Ms. Spitz (Phinney) moved to approve as submitted. Motion passed unanimously.

4. **Old Business**

A. **Parcel 103 – Oakwood Apartments – DCB #05-019**
Consideration of replacement and relocation of the monument sign.

Public Comments (none)

Ms. Spitz (Abelar) moved to approve DCB #05-019 as submitted. Motion passed unanimously.

B. **Parcel 111/112 – Marina Harbor – The Villa – DCB #05-013-B**
Consideration of one wall banner, five pole flags (six months with a temporary flag and then replaced with a permanent flag) and one leasing office sign.

- Based on staff's determination that a 12 foot wide by 36 foot long banner was excessive, Ms. Moore requested that it be reduced to a 12 foot wide by 24 foot long banner.

- Mr. Phinney asked if the signs and banners would have lighting.

- Ms. Moore advised the only sign with lighting is the leasing office sign, which would be lit by landscape lighting.

Public Comments (none)

- Ms. Cloke had questions regarding the spacing between the flag poles, and noted they are too tall and there are too many being proposed. She was also concerned about having leasing signs up for six months and agreed with staff's decision regarding the wall banner.

- Mr. Abelar was also concerned about the amount of signs being proposed and suggested placing permanent signs, which are more attractive than the temporary signs, at the locations.

- Mr. Phinney commented he would not be in favor of approving the suggested number of banners and temporary signs on a permanent basis, but would be willing to approve some of the signs on a temporary basis for leasing purposes only.

- Ms. Spitz had questions regarding the landscape in the areas that the flag poles are being proposed.

- Ms. Sciommeri explained the intent of the more festive signs was to catch the eye of the public and that to have these signs up for 90 days would be helpful.

- Ms. Carpenter advised the applicant that the DCB has the authority to issue temporary flags. Any permanent signage would have to go Regional Planning.

- Mr. Dea added Regional Planning does not typically approve permanent banner signs. Flags and corporate logos are approved.

- Ms. Cloke advised the applicant the Board would look at temporary leasing signs at today's meeting and look at a permanent sign program later. She also noted that all the signs should be consistent and read the same, i.e. Marina Harbor or The Villa. She also commented on the difficulty of the Board suggesting a pole height for the proposed signage without seeing the landscape around the building. She also suggested that the permanent leasing office sign by the front door should be more substantial.

Ms. Cloke (Spitz) moved to approve DCB #05-013-B as amended; additional sign #4 on the corner of Bora Bora and Villa Marina and additional sign #7 on Bora Bora at the entrance of the leasing office were approved and the July 2005 approval of existing signs #2 and #4 (DCB Review #05-013) until February 01, 2006 was sustained. Any other temporary signs must be removed.

5. New Business

A. Parcel 50 – Waterside Marina – DCB #05-021

Consideration of two center identification signs.

- Ms. Cloke asked the applicant how this submittal fit into the overall signage program that was approved for this project.

- Ms. Carpenter explained the overall signage program only dealt with the tenant signage. She provided the Board with a copy of the signage program for Waterside Marina.

- Mr. Liftis gave a brief explanation of where the proposed signs would be placed and why.

- Mr. Phinney commented the Board would like to see a signage package all at one time, which would help the Board keep track of any comments or any other discussion regarding the proposed signs. He also noted if the applicant has to come back to the Board, the Board would need to see all signs that have been previously approved along with new signage requests.

- Mr. Liftis concurred with Mr. Phinney's comments and noted that the first sign package included the majority of the existing tenants who remained at the center.

Public Comments (none)

Ms. Cloke (Spitz) moved to approve DCB #05-021, both signs with channel letters and the logo pin mounted. The lighting must be consistent with the hours of operation for the center. Motion passed unanimously.

B. **Parcel 50 – Various Tenants at Waterside Marina – DCB #05-022**
Consideration of tenant signage for: Brighton Collectibles, Cold Stone Creamery, White House/Black Market, Le Marmiton, Beyond Scents, Chipotle, M. Fredric and Fredric Man.

- Discussion regarding each signage proposal took place between the Board, the applicant and staff.

Public Comments (none)

Mr. Phinney (Spitz) moved to approved DCB #05-022 as submitted with the materials and colors referenced on the drawings. The border around the Fredric Man sign is to be eliminated, Sign #H. All lights on signage must be consistent with the hours of operation for the center. Motion passed unanimously.

* *Five minute break*

C. **Parcel IR – Marina Beach Residence Inn – DCB #05-023**
Consideration of an extended stay hotel containing 147 guest suites.

- Ms. Cloke asked how this proposal relates to the criteria of the Asset Management Strategy Plan.

- Mr. Wisniewski responded and advised introducing a hotel into this area is ideal in terms of the Asset Management Strategy. The Department has retained RRM to develop a master plan for Marina Beach, which will show how the promenade will be developed as well as some other uses in the area and how it integrates with lessee development that is being proposed. This has been calendared for the DCB's October 2005 meeting agenda. It is not yet known how much of the public parking will be replaced on-site. If the public parking cannot be replaced on-site, the Department has negotiated for the western end of Parcel 21 to be available for parking. Each lessee that is adjacent to a portion of the promenade will have to make improvements consistent with what comes out of the master planning effort for the promenade and the relocation of the picnic shelters.

- Ms. Cloke asked who is paying for the alterations to the street and when will it happen.

- Mr. Chesler advised that realignment of Via Marina and Admiralty Way is a Category Three project and will be funded out of developer fees for traffic mitigation within the Marina. It is in design now and will be a part of the environmental process that is beginning in October 2005. Public Works will be issuing a Notice of Preparation for the Environmental Review Document that will include this intersection, the SR 90 realignment and the Admiralty Way widening project. Although the environmental considerations will be evaluated jointly, the implementation of the project can be taken independently. It will be another few years before actual construction, but the lessee is required to dedicate land in anticipation of the construction.

- Ms. Cloke commented that it is problematic for the applicant of this proposed project to base a design on the assumption that Admiralty Way will be widened. This Board is not alone in its opposition of the widening of Admiralty Way; there is also public opposition. Lanes were taken away from a state highway, Highway 1, and now traffic is to be placed on an interior road, which seems very problematic. What will the public benefit be, i.e., public beach programs or public rowing programs? Parcel IR is a good location for a hotel.

- Mr. Wisniewski advised the widening of Admiralty Way is a separate project from the reconfiguration of Via Marina and Admiralty.

- Ms. Spitz commented, for the record, the blue drawing that was presented with the submittal, there is no net gain for the County in the reconfiguration of the particular intersection. She noticed a net loss for the County and for the

Marina in terms of the open space that would be in front of the proposed development. The open space has a greater potential to become a gateway and a usable recreational open space for the public than two traffic islands, which will always be inaccessible to the public and, at best, an amelioration to the road and offer nothing at all to the Marina or to the County.

- Mr. Wisniewski advised the realignment is public safety driven and it would be best if the County traffic engineers addressed the Board's concerns.

- Ms. Cloke hopes the County wants to maximize the components that will make the most tourist attractions, bring in the best revenue and be aesthetically pleasant and fun.

- Mr. Thomas Henry, applicant, gave a brief explanation of the proposed project, noting it had been a 4½ year process and the proposal is responsive to the RFP despite the challenges of the site.

- Ms. Spitz requested, for redevelopment projects, a survey or site plan that shows existing conditions with proposed buildings on it.

- Mr. Phinney had questions about the scheme of the project, in which there is a 12 to 15 foot drop off in the parking lot. Mr. Chesler confirmed the drop off.

- Mr. Abelar asked how public parking would be replaced.

- Ms. Carpenter advised some of the parking is being replaced on-site and some of the parking will be placed in a future parking structure at Parcel 21.

- Mr. Abelar asked how much of the existing parking will be replaced at the street level.

- Mr. Henry advised 28 parking spaces will be off-site, 63 public parking spaces will be on grade, and 149 parking spaces will be subterranean with card key access.

- Mr. Wisniewski asked how public parking would be noted.

- Mr. Henry advised public parking will be located off of Admiralty Way.

Public Comment (none)

- Mr. Phinney asked for an explanation of Sheet #6.

- Mr. Robert Colavolpe, architect, explained Sheet #6 refers to the glass screen and landscaping at the street side of the pool.

- Mr. Henry advised that they are still in the developing stages of the project and will be looking for scale elements that have to do with natural color.

- Ms. Cloke advised that the Board wants to look at the concept plan, the general par tee, massing, and make comments.

- Mr. Henry gave the Board copies of an alternate proposed solution for the view corridors.

Board Comments

- Mr. Phinney had reservations about the view corridor, noting it does not seem like a view corridor from the street; the porte cochere needs to be an element and deserves more attention than what has been given to it; deeply concerned about the architectural detailing of the complex as a whole, noting that the details have nothing to do with Los Angeles or Marina del Rey. The way the escape stairs have been architecturally oriented (with a block column at the building front) is not good for this project.

- Ms. Spitz concurred with Mr. Phinney's comments. Ms. Spitz was also concerned about the view corridor, the bridge, the height of the pool fence to block the view, the scheme. There needs to be adequate soil on top of the parking garage so that trees can be planted. The project should be an asset to the community. Finally, the plans that are submitted to the Board should show the existing condition of the site.

- Ms. Cloke commented that the applicant should think about the project in a different way. Looking for an architectural par tee that has more excitement, more fun, and belongs to the Marina and the beach; could use a modern style building with more playful materials; look at view corridor as it exists now and as it might or might not be in the future, which might call for a realignment of the site plan; sustainability, which has to do with landscape, the kind of landscape, the choice of plant pallet, and Southern California native plants; there should be a visual connection between the hotel and the beach; more physical opportunities for fun; design of view corridor should be inviting and exciting; and she suggested giving the applicant the opportunity to develop a new par tee and return at the October 2005 DCB meeting.

Ms. Cloke (Spitz) moved to continue DCB #05-023 to the October 2005 meeting or when the Master Plan is available so that both can be reviewed at the same time. If the applicant is not ready to resubmit in October 2005, it can come back when the new proposal is ready. Motion passed unanimously.

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- Mr. Wisniewski reminded the Board it is the Department's intent to bring the Marina Beach Master Plan to the next meeting, October 2005, regardless of whether the applicant for Parcel IR is on the agenda.

6. Staff Reports

A. Temporary Permits Issued by Department
- No permits were issued.

B. Marina del Rey LCP Periodic Review (verbal report)
- Mr. Chesler reminded the Board that staff is preparing comments for the preliminary report issued by the California Coastal Commission (CCC) for the November hearing in Los Angeles. It was mentioned that the CCC may be a little off target in getting this item on the agenda due to CCC staffing issues.

C. Ongoing Activities Report

- Board Actions on Items Relating to Marina del Rey
  - Mr. Wisniewski reported the Department is creating a new Parcel for the County, using the western portion of Parcel 20. The Department has negotiated for the relocation of Parcel 20 yacht club and office tenants to Parcel 21, thereby freeing up the area that these tenants currently occupy. The Department will be taking back this portion of Parcel 20 for the County's use. Parcel OT is where the new senior retirement residence will be located.

  - Ms. Cloke asked how the bird sanctuary fits into the Marina planning process.

  - Mr. Wisniewski responded the bird sanctuary is owned by Public Works. The Department has contacted the Director of Public Works and has preliminarily discussed opportunities for what might be able to be done there. Maintenance staffing has been increased to help maintain the sanctuary.

  - Ms. Cloke indicated a non-profit organization, North East Trees, has done miraculous works with old storm drain sites and day-lighting the water, cleaning the areas and keeping the habitat for the birds. This may be an organization the County may want to consider. Ms. Cloke asked staff to keep the Board up to date on the process of the bird sanctuary.

- Small Craft Harbor Commission Minutes
  - All reports were received and filed.

- Redevelopment Project Status Report

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- Mr. Wisniewski suggested the Redevelopment Project Status Report be made larger so that it is easy to read. Mr. Chesler advised the Board that the applicant is moving forward to complete Parcel 83.

- Mr. Chesler provided the Board with a handout and reported the actions of CalTrans along Lincoln Blvd, which are intended to, eventually, re-stripe and remove the median and add lanes.

- Marina del Rey and Beach Special Events
  - All reports were received and filed.

7. **Comments from the Public**
   No comments were taken.

8. **Adjournment**
   Meeting adjourned at 5:25 p.m.

Respectfully Submitted,

La Trina H. Perry, Secretary
Design Control Board