1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

2. APPROVAL OF MINUTES


3. COMMUNICATION FROM THE PUBLIC

This is the opportunity for members of the public to address the Commission on items that are not on the posted agenda, provided that the subject matter is within the jurisdiction of the Commission. Speakers are reminded of the three-minute time limitation.

4. COMMUNICATION WITH THE COMMISSIONERS

This is the opportunity for members of the Commission to provide notification to the public regarding any communication received by the Commissioners from the public, lessees, or other interested parties regarding business of Marina del Rey.

5. REGULAR REPORTS

a. Marina Sheriff (DISCUSS REPORTS)
   - Crime Statistics
   - Enforcement of Seaworthy & Liveaboard
   - Sections of the Harbor Ordinance with Liveaboard Permit Percentages

b. Marina del Rey and Beach Special Events (DISCUSS REPORT)

c. Marina Boating Section Report (VERBAL REPORT)

6. OLD BUSINESS

a. Proposed Water Quality Ordinance – An amendment to existing County Code to minimize and prevent the discharge of chemical and bacterial pollutions into receiving waters of Marina del Rey Harbor. (ENDORSEMENT)

7. NEW BUSINESS

a. Proposed 2018 Commission Meeting Schedule (APPROVAL REQUIRED)

b. Election of Commission Officers (APPROVAL REQUIRED)
8. **STAFF REPORTS**

Ongoing Activities (DISCUSS REPORTS)
- Board Actions on Items Relating to Marina del Rey
- Regional Planning Commission’s Calendar
- California Coastal Commission Calendar
- Redevelopment Project Status Report
- Design Control Board Minutes
- Marina del Rey Slip Report
- California Coastal Commission Slip Report
- Fisherman’s Village Progress Report
- Illegal Boat Charter Enforcement
- Marina Spooktacular Event Analysis

9. **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://marinadelrey.lacounty.gov](http://marinadelrey.lacounty.gov)
   - MdR Visitors & Information Center
   - Administration Building
   - 13837 Fiji 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

3. The entire agenda package and any meeting related writings or documents provided to a Majority of the Commissioners (Board members) after distribution of the agenda package, unless exempt from disclosure Pursuant to California Law, are available at the Department of Beaches and Harbors and at [http://marinadelrey.lacounty.gov](http://marinadelrey.lacounty.gov)

**ADA ACCOMMODATIONS**: If you require reasonable accommodations or auxiliary aids and services such as material in alternate format or a sign language interpreter, please contact the ADA (Americans with Disabilities Act) Coordinator at (424) 526-7752 (Voice) or (TTY/TDD) users, please call the California Relay Service at 711. The ADA Coordinator may be reached by email at rstassi@bh.lacounty.gov.
SMALL CRAFT HARBOR COMMISSION MINUTES
November 08, 2017

Commissioners: Allyn Rifkin, Chair; David Lumian, Vice Chair; Dennis Alfieri; Vanessa Delgado (excused absence)

Department of Beaches and Harbors (DBH): Gary Jones, Director; Brock Ladewig, Deputy Director; Steve Penn, Chief of Asset Management Division; Michael G. Rodriguez, Chief Property Manager; Amir Tadros, Sr. Real Property Agent; Maral Tashjian, Planning Specialist

County: Amy Caves, Principal Deputy County Counsel; Deputy Sheriff Brett Carlson, Deputy Sheriff Richard Nichols

Item 1- Call to Order and Pledge of Allegiance
Chair Rifkin called the meeting to order at 10:09 a.m. and read the Commission’s policy on public comment. The Pledge of Allegiance was led by Deputy Sheriff Carlson.

Item 2- Approval of Minutes

Motion to approve October 11, 2017, Meeting Minutes by Commissioner Alfieri, seconded by Vice Chair Lumian, unanimously approved.

Ayes: 3 – Chair Rifkin, Vice Chair Lumian, and Mr. Alfieri

Item 3 – Communication from the Public
Gary Gilpin and Anastasia Aleksandrov passed out a letter and flyer and spoke about how Marina Sailing would like to promote Marina del Rey as a sailing destination without being restricted to chartering out of Dock 52. They would like to have a location where they can embark and stay on board overnight.

Vice Chair Lumian asked where else they are operating out of.

Anastasia Aleksandrov replied that they operate out of Oxnard, Marina del Rey, Redondo Beach, New Port Beach, Long Beach and San Diego.

Vice Chair Lumian asked if they were parking and operating out of one area at the other locations and how many boats they are chartering.

Anastasia Aleksandrov confirmed they are using one dock at the other locations except for Redondo Beach and provided the number of boats they are operating.

Vice Chair Lumian would like DBH to consider accommodating Marina Sailing so that they can continue to have a successful business in the Marina.
Bob Atkins spoke about the dock prices and the Pacific Ocean Management Dock 55 Agreement.

Chris Kitcher spoke about the Southwestern Corinthian Club being audited and stated this is a hardship because they are not a business operating for profit but are providing a low-cost fee for their members to access the water.

Vice Chair Lumian would like DBH to minimize the hardship.

Gary Jones responded that the lessee is being audited and since they are a sublessee they are subject to being audited to ensure rent is collected in compliance with the terms of the ground lease.

Jack Silver spoke about the Dock 55 management company’s boat chartering rules and about the condition of the docks.

Commissioner Alfieri suggested that Mr. Silver submit his issues and suggestions in writing. He also inquired about the dock maintenance and suggested a list of issues be provided to the management company.

Gary Jones responded that the maintenance issue is DBH’s responsibly and that there is a cleaning schedule that is being adhered to.

Commissioner Alfieri stated that the wildlife has increasingly become an issue.

Gary Jones replied that the location was used for abandoned boats for many years but now there is a change in the environment that would eventually change the wildlife’s habits over time.

Vice Chair Lumian inquired about the maintenance schedule and suggested looking at seasonal changes and increasing the cleaning schedule accordingly.

Gary Jones replied that the cleaning is done every two weeks and that he will provide the schedule to the Commission.

Commissioner Alfieri stated that we want to be the best marina by keeping up the maintenance and upgrading where we can.

Walter Lamb expressed concern about the Ballona Wetlands ecological reserve being used as a long term parking lot and believes that the land should be returned back to a wildlife habitat.

Vice Chair Lumian stated he would like to have a tour of the parking lot.

Item 4 – Communication with the Commissioners
Vice Chair Lumian disclosed his attendance at Cal Boating Aquatic directors meeting, American Canoe Association National Paddle Sport Conference, Navigation Safety Advisory Council meeting, and received phone calls from Mr. Barry Fisher and Mr. Dave Baker.

Chair Rifkin disclosed he met with a group of concerned homeowners on Venice Canals regarding their concerns about tour buses and touring facilities.

Item 5a – Marina Sheriff
Deputy Sheriff Nichols presented the crime statistics and liveboard report.

Item 5b – MdR and Beach Special Events
Carol Baker reported that they had a wonderful Spooktacular Halloween event with an estimated 6,000 attendees over a two-day period, and these individuals came from over a hundred different area codes. She also reported that DBH is partnering with the Convention and Visitors Bureau to promote the upcoming holiday events, such as Winter Snow Wonder. She stated that this will be the first year they will be decorating the park for the entire holiday period with lights and a giant snow globe. There will also be a holiday movie night each Saturday evening leading up to the New Year’s Fireworks Show and Glow Party.

Vice Chair Lumian would like to get a breakdown of the percentages by zip codes.

Carol Baker responded that information could be provided.

Item 5c – Marina Boating Section Report
Michael Blenk reported that Anchorage 47 has a 4% vacancy which consists of small-size slips (22ft-24ft, and 38ft); Parcel 77 power boat storage is completely full; and mast-up storage has 42 spaces open, and there is no waiting list.

Item 5d – Marina del Rey Convention and Visitor’s Bureau Report
Janet Zaldua handed out the Destination Analysts Visitor Profile & Destination Brand Research Study Interim Report and reported that there were over 500 surveys conducted during the summer season. She also reported that there will be additional surveys taken during the winter season to determine how we can make the Marina a destination for both seasons. She reported that the hotel occupancy rate from January to September 2017 was 87.4%, which is up from 84.9% from 2016. She announced that they did a Sunday promotion during August and September where they partnered with 10 different businesses in the Marina, such as restaurants, stand up paddle boarding, and sport fishing, to provide some type of discount or live music.

Vice Chair Lumian stated that he would like to see the data provided by zip codes.

Janet Zaldua responded that she could provide that information to the Commission, and reported that the majority of the ARTsea attendees were from District 2. She also stated that they will continue to do the surveys for the next three years.
Bob Atkins commented on the amount of activities that have attracted attendees to the marina and that it is surprising how small of a percentage of people are here for boating.

**Item 6a – Proposed Water Quality Ordinance**  
Maral Tashjian provided the staff report.

Marlan Hoffman, from the California Professional Divers Association (CPDA) and the Hull Cleaners Best Management Practices (BMP) Program, provided a handout that described BMP strategies throughout the State of California, and provided a brief presentation.

Bob Atkins expressed concern that Section 19.12.1090 is a duplication of existing US Coast Guard law and that there is not a certification program in place for painters and boat cleaners who may be pushed out of a job due to high insurance criteria.

Alicia Kunz commended DBH for working on the boat hull cleaning ordinance. She expressed concern that Section 3 Item E would be hard to regulate and requested to see the link to the CPDA on our website.

Tim Riley also expressed concern with Section 3 Item E, which may need clarification but supports the ordinance.

Vice Chair Lumain stated he is sympathetic to the concern of putting the onus on the lessee to enforce the hull cleaners and asked how DBH would feel about deleting Section 3 Item E and having it be an administrative responsibility of the Boating Section to monitor the operators.

Gary Jones responded that they would be opposed to it.

Commissioner Alfieri stated he is in favor of striking Section 3 Item E.

Chair Rifkin expressed his concern with the statement on Section 1 Item D “Failure to report such a violation shall be an infraction” and feels it is far-reaching and hard to prove. He also inquired if it is imperative that the certification process be in place to make the observation.

Maral Tashjian responded that as part of the rollout, DBH will be hosting the first certification and inviting hull cleaners in the Marina and from the surrounding areas. As part of the certification there will be a stamp on their identification card that shows they are certified and they will also be issued a sticker for the boats.

Vice Chair Lumian inquired about the certification process, cost, and if the course could also be provided in Spanish.
Chair Rifkin asked if there would be an issues with putting in a sunset clause for the ordinance and a metrics clause that would suggest an annual monitoring.

Maral Tashjian responded that that is something that can be addressed outside of the ordinance.

Commissioner Alfieri asked if the ordinance needs to be endorsed today.

Gary Jones responded “no,” but preferred to move forward in a timely fashion with the State-mandated aggressive timeline that has been placed on the County. He also stated that the County needs to show the State that the County, the lessees, and the boat owners in Marina del Rey, as responsible parties under the TMDL, are taking appropriate and timely action.

Chair Rifkin asked if these were two ordinances and should be placed on the Board’s agenda as two different action items.

Amy Caves responded that the ordinance amendments will be going to the Board of Supervisors as one package.

**Vice Chair Lumian moved to table this item for a future meeting and that staff be requested to confer with the Lessees Association, seconded by Commissioner Afieri. Chair Rifkin would like to add to the motion that staff report back on the items that were discussed.**

**Ayes: 3 – Chair Rifkin, Vice Chair Lumian, and Mr. Alfieri**

Vice Chair Lumian discussed the other ordinance and asked if staff had looked at other modules and what had been successful in other harbors in terms of reducing the amount of discharge into the harbors from holding tanks. He also asked if these things were being done by DBH or being inspected by DBH, and what kind of enforcement would take place.

Maral Tashjian responded that the enforcement would be done by the Harbor Master’s Office. She stated that the Catalina module was looked at and that Marina del Rey and Catalina were not at the same scale with boats coming in as visitors and it would be impossible to put a dye tab in every single boat. It will be treated on a case-b-case basis at the discretion of the Harbor Master.

Vice Chair Lumian stated that a more aggressive approach is better.

Maral Tashjian stated that they have been working with the Bay Foundation on outreach efforts and they are working on a voluntary dye tab program.

**Item 6b – Marina del Rey Anchorage Commercial Uses**

Michael Rodriguez provided the staff report.
Bob Atkins commented on the parking issue at Dock 55, the map that shows Parcel 47 marked as a discretionary permit zone, and Parcel 45 not being marked, and the Dock 55 management agreement.

Elliot Zimmerman stated this is the first time he heard about the ministerial and discretionary permits and would like clarification on the process, what is required from the Planning Board, and would one permit cover the entire Marina, or is a ministerial permit required for each commercial property and a discretionary permit for each residential property. He also would like to know if Kevin Finkel is the correct person to contact.

Michael Rodriguez responded that there are ground-lease requirements for chartering and commercial subleasing, and discussed when a related-use hearing is required. Then there are land-use plan requirements that involve ministerial permits and conditional-use permits that do not have anything to do with the ground-leasing side; that the two are separate. One may go to Kevin Finkel to discuss conditional use permits and the type of permit needed, but he will not be able to help with the issues of commercial subleases under a ground lease.

Vice Chair Lumian asked if this was a new approach.

Michael Rodriguez responded that this is the same approach but wanted to clarify and educate.

Vice Chair Lumian asked for clarification on what is chartering.

Michael Rodriguez responded that this is how to qualify bareboat boat chartering.

Vice Chair Lumian stated that this would be a way for Blue Pacific, Marina Sailing, and others to legitimize their businesses.

Michael Rodriguez confirmed that that is correct and that the Planning Department would look into the parking requirements.

Vice Chair Lumian asked if the cost of $1,001 for ministerial permits is per slip or per anchorage.

Michael Rodriguez replied it would be per leasehold location.

Elliot Zimmerman asked that if an organization has a commercial sublease and permission from the lessee to use their docks they would still need to come to the SCHC to get permission to get a ministerial permit for any of the commercial anchorages listed, or a discretionary permit for the residential parcel.

Michael Rodriguez replied that they would not come to the SCHC but to the County Regional Planning Department.
Chair Rifkin asked to receive a copy of the PowerPoint presentation and recommended that other requirements such as insurance should be added to the slides. He also asked if water taxis are included in this process.

Michael Rodriguez responded “yes,” that if they are operating out of a leasehold.

Chair Rifkin suggested that staff should continue to report this issue under “Item 8: Illegal Charters” until this process is understood.

Vice Chair Lumian appreciated staff’s providing a more concise presentation on the subject, but would like the staff to seek a better solution because a number of the charters have expressed the stress of doing business in Marina del Rey.

Commissioner Alfieri suggested listing the types of uses that come under each permit.

Vice Chair Lumian would like a list of Dock 55 users at the next meeting.

Item 7a – New Business
None

Item 8 – Staff Reports
Steve Penn provided the staff reports.

Adjournment
Chair Rifkin adjourned the meeting at 12:33 p.m.
# LOS ANGELES COUNTY SHERIFF’S DEPARTMENT
## MARINA DEL REY STATION
### PART I CRIMES NOVEMBER 2017

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

Source- LARCIS, Date Prepared December 05, 2017
CRIME INFORMATION REPORT - OPTION 5A

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<th>West Marina 2760</th>
<th>East Marina 2761</th>
<th>Lost R.D. 2762</th>
<th>Marina Water 2763</th>
<th>Upper Ladera 2764</th>
<th>County Area 2765</th>
<th>Lower Ladera 2766</th>
<th>Windsor Hills 2767</th>
<th>View Park 2768</th>
<th>Parks 2791</th>
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Source- LARCIS, Date Prepared December 05, 2017
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Note- The above numbers may change due to late reports and adjustments to previously reported crimes.

Source- LARCIS, Date Prepared December 05, 2017
CRIME INFORMATION REPORT - OPTION 5A
## LOS ANGELES COUNTY SHERIFF’S DEPARTMENT
### MARINA DEL REY STATION
#### PART 3 CRIMES- NOVEMBER 2017

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

**Source** - LARCIS, Date Prepared – December 05, 2017

CRIME INFORMATION REPORT - OPTION 5A
### MARINA DEL REY HARBOR
### LIVEABOARD COMPLIANCE REPORT
### 2017

#### Liveaboard Permits Issued

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#### Totals:

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</table>

Total reported vessels in Marina del Rey Harbor: 3794

Percentage of vessels that are registered liveaboards: 7.96%

Number of currently impounded vessel: 15
January 10, 2018

TO: Small Craft Harbor Commission

FROM: Gary Jones, Director

SUBJECT: ITEM 5b – MARINA DEL REY SPECIAL EVENTS

**THE FREE RIDE**
Daily service
12:00 p.m. – 9:00 p.m.

Catch free on-demand transportation aboard a five-passenger electric shuttle. The service provides transportation to attractions within Marina del Rey, including Fisherman’s Village, Burton Chace Park, Waterside Shopping Center, and many restaurants. Select shuttles also travel to the Venice Pier and to Abbot Kinney Blvd. in Venice.

Wave down a Free Ride car and hop in, or text your pick-up location and passenger count to (323) 435-5000. Please allow 10 – 15 minutes for pick-up. Kids must be big enough to use a regular seatbelt; child-safety seats are not provided. Dogs are welcome.

For more information: Call the Marina del Rey Visitors Center at (424) 526-7900

**BURTON CHACE PARK WALKING CLUB**
Burton Chace Park ♦ Lobby ♦ 13650 Mindanao Way ♦ Marina del Rey
Tuesdays & Thursdays
10:30 a.m. – 11:30 a.m.

The Department of Beaches and Harbors (Department) is sponsoring a FREE one-hour walking club. Get your exercise while taking in the beautiful view of the Marina del Rey harbor. Please RSVP by calling (424) 526-7910.

For more information: Call (424) 526-7910
BEACH SHUTTLE
Fridays and Saturdays from 10:00 a.m. – 10:00 p.m.
Sundays and Holidays from 10:00 a.m. – 8:00 p.m.

Catch a free ride on the Beach Shuttle to and from Playa Vista, Marina del Rey and the Venice Beach Pier, and enjoy the surf, sand and surroundings of Marina del Rey in a hassle-free and relaxing way. Now with extended service, the Beach Shuttle will operate year round on weekends and holidays.

For more information: Call the Marina del Rey Visitors Center (424) 526-7900

MARINA DEL REY FARMERS’ MARKET
Parking Lot #11 ♦ 14101 Panay Way ♦ Marina del Rey
Saturdays
9:00 a.m. – 2:00 p.m.

The Department, in collaboration with Southland Farmers’ Markets Association, is offering the Marina del Rey Farmers’ Market on Saturdays. The Marina del Rey Farmers’ Market offers fresh, locally-grown organic and conventionally grown fruits and veggies. Also available are prepared and packaged foods, hand-crafted products and much more! Paid parking is available for 25 cents for every 10 minutes.

For more information: Call the Marina del Rey Visitors Center at (424) 526-7900

FISHERMAN’S VILLAGE WEEKEND CONCERT SERIES
13755 Fiji Way ♦ Marina del Rey
Sponsored by Pacific Ocean Management, LLC
Saturdays & Sundays
1:00 p.m. – 4:00 p.m.

Saturday, January 13th
Upstream (Reggae/Ska)

Sunday, January 14th
Susie Hansen Latin Band (Salsa/Mambo)

Saturday, January 20th
JB & The Riders (Country/Rockabilly)

Sunday, January 21st
Chazzy Green (Jazz/Funk)
Saturday, January 27th
Charangoa (Salsa/Latin)

Sunday, January 28th
2Azz1 (Jazz/Funk)

For more information: Call Pacific Ocean Management at (310) 306-0400

**HOUSEHOLD HAZARDOUS WASTE AND E-WASTE ROUNDUP**
Dock 52 Parking Lot ♠ 13483 Fiji Way ♠ Marina del Rey
Saturday, February 17, 2018
9:00 a.m. – 3:00 p.m.

The County of Los Angeles Department of Public Works and the Sanitation Districts of Los Angeles are sponsoring the annual Household Hazardous Waste and E-Waste Roundup for the proper disposal of environmentally harmful household substances and electronic waste.

For more information: Call Sanitation Districts of Los Angeles County at (800) 238-0173 or visit their website at www.lacsd.org

GJ:CBB:mw
January 10, 2018

TO: Small Craft Harbor Commission

FROM: Gary Jones, Director

SUBJECT: ITEM 6a – WATER QUALITY ORDINANCE UPDATE

Item 6a on your agenda is a presentation by Maral Tashjian, Planning Specialist, Planning Division, Department of Beaches and Harbors. Staff has an update to the November presentation regarding a proposed ordinance to minimize and prevent the discharge of chemical and bacterial pollutants into receiving waters of Marina del Rey Harbor (MdRH) from three sources: vessel hull cleaning and maintenance, vessel waste disposal devices, and birds. The updated drafts of the Water Quality Ordinances are attached.

GJ:BL:SP
yw
ORDINANCE NO.________
An Ordinance amending Title 19 (Airports and Harbors) of the Los Angeles County Code.

The Board of Supervisors of the County of Los Angeles ordains as follows:

SECTION 1. Section 19.12.100 is hereby amended to read as follows:

19.12.100 - Violation—Penalty.

A. It is unlawful to violate any provision of this chapter, the conditions of any permit or license issued pursuant thereto, or any rule, regulation, or policy relating to the harbors, waterways, maritime facilities, or beaches, as the case may be, duly adopted by the Board of Supervisors, the Director, Fire Chief, or Sheriff when properly adopted under his/her delegated authority, and any person committing such violation is guilty of an infraction, punishable by a fine in accordance with California Government Code section 25132.


C. The first and second violation of Section 19.12.1145 within a 12-month period by a Responsible Person, as defined in Section 1.25.020.F (excluding subsections 4 and 5 thereof) and including without limitation the owner of the subject vessel, shall be an infraction. The third and each additional violation of Section 19.12.1145 within a twelve-month period by such a Responsible Person shall be a misdemeanor. Each such Responsible Person shall be jointly and severally liable for each violation of this section.

D. Each Responsible Person with actual or constructive knowledge of a violation of Sections 19.12.700, 19.12.1140, 19.12.1145, or 19.12.1146 shall report said violation to the Director or harbor master as soon as practically possible. Failure to report such a violation shall be an infraction.

EC. A repetition or continuation of any violation of any provision of this chapter, or of any order or direction of the Director, Fire Chief, Sheriff, and/or code enforcement officer on successive multiple days, constitutes a separate offense for each day during any portion of which such violation is committed, continued, or permitted.

SECTION 2. The following definitions are added to Chapter 19.12, Part 2 - Definitions:

"In-Water Hull Cleaning" means the cleaning, by hand or mechanical means, of a recreational or commercial vessel hull up to the waterline while the vessel is in the water. In-Water Hull Cleaning does not include cleaning, by hand or mechanical means, of a recreational or commercial vessel painted with a Non-Biocide Hull Paint, or other in-water maintenance activities such as the servicing of zinc anodes or the maintenance and repair of through-hull drive-shaft components, and similar mechanical or structural maintenance activities.


"In-Water Hull Cleaning Best Management Practices" or "Hull Cleaning BMPs" means In-Water Hull Cleaning practices generally accepted by the hull cleaning industry to be effective while having as little negative effect on the environment as practicable, including without limitation tools, schedules of activities, housekeeping practices, pollution-prevention practices, training and educational practices, maintenance practices, and other practices and procedures used to prevent or minimize the discharge of pollutants into receiving waters. Hull Cleaning BMPs may include any and all pollution prevention and pollution control measures designed to maintain and improve water quality.


“Non-Biodecid Hull Paint” means a hull paint that does not contain any chemical agents capable of killing living organisms.


...
stored shall take or cause to be taken all reasonable precautions to assure
ensure the safekeeping of such vessels at all times.

B. It is unlawful for any person to board, dive near, or work on any privately owned
vessel, while the same is berthed, moored or stored within any County harbor or
maritime facility, for the purpose of conducting thereon any maintenance, service,
repairs for compensation, or In-Water Hull Cleaning, whether for
compensation or not, unless such person shall have first complied with all
registration and identification procedures as may from time to time be established
by the harbor master. The harbor master may require written or other satisfactory
evidence that such person, if not the owner, has been authorized by the owner of
said vessel to conduct such maintenance, service, or repairs.

C. The harbor master shall issue written identification to any person who
satisfactorily complies with such the harbor master's registration and
identification procedures, which written identification shall be carried at all times
by such person while rendering such services on or about any privately owned
vessel within any County-owned harbor or maritime facility.

D. In-Water Hull Cleaning – Certification Required.

The harbor master shall issue written proof of certified or re-certified completion
of one or more education and training programs in In-Water Hull Cleaning BMPs
to any person who, whether for compensation or not, boards, dives near, or
works on any vessel, while the same is berthed, moored, or stored within any
County harbor or maritime facility, for the purpose of conducting thereon any In-
Water Hull Cleaning.

1. As a requirement of registration, any person who performs In-Water Hull
Cleaning shall provide proof of certified or re-certified completion of one
or more education and training programs in In-Water Hull Cleaning
BMPs, to the satisfaction of the harbor master.

Acceptable education and training programs must cover each of the
following topics to the satisfaction of the harbor master: In-Water Hull
Cleaning BMPs, regulatory perspective and the Federal Water Pollution
Control Act (Clean Water Act), boating pollution economics and impacts,
hull coatings, fouling growth and progression, and invasive species.

2. Written proof of certification may only be issued to applicants who are not
the subject of any open or unresolved violation of County Code Section
19.12.1145.

DE. The provisions of subsection B of this section, except those provisions relating to
In-Water Hull Cleaning, shall not be deemed to apply to the owner of any vessel,
to members of his immediate family, to regular employees or sub-contractors of
the facility or premises on which such vessel is located, or to any person
boarding or performing work on any privately owned vessel for the purpose of
performing maintenance, service or repairs thereon or thereto without
compensation.

EF. Appropriate notices of the provisions of this section shall be posted pursuant to
the provisions of Section 19.12.760 of this chapter.

SECTION 4. Section 19.12.1140 is hereby revised:

Part 7 – SANITATION

19.12.1140 - Discharge of petroleum, coal, or paint products.

A. A person shall not discharge or deposit or permit to pass into the waters of a
    County harbor, waterway, or maritime facility any coal, tar, oil, gasoline, diesel
    fuel, solvents, sludge, or residuary products of coal, petroleum, asphalt, bitumen,
    or other refined oil products, nor any varnish, lacquer, or paint products.

B. Any such discharge, deposit, or spill of said products shall be immediately
    reported to the harbor master and any other competent governmental or
    regulatory authority local or personal agency having concurrent jurisdiction, and it
    shall be a violation of Part 7 of this chapter to fail to do so.

SECTION 5. Section 19.12.1400 is hereby revised and moved to Part 8:

Part 8 – SAFETY AND MAINTENANCE

19.12.1145 - Vessel servicing and repair prohibited.

No person shall conduct, perform, or cause to be performed any repairs, alterations,
maintenance, In-Water Hull Cleaning, or other work upon or to any vessel on or in
Marina del Rey, including the harbor waters, the beach and any land area, or on or
in the Pacific Ocean, which in any manner causes, or may cause without
intervention, any material or substance, including without limitation paint, oil or other
petroleum products, dirt, paint sandings or chips, paint plume, wood sandings, or
other residue or debris, to enter the waters of the harbor or the Pacific Ocean.


No In-Water Hull Cleaning shall be performed in the Marina del Rey Harbor without
first obtaining written proof of certification from the harbor master, in accordance with
section 19.12.700.D.

Section 6. Section 19.12.1400 is hereby deleted from Part 9.
Part 9 – MARINA DEL REY

19.12.1400 - Vessel servicing and repair prohibited.

No person shall conduct, perform, or cause to be performed any repairs, alterations, maintenance, or other work upon or to any vessel on or in any public area of Marina del Rey, including the beach or any public parking lot, or in the Pacific Ocean, which in any manner may cause or tend to cause any materials or substance, including but not limited to, paint, oil or other petroleum products, dirt, paint sandings or chips, wood sandings, or other residue or debris, to be deposited upon any vessel, dock, structure, or private or County property, or to enter the waters of the harbor, or the Pacific Ocean.
ORDINANCE NO.________

An Ordinance amending Title 19 (Airports and Harbors) of the Los Angeles County Code.

The Board of Supervisors of the County of Los Angeles ordains as follows:

SECTION 1. Chapter 19.12, Part 7 is hereby revised:

Part 7 – SANITATION

19.12.1090 - Sanitation—Responsibility of lessee or agent—Correction by County authorized when—Costs.

The lessee, agent, manager, or person in charge of a facility or water area under lease from the County, or owned in fee in any County harbor, waterway, or maritime facility, shall at all times maintain the premises under his/her charge in a clean, sanitary condition, free from malodorous materials and accumulations of garbage, refuse, debris, and other waste materials. Should the Director find that any facility or water area under lease is not so maintained, he/she shall notify in writing the lessee and the agent, manager, or other person in charge of said facility or area to immediately commence and diligently prosecute to completion the necessary correction of the unsanitary condition, to the satisfaction of the Director. Failure to do so with reasonable dispatch as soon as practically possible shall be a violation of Part 7 of this chapter, and the Director may then cause the condition to be corrected as he/she deems necessary, and the costs of such correction to be charged to said lessee, agent, manager, or person in charge.

19.12.1100 - Toilet fixtures—Use prohibited.

A. Vessel’s Toilet Fixtures Not to be Used. No person shall operate the toilet fixtures of a vessel, floating home, houseboat or other floating facility within a County harbor, waterway, or maritime facility at any time so as to cause or permit to pass or to be discharged into the waters of such harbor, waterway, or maritime facility any excrement, treated or untreated sewage, or other waste matter or contaminant of any kind.

B. Toilet fixtures of any vessel, floating home, houseboat, or other floating facility must employ either a self-contained portable toilet or a federally-approved marine sanitation device which has been demonstrated to the satisfaction of the harbor master to prohibit the overboard discharge of excrement, treated or untreated sewage, or other waste matter or contaminant of any kind while within the Marina del Rey Small Craft Harbor.

C. If a vessel, floating home, houseboat, or other floating facility has a sanitation device which allows direct overboard discharge of excrement, treated or untreated sewage, or other waste matter or contaminant of any kind, it must be secured while moored in or using the waters of the harbor, waterway, or maritime
facility, so that overboard discharge is prevented. Acceptable methods of securing such device include:

1. Closing the seacock and removing the handle;
2. Padlocking the seacock in the closed position;
3. Using a non-releasable wire-tie to hold the seacock in the closed position; or
4. Locking the door to the space enclosing the toilet(s) with a padlock or door handle key lock.

D. Toilet fixtures of any vessel, floating home, houseboat or other floating facility may be sealed by the harbor master unless such fixtures can be operated in compliance with Section 19.12.1100 A, B, and C of this code at all times when the vessel, floating home, houseboat or other floating facility remains in the harbor.

E. The owner of any vessel, floating home, houseboat, or other floating facility not equipped with approved and acceptable devices for the neutralization or storage of contaminants shall post notices that the toilet facilities aboard shall not be used while the vessel, floating home, houseboat, or other floating facility is moored in or using the waters of the harbor, waterway, or maritime facility.

19.12.1110 - Use of vessel as place of abode—Restrictions.

A. No person shall, within a county harbor, waterway, or maritime facility, use any vessel, floating home, houseboat, or any other floating facility as an abode in excess of three (3) days within any one-week period unless such person shall first have authorization by the lessee, agent, manager, or person in charge of such facility for a liveaboard status, and secondly, have obtained a liveaboard permit from the harbor master. The liveaboard permit shall establish compliance by such vessel, floating home, houseboat, or other floating facility with the following:

1. Compliance with the requirements for seaworthiness as described in Section 19.12.1060 of this code, unless otherwise exempted or temporarily excused by the provisions of that section; and the requirements for toilet fixtures as described in Section 19.12.1100.

2. Installation of a federally approved marine sanitation device or self-contained portable toilet which has been demonstrated to the satisfaction of the harbor master to prohibit the overboard discharge of treated or untreated excrement, sewage, or other waste matter or contaminant of any kind while within the Marina del Rey Small Craft Harbor.

If it is determined by the harbor master that the criteria for issuance of a liveaboard permit have been satisfactorily met, the harbor master shall issue a liveaboard decal which shall be prominently placed, as directed by the harbor
master, on the vessel, floating home, houseboat, or any other floating facility.
Liveaboard permits shall be valid for a period of one (1) year commencing with
the first day of the month following the month of issuance and shall be renewed
on each successive annual anniversary of the previous term’s commencement
date. Any renewal of a liveaboard permit shall be issued by the harbor master
upon the same terms as required for the initial permit. In the case of a floating
home, no annual renewal of a liveaboard permit shall be issued following the
ten years from the effective date of the ordinance adding this subsection
[ordinance effective date] unless the owner provides the harbor master with his
or her statement, made under penalty of perjury, that no transfer of ownership, as
defined by Section 19.12.1060 B2, has occurred with respect to that floating
home since the tenth anniversary of the effective date of the ordinance adding
this subsection [ordinance effective date]. Failure to have obtained such a
liveaboard permit shall be a violation of Part 7 of this chapter.

B. For vessels, floating homes, houseboats or other floating facilities which had
obtained authorization for use for a liveaboard status by the respective lessee,
agent, manager or person in charge of the facility prior to the effective date of the
ordinance adding this section to the code, a liveaboard permit shall be obtained
within 120 days of the effective date of the ordinance adding this subsection to
the code unless a longer time period is provided in order to demonstrate
seaworthiness pursuant to the operation of Section 19.12.1060C or D.

C. For all other vessels, floating homes, houseboats or other floating facilities not
covered by subsection B of this section, a liveaboard permit shall be obtained
prior to the commencement of the use of the vessel, floating home, houseboat or
other floating facility as an abode in excess of three days within any one-week
period.

D. Regardless of the length of occupancy:

1. A person living aboard any vessel, floating home, houseboat or other
floating facility using the harbor, waterway or maritime facilities shall not
use the toilet fixtures of any vessel, floating home, houseboat or other
floating facility unless such use will not violate the provisions of Section
19.12.1100 of this code;

2. Toilet fixtures of any vessel, floating home, houseboat or other floating
facility which is used as an abode may be sealed by the harbor master
unless such fixtures can be operated in compliance with Section
19.12.1100 of this code so long as the vessel, floating home, houseboat
or other floating facility remains in the harbor;

3. The owner of any vessel, floating home, houseboat or other floating
facility not equipped with approved and acceptable devices for the
neutralization or storage of contaminants shall post notices that the toilet
facilities aboard shall not be used while the vessel, floating home, houseboat or other floating facility is moored in or using the waters of the harbor, waterway or maritime facility.

EB. The Director and/or harbor master may promulgate such additional regulations in connection with vessels used as abodes as may be necessary to ensure the maintenance of sanitary and sightly conditions, as determined by the Director and/or the harbor master, and the preservation and protection of the public health, safety, peace, welfare, and convenience in the use of any County harbor, waterway, or maritime facility, or portion thereof. A violation of any part of such regulations shall be cause for revocation for use of any vessel, floating home, houseboat, or other floating facility as an abode, and it shall be unlawful for any person to live aboard such vessel, floating home, houseboat, or other floating facility until such violation has been corrected to the satisfaction of the Director and/or the harbor master.

SECTION 2. Section 19.12.1380 is hereby amended to read as follows:

Part 9 - MARINA DEL REY

19.12.1380 - Wild animals and birds—Molesting and feeding prohibited.

A. Anywhere within the harbor, a person shall not hunt, injure, molest, frighten, trap, chase, tease, shoot, or throw missiles at any animal, bird, or fowl, nor shall a person remove or have in his possession the young of any wild animal or the eggs, nest, or young of any bird or fowl.

B. Feeding. Anywhere within or about the harbor, a person shall not give, or offer, or attempt to give, or provide in any way to any animal, bird, or fowl any tobacco, alcohol, or other known noxious or toxic consumable substances, regardless of whether such substance is toxic or nontoxic.
January 10, 2018

TO:       Small Craft Harbor Commission
FROM:     Gary Jones, Director

SUBJECT:  ITEM 7a– PROPOSED 2018 COMMISSION MEETING SCHEDULE

Small Craft Harbor Commission meetings are usually held on the second Wednesday of each month at 10:00 a.m. (unless otherwise noted) at the Burton Chace Park Community Building, 13650 Mindanao Way, Marina del Rey. For 2018, staff is recommending the same schedule unless there is an item of broad community interest, such as a major leasehold redevelopment proposal. When those items are to be presented to your Commission for recommendation, an evening meeting may be scheduled.

We hereby submit the following proposed 2018 calendar for your consideration and approval:

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<tr>
<th>Date</th>
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<tr>
<td>January 10, 2018</td>
<td>Wednesday</td>
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<tr>
<td>February 14, 2018</td>
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<td>November 14, 2018</td>
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GJ:BL:SP
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January 10, 2018

TO: Small Craft Harbor Commission

FROM: Gary Jones, Director

SUBJECT: ITEM 7b – ELECTION OF COMMISSION OFFICERS

Item 7b on your agenda pertains to the election of the Commission Chair and Vice-Chair. A copy of the Small Craft Harbor Commission rules is attached hereto for your review and reference in relation to the election of officers.

GJ:BL:SP
ym

Attachment
Rules

of the
Los Angeles County
Small Craft Harbor
Commission
RULES OF THE SMALL CRAFT HARBOR COMMISSION

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RULES OF THE
SMALL CRAFT HARBOR COMMISSION

CHAPTER I
GENERAL PROVISIONS

Section 1. APPLICATION. These rules shall apply to the Small Craft Harbor Commission of the County of Los Angeles (the "COMMISSION").

Section 2. RULES OF ORDER. The proceedings of the Commission shall be governed by the Ralph M. Brown Act (the "Brown Act"), and such other laws of the State of California as may apply, and to the extent the Brown Act and other statutory laws of the State of California do not apply, by Robert's Rules of Order, newly revised, except as herein otherwise provided (collectively, the "Rules"). The foregoing notwithstanding, compliance with the Rules shall not be mandatory except to extent required by law. The County Counsel shall act as parliamentarian and, on request of the Chairman, shall give parliamentary advice.

CHAPTER II
COMMISSION MEETINGS

Section 3. REGULAR MEETINGS. The regular meetings of the Commission shall be held on the second Wednesday of each month, commencing at the hour of 9:30 a.m., in the Community Room of Los Angeles County's Department of Beaches and Harbors' Chace Park at 13650 Mindanao Way, Marina del Rey, California or such other day, time, or place, as the Commission may decide for its next scheduled regular meeting. If any regular meeting day falls upon a holiday, the regular meeting of the Commission shall be held at the same place upon the first succeeding day which is not a holiday commencing at the same hour.

Section 4. SPECIAL MEETINGS. The Commission may elect to hold a special meeting on a day, at a time, or in a location other than that prescribed in Section 3 for regular meetings. All Rules pertaining to regular meetings of the Commission shall apply to special meetings to the extent they may be applicable to the special meeting to be conducted.

Section 5. PUBLIC HEARINGS. The Commission may hold public hearings and may appoint one of its members to be the hearing officer, with responsibility for reporting his findings and recommendations to the Commission. Guidelines for public participation at a public hearing are included in Exhibit 1.
Section 6. QUORUM. A majority of the Commission shall constitute a quorum, and a quorum must be present for the Commission to conduct its business.

Section 7. MAJORITY VOTE. No act of the Commission shall be valid or binding unless a majority of the Commission concurs. However, if there is less than a majority vote of the Commission on an item, the Commission may refer the item to the Board of Supervisors with a notation of the Commission's vote.

CHAPTER III
ELECTION, POWERS, AND DUTIES OF CHAIRMAN AND VICE-CHAIRMAN

Section 8. ELECTION OF CHAIRMAN AND VICE-CHAIRMAN. At its January meeting, the Commission shall elect both a Chairman and a Vice-Chairman to serve until the next January regular meeting. No member of the Commission shall be elected to the same office for more than two consecutive terms of one year each.

Section 9. CHAIRMAN DUTIES AND POWERS. The Chairman shall possess the powers, and perform the duties prescribed, as follows:

a. Have general direction over the Commission Meeting Room;

b. Preserve order and decorum;

c. Assure that attendance of the public at meetings in the Meeting Room shall be limited to the number which can be accommodated by the seating facilities regularly maintained therein;

d. Allocate the length of time for public discussion of any matter in advance of such discussion, with the concurrence of the Commission;

e. Allocate equal time to opposing sides insofar as possible taking into account the number of persons requesting to be heard on any side;

f. Limit the amount of time that a person may address the Commission during a public discussion period in order to accommodate those persons desiring to speak and to facilitate the business of the Commission; and

g. Appoint hearing officers and set dates for public hearings.
In the event of the resignation, removal, or death of the Chairman, the Vice-Chairman shall serve as Chairman for the remainder of the term.

Section 10. VICE-CHAIRMAN DUTIES AND POWERS. The Vice-Chairman shall have all of the powers and duties of the Chairman during the absence of, or inability to act of, the Chairman.

In the event of the resignation, removal, or death of the Vice-Chairman, or the assumption of duties and powers of the Chairman by the Vice-Chairman as provided in Section 9, the Commission shall elect another member to serve as Vice-Chairman until the end of the term.

CHAPTER IV
CONDUCT OF MEETINGS

Section 11. PUBLIC MEETINGS. Meetings of the Small Craft Harbor Commission are open to the public.

1. The general public is invited to comment upon agenda items after introduction of the item by a member of the Commission or Department.

2. Individual speakers may be limited to specific time periods of not less than three minutes, and are requested to present information not already provided. Speakers will be recognized only once on a given item.

3. At the conclusion of the public comments the Commission will consider the item without any further comment or debate from the floor.

4. The "Communications From the Public" item on the agenda provides time for any party to address the Commission on any matters that are within the subject matter jurisdiction of the Commission. A person may make one presentation under this agenda item per Commission meeting. Individual speakers may be limited to specific time periods of not less than three minutes in length; the number of speakers under this item may be limited to five.

5. The Chairman, at his discretion, may alter or change the order in which agenda items are considered, depending upon his determination of the importance or urgency of an item.
6. The Chairman shall order removed from the Commission Meeting Room any person who commits the following acts with respect to a regular or special meeting of the Commission:

a. Disorderly, contemptuous or insolent behavior toward the Commission or any member thereof, tending to interrupt the due and orderly course of said meeting;

b. A breach of the peace, boisterous conduct or violent disturbance, tending to interrupt the due and orderly course of said meeting;

c. Disobedience of any lawful order of the Chairman, which shall include an order to be seated or to refrain from addressing the Commission;

d. Any other unlawful interference with the due and orderly course of said meeting.

Any such removal shall be effected by a peace officer upon being directed by the Chairman.

Section 12. ORDER OF BUSINESS. The business of each regular meeting of the Commission shall be transacted as far as practicable in the following order:

1. Call to order and action on absences.

2. Action on minutes of prior meeting.

3. Posted agenda items, e.g., regular reports, old business, new business, staff reports.

4. Items not on the posted agenda to be discussed and (if requested) placed on the agenda for action at a future meeting of the Commission, or items requiring immediate action because of an emergency situation involving severe impairment to the public health or safety or where the need to take action arose subsequent to the posting of the agenda.

5. Presentation of scrolls.

6. Comments by members of the public on matters that are within the subject matter jurisdiction of the Commission.
Section 13. AGENDAS AND POSTING REQUIREMENT. The Commission may set items for each agenda and Agendas will be posted at least 72 hours in advance of each meeting at the Administration building of the Department of Beaches and Harbors located at 13837 Fiji Way, Marina del Rey. The agenda will describe each agenda item to be considered, the proposed action, and the location and time of the meeting.

Section 14. MATTERS FOR CLOSED SESSIONS. The Brown Act allows the Commission to go into closed session to discuss the following matters:

1. The purchase, sale, or lease of real property with the agency's negotiator, or to instruct the negotiator.

2. Pending litigation.

3. National security, or the security of public buildings and/or threats to public access to public services and facilities.

4. The issuance of a license to a person with a criminal record.

5. The appointment, employment, performance, or dismissal of an employee, or to hear complaints or charges against an employee, unless the employee requests a public hearing.

6. Salaries, compensation, or fringe benefits for employees.

Section 15. CLOSED SESSIONS - PROCEDURES. In order to maintain compliance with the Brown Act, the intent of which is to insure that the public's business is conducted in open meetings, the following procedures will be followed whenever the Commission holds a closed session:

1. Prior to or after any closed session, the Commission must publicly state the general reason or reasons for the closed session. Specific statutory authority may be cited.

2. If the closed session is to discuss pending litigation which has been formally initiated before a court, an administrative body, a hearing officer, or an arbitrator, the title of the litigation must be cited in the public statement, unless it would jeopardize the County's ability to serve process on an unserved party or to conclude settlement negotiations, and a memorandum of reasons and authority for the closed
session shall be prepared by the County Counsel and filed with the minutes and records of the Commission.

3. In the closed session, the Commission may only discuss the matters covered in the public statement.

4. A minute book shall be kept of the topics discussed in the closed sessions and the decisions made. This book shall not be a public record and may only be viewed by members of the Commission, or court of general jurisdiction in the event of an alleged violation of the Brown Act.

CHAPTER V
MISCELLANEOUS PROVISIONS

Section 16. SECONDED MOTION. Each motion made by any member of the Commission shall require a second. Motions and seconds may be made by any member of the Commission, including the Chairman.

Section 17. ROLL CALL. The roll need not be called in voting upon a motion, except where specifically required by law or requested by a member. If the roll is not called, in the absence of objection the Chairman may order the item unanimously approved. When the roll is called on any motion, any commissioner present who does not vote in an audible voice shall be recorded as "Aye."

Section 18. SIGNS. Except with prior authorization of the Chairman, no placards, signs or posters or packages, bundles, suitcases or other large objects shall be brought into the Meeting Room.

Section 19. DISRUPTIONS. All demonstrations, including cheering, yelling, whistling, hand clapping and foot stamping are prohibited.

Section 20. DISTRIBUTION OF LITERATURE. Except with prior authorization of the Chairman, the distribution of literature, of whatever nature or kind, is prohibited.

Section 21. SMOKING. Smoking is prohibited in the Commission Meeting Room.

Section 22. ADDRESSING THE COMMISSION. No person shall address the Commission until he or she has first been recognized by the Chairman. The decision of the Chairman to recognize or not recognize a person may be changed by order of the Commission. All persons addressing the Commission shall give their names for the purpose of the record and state whether they are addressing
the Commission on their own behalf or the behalf of someone else. The Chairman may, in the interest of facilitating the business of the Commission, limit the amount of time which a person may use in addressing the Commission.

Section 23. COUNTY LOBBYISTS. The Chairman may refuse permission to any person not registered as a "county lobbyist" in accordance with provisions of Chapter 2.160 of Los Angeles County code who is seeking to address the Commission in his/her capacity as a "county lobbyist" as that term is defined in Chapter 2.160 of the Los Angeles County code.

revised 10/02/92
January 10, 2018

TO: Small Craft Harbor Commission

FROM: Gary Jones, Director

SUBJECT: ITEM 8 - ONGOING ACTIVITIES REPORT

BOARD ACTIONS ON ITEMS RELATING TO MARINA DEL REY
No items relating to Marina del Rey were on the November and December 2017 Board of Supervisors agendas.

REGIONAL PLANNING COMMISSION’S CALENDAR
No items relating to Marina del Rey were on the November and December 2017 Regional Planning Commission agendas.

CALIFORNIA COASTAL COMMISSION CALENDAR
No items relating to Marina del Rey were on the November and December 2017 California Coastal Commission agendas.

REDEVELOPMENT PROJECT STATUS REPORT
The updated “Marina del Rey Redevelopment Projects Report” is attached.

DESIGN CONTROL BOARD MINUTES
The November DCB meeting minutes are attached.

MARINA DEL REY SLIP REPORT
In November 2017, the overall vacancy rate across all anchorages in Marina del Rey stood at 4.2%. Adjusted to remove out-of-service slips and 50% of available double slips, the vacancy rate within Marina del Rey stood at 3.6%. The vacancy data by anchorage and slip length are attached.

CALIFORNIA COASTAL COMMISSION SLIP REPORT
Pursuant to certain conditions of the Coastal Development Permit (5-11-131) issued by the California Coastal Commission, the County is required to maintain certain minimum thresholds of slip sizes as a percentage of the entire Marina. A report of the percentage of each size category as a percentage of all available slips in the Marina is attached.

FISHERMAN’S VILLAGE PROGRESS REPORT
No further updates for this item.
ILLEGAL BOAT CHARTER ENFORCEMENT
At your Commission’s November meeting, Staff provided a presentation of land use requirements and lease restrictions on the commercial activities at Marina del Rey anchorages, including the process for legalizing a boat charter business.

MARINA SPOOKTACULAR EVENT ANALYSIS
At your Commission’s November meeting, staff reported to the outcomes of the Spooktacular Event held at Burton Chace Park on October 28 and 29, 2017. Your Commission asked for information about attendees from respective Supervisorial Districts. Attached please find the staff analysis.

GJ:BW:SP:yw
Attachments (4)
<table>
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<tr>
<th>Parcel No. Project Name</th>
<th>Representative</th>
<th>Redevelopment Proposed</th>
<th>Massing and Parking</th>
<th>Status</th>
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| 9 -- Proposed Hotel on northern portion of Parcel 9U, wetland park on southern portion. | Sam Hardage | * Proposed dual building hotel, 6-story, 72’-high Marriott Residence Inn, and, 5-story, 61’-high Courtyard Marriott.  
*New promenade improvements, restaurants and amenities.  
* Wetland public park project (1.46 acres). | Massing -- Revised project will be resubmitted at a later date.  
Parking -- plan will be resubmitted at a later date. | Proprietary -- Option was approved by BOS on 10/6/15.  
Regulatory -- January 6, 2016, the BOS’ approval of the hotel project was appealed to the CCC. On May 13, 2016, the CCC granted a time extension, until December 12, 2016, for the wetland park CDP. On July 11, 2016, work began on the wetland park. On April 26, 2017, the DCB approved the final design of the hotel project. Construction of the hotel began on August 11, 2017. |
| 10/14 (FF) -- Neptune Marina/ Legacy Partners | Tim O’Brien | * Demolish existing facilities and build 526 apartments.  
* 161-slip marina + 7 end-ties.  
* 28 foot-wide waterfront promenade. | Massing -- Four 55’ tall clustered 4-story residential buildings over Parking with view corridor.  
Parking -- 1,012 project required parking spaces to be provided (103 public Parking spaces to be replaced off site)  
* Replacement of public parking both on and off site. | Proprietary – December 1, 2015, the BOS agreed to extend the term of the option for up to one year. Lessee submitted Lease Assignments and Assignments of Options to extend existing lease for Parcel 10 and the lease for Parcel 14. The SCHC endorsed the assignments on September 21, 2016 and the BOS approved on October 4, 2016. Parcel 10 and 14 Lease as executed on 12/9/16. Construction commenced on December 14, 2016, and anticipated completion date is October 30, 2019.  
Regulatory -- On January 21, 2015, the final project design was approved by the Design Control Board. On December 12, 2016, work began on the project. |
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<tr>
<th>Parcel No. Project Name</th>
<th>Representative</th>
<th>Redevelopment Proposed</th>
<th>Massing and Parking</th>
<th>Status</th>
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<tr>
<td>43 -- Marina del Rey Hotel Anchorage</td>
<td>Jeff Pence</td>
<td>* Demolition of a 349-slip marina and construction of a 277-slip marina.</td>
<td>Massing -- Parking--163 spaces for boaters</td>
<td>Proprietary -- BOS approved bifurcation of Parcels 42 and 43 into separate leaseholds Lessee exercised its option to expand the lease term. Lease was executed on 12/22/15, and project is under construction. Regulatory -- Dock replacement will be phased during a 5-year period beginning in 2015. Reconstruction of the docks commenced in November 2016. Regulatory Matter: Parking Permit for reduced Parking.</td>
</tr>
<tr>
<td>44 - Pier 44/Pacific Marina Venture</td>
<td>Michael Pashaie/ David Taban</td>
<td>* Build 5 new visitor serving commercial and dry storage buildings</td>
<td>Massing -- Four new visitor-serving commercial buildings, maximum 36' tall and one dry stack storage building, 65' tall. 771.5 lineal feet view corridor proposed. Parking -- 381 at grade Parking spaces will be provided with shared Parking agreement (402 Parking spaces are required).</td>
<td>Proprietary -- The lessee initialed a revised Term Sheet on July 9, 2015. On January 13, 2016, SCHC endorsed DBH's recommendation to grant lessee an option to extend the lease term for 39 years. The Grant of Option was approved by the BOS in October 2016. Construction began on September 11, 2017. Regulatory -- February 9, 2016, the BOS approved the project, which was appealed to the CCC. CCC denied the appeal on June 9, 2016. Regulatory Matter: Shared Parking Agreement. No Variance proposed</td>
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</table>
# Marina del Rey Redevelopment Projects Report

As of January 3, 2018

<table>
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<tr>
<th>Parcel No.</th>
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<th>Massing and Parking</th>
<th>Status</th>
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<tr>
<td>52</td>
<td>Boat Central/Pacific Marina Development</td>
<td>Jeff Pence</td>
<td>* 345-vessel dry stack storage facility* 30-vessel mast up storage space* 5,300 s.f. County Boatwright facility</td>
<td>Massing -- 81.5’ high boat storage building partially over water. Parking with view corridor parking. All parking required of the project to be located on site.</td>
<td>Proprietary -- An extension to the Option was approved at the 11/12/13 BOS meeting. September 21, 2016, the SCHC voted 2 to 1 in favor of endorsing the recommendations to approve the Option and the new Lease for Parcel 52. Since three votes were needed to endorse the recommendation, there was no endorsement by the SCHC. On October 25, 2016, Supervisor Knabe referred the project back to DBH. Regulatory -- The waterside portion of the project was approved by the Coastal Commission on January 9, 2015. On August 23, 2016, the USACOE approved the 404 permit.</td>
</tr>
<tr>
<td>53</td>
<td>The Boatyard</td>
<td>Greg Schem</td>
<td>* New 921 s.f. ADA Restroom * New 3,916 s.f. carport with 14 garage spaces and boater storage. * Leasehold refurbishment, including new landscaping, hardscape, and waterside walkway.</td>
<td>Massing -- One 38’ tall commercial warehouse building and 15’ tall office buildings. New carport storage and office buildings will be 15’ tall. Parking -- Parking proposed is 147 spaces. The code requires 134 spaces for this use.</td>
<td>Proprietary -- On 11/6/ 2012 the Lessee initialed a term sheet for an extension of the leasehold. On January 13, 2016, SCHC endorsed DBH’s recommendation to extend the lease for 39 years. The grant of option was approved by the BOS at its March 15, 2016 meeting. Option was exercised and lease executed on 4/29/16. Project is under construction and anticipated completion date is February 2018. Regulatory -- The DCB approved the final design of the project on December 16, 2015. Regulatory Matter: Variance for reduced setbacks and Architectural Guidelines requiring that structures beat least 15 ft. from bulkhead.</td>
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<td>Parcel No.</td>
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<td>55/56/W</td>
<td>Fisherman's Village/Gold Coast</td>
<td>Michael Pashaie/ David Taban</td>
<td>* 132-room hotel&lt;br&gt;              * 65,700 square foot restaurant/retail space&lt;br&gt;   * 30-slip new marina&lt;br&gt;       * 28 foot-wide waterfront promenade</td>
<td>Massing -- Nine mixed use hotel/visitor-serving commercial/retail structures&lt;br&gt; (8 1- and 2-story and 1 60' tall hotel over ground floor retail/ restaurant), parking structure with view corridor.&lt;br&gt; Parking -- On-site Parking includes all project required Parking, Parking for Parcel 61 lessee (Whiskey Reds).</td>
<td>Proprietary The lessee provided the SCHC with project updates at the March and May 2015 meetings.&lt;br&gt; Regulatory -- A plan was last submitted to the Department of Regional Planning in July of 2008.  No recent activity has occurred.&lt;br&gt; Regulatory Matter: Shared Parking Agreement. Variance for reduced setbacks (side and waterfront).</td>
</tr>
<tr>
<td>113</td>
<td>Mariner's Village</td>
<td>Michael Sondermann</td>
<td>* Complete leasehold refurbishment of 981 apartments&lt;br&gt;                          * Retail space increase from 2,070 s.f. to 9,000 s.f.&lt;br&gt;       * New 92-slip anchorage will be constructed&lt;br&gt;       * New 28 foot-wide pedestrian promenade and public amenities</td>
<td>Proprietary – Item opened on 9/23/2013&lt;br&gt; Regulatory -- An EIR scoping meeting was held on 09/16/14 in Chace Park.</td>
<td>Proprietary -- An EIR scoping meeting was held on 09/16/14 in Chace Park.</td>
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<td>13</td>
<td>Villa del Mar</td>
<td>David Canzoneri</td>
<td>* Complete leasehold refurbishment of 198 apartments&lt;br&gt;                           * Existing 209-slip anchorage will be renovated commencing no later than 2029&lt;br&gt;       * Improved pedestrian promenade and public amenities will be renovated.</td>
<td>Massing -- Four existing buildings up to 3 stories high.&lt;br&gt; Parking -- Existing open air Parking and Parking structure will be renovated. Total Parking provided on site is 572 spaces.</td>
<td>Proprietary -- Construction commenced on December 8, 2014. The project was completed in December 2017.&lt;br&gt; Regulatory -- On 6/18/14, the DCB approved the final design of the renovation project.</td>
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<td>Parcel No.</td>
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| 15        | AMLI Residential | Jason Armison | * Demolish existing facilities and build 585 apartments  
* New 8,000 s.f. commercial space  
* New 241 boat slip marina  
* New 1,271-Parking space garage | **Massing** -- Six buildings up to 5 stories and 70' high  
**Parking** -- All Parking to be provided on site within new 1,271-space Parking garage | **Proprietary** -- The lease was executed on 1/30/14. Construction commenced on July 1, 2014, and anticipated completion date is May 2018.  
**Regulatory** -- June 30, 2014, demolition of the site commenced. October 2016 –Construction of project is underway. |
| 28        | Wayfarer     | Tim O’Brien   | * Complete leasehold refurbishment of 379 apartments  
* New bicycle depot for public use  
* Improvements to existing promenade and dock gates and public amenities  
* Replacement of existing docks within 6 months of completed of landside renovation | **Massing** -- Seven buildings up to 3 stories high  
**Parking** -- Existing subterranean Parking structure contains 947 Parking spaces. | **Proprietary** -- The MND for the project was adopted by the BOS at the March 24, 2015 meeting. Board also approved a future assignment to Legacy. Option was exercised and lease executed on 9/25/15. Project is under construction and anticipated completion date is January 2018. In July 2017, the CCC granted permission to begin the dock reconstruction project.  
**Regulatory** -- On July 15, 2015, the DCB approved the final design of the project. Construction commenced in December 2015. |
1. Call to Order and Pledge of Allegiance
Vice Chair Jubany called the meeting to order at 1:40 p.m.

Mr. Wong led the Pledge of Allegiance.

Moved by Mr. Wong, seconded by Mr. Stanley, the absence of Mr. Pastucha was excused.

Ayes: 3 – Vice Chair Jubany, Mr. Stanley, and Mr. Wong

2. Approval of the October 18, 2017 Minutes

Moved by Mr. Wong, seconded by Mr. Stanley, the October 18, 2017 minutes were approved.

Ayes: 3 – Vice Chair Jubany, Mr. Stanley, and Mr. Wong

3. Public Comment
None

4. Consent Agenda
None

5. New Business
A. Parcels 111/112 – Marina Harbor Apartments – DCB #17-010 – Consideration of New Landscaping and Dog Parks
Troy Evangelho presented the staff report.

Mr. Wong asked if other departments required approval of the applicant’s project.

Mr. Evangelho replied that the applicant also needed approval from the Department of Regional Planning.

Kevin Finkel stated that Regional Planning had entitlement requirements for this project and would approve entitlement for land use in compliance with development standards.

Mr. Wong asked Mr. Finkel if he was aware of the Clean Water Act requirements and how storm water contamination would be handled in reference to the project. Mr. Finkel replied that he was not, and explained that the applicant would also require approval at the plan check phase with the Department of Public Works’ Building and Safety Office. Mr. Finkel stated that the Clean Water Act requirements would likely be addressed at that time.

Mr. Wong shared his concern regarding storm water contamination and the need to ensure that the project is compliant with LID requirements [i.e., “low impact development” re urban storm water runoff].

Mr. Evangelho stated that the artificial turf outlined for use within the project was permeable and reiterated that grading and LID requirements would be reviewed at the Building and Safety’s plan check phase.

David Levine, the Marina Harbor Lessees representative, and Rachel Vassar, the landscape architect, introduced themselves.

Mr. Levine stated that the intent of the lessee was to add amenities for residents and prospective residents while mitigating against the unattractive conditions that existed along Via Marina due to ongoing construction.

**Public Comment**

None

**Board Comment**

Mr. Wong asked Ms. Vassar about the LID requirements in reference to the project.

Ms. Vassar replied that her office was very familiar with the LID requirements and has previously designed other dog parks. Ms. Vassar also stated that the project would have a sub-aggregate base to assist with drainage and that her office would work closely with Planning Staff to ensure that all drainage concerns are addressed.
Vice Chair Jubany asked about the type of dense shrubbery that would cover the chain-linked fences around the parks, the impact on the park size and why those materials were chosen.

Ms. Vassar pointed out the tree type in the plan submittals, explained that the texture of the tree would result in minimal impact on space, and stated that the selected materials were chosen with the elements (e.g., salty sea air) and overall esthetics in mind.

Mr. Stanley shared his concerns about the first dog park’s smaller size, proximity to the two residential buildings, and overall dog park maintenance.

Mr. Levine responded by stating that the dog parks needed to be close enough to the buildings for dogs to make it inside. He further stated that the proposed size of the park was appropriate because it would usually only be a couple of dogs in the park at any given time and the parks would be maintained once or twice a day.

Mr. Stanley recommended that the park use be determined by the size of the dog. Smaller, timid dogs would utilize the smaller park and larger, more aggressive dogs would utilize the larger park.

Mr. Levine replied that many options were considered in relation to the best use of the two dog parks and clarified that the locations of each park would be on opposite ends of Bora Bora Way to have the least impact on residents while also remaining accessible to residents with dogs.

Moved by Mr. Wong, seconded by Mr. Stanley this item was approved as submitted, with conditions. The Applicant’s project shall be consistent with Low Impact Development (LID) compliance measures.

Ayes: 3 – Vice Chair Jubany, Mr. Wong, and Mr. Stanley
Nays: 0

B. Parcel 30 – Del Rey Yacht Club – DCB #17-011 – Consideration of Fencing Modifications

Troy Evangelho presented the staff report.

The architect on the project, Jamie Myer, introduced himself and further explained that the design of the fence topper was an homage reference to the design of the original building.

Public Comment
None

Board Comment
Vice Chair Jubany stated that she appreciated Mr. Myer's explanation of architectural reference.

**Moved by Mr. Wong, seconded by Mr. Stanley, this item was approved as submitted.**

Ayes: 3 – Vice Chair Jubany, Mr. Wong, and Mr. Stanley
Nays: 0

C. Parcel 50 – Caruso Affiliated – DCB #17-012 – Consideration of Façade Modifications

Troy Evangelho presented the staff report.

The architect on the project, Robert Calnon, introduced himself and provided photographs of the existing façade and the proposed modifications and explained the modifications in detail.

**Public Comment**
None

**Board Comment**
None

**Moved by Mr. Wong, seconded by Mr. Stanley, this item was approved as submitted, with conditions.**

Ayes: 3 – Vice Chair Jubany, Mr. Wong, and Mr. Stanley
Nays: 0

D. Parcel 50 – Caruso Affiliated / Amazon Books – DCB #17-013 – Consideration of New Signage and Façade Modifications

Troy Evangelho presented the staff report.

Vice Chair Jubany asked if the Amazon order pick-up sign fell within the Marina del Rey Design Guidelines signage requirements.

Mr. Evangelho replied that because the shopping center had a more rigid sign program, the signage would fall outside of that program, but was still under the Board’s purview. The Board could grant an exception to allow the applicant to have the sign.

Vice Chair Jubany also asked if there were any other tenants that have similar signs.

Mr. Evangelho answered that he could not recall any other stores in the shopping center that possessed informational signage such as those.
Mr. Tripp added that the store was a little different from the others in the shopping center because it would have an area where customers were able to pick up or return items ordered online. The signage was intended to explain the functionality, since customers may not be familiar with that type of store.

Vice Chair Jubany questioned if granting the exception would set a precedent for other stores to request approval for similar signage.

Mr. Tripp replied that it would set a precedent, but requesting an exception would fall under the Board’s purview and be subject to the Board’s approval.

Mr. Wong asked if the size of the letters on the proposed signs was comparable to other signs within the shopping center.

Mr. Evangelho responded that the proposed sign for the front of the store met the shopping center’s sign program standards. The signs proposed for the side and the back of the store were slightly bigger than what the sign program allowed and the applicant was requesting an exception.

Mr. Stanley expressed concern regarding the impact on parking as a result of the restructuring of the one larger space into two spaces and agreed with Staff regarding the denial of the proposed white vinyl window coverings.

Mr. Finkel added in response to Mr. Stanley’s parking concern that the County zoning code had specific parking requirements based on certain groupings of land uses. The current tenant, West Marine, fell under the retail/commercial category and the applicant, Amazon Books, would fall under the same category. Following the approval by the Design Control Board, the applicant would verify with Regional Planning what parking would be required to accommodate their business.

David Johnson and Matt Ramos of Amazon Books introduced themselves.

Mr. Johnson provided a detailed explanation of the store design and addressed the proposed vinyl window coverings. Mr. Johnson stated that the covering is more of an opaque frosted film that had some visibility, but was not completely transparent.

**Public Comment**
None

**Board Comment**
Mr. Stanley commented that he would not be comfortable approving the window coverings based on the rendered designs.
Mr. Johnson offered an alternative window design that would remove the opaque film completely. The left window would display an artwork mural and the window in front of the finished hallway would be left open to improve visibility.

Moved by Mr. Stanley, seconded by Mr. Wong, the exceptions to the proposed signage were approved, with conditions. The proposed vinyl window coverings were denied. The alternatively proposed window display was approved, with the condition that Staff approve the final window display design.

Ayes: 3 – Vice Chair Jubany, Mr. Wong, and Mr. Stanley
Nays: 0

7. **Staff Reports**
The reports were received and filed.

   **Public Comment**
   None

8. **Adjournment**
Vice Chair Jubany adjourned the meeting at 2:56 p.m.

   Respectfully Submitted,

   Kandyce Newton
   Secretary for the Design Control Board
### Marina del Rey Slip Vacancy Report

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<td>1</td>
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</tr>
<tr>
<td>P43</td>
<td>28</td>
<td>0.0%</td>
<td>3</td>
<td>77</td>
<td>3.9%</td>
<td>2</td>
<td>88</td>
</tr>
<tr>
<td>P44</td>
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</tr>
<tr>
<td>A47</td>
<td>7</td>
<td>96</td>
<td>7.3%</td>
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</tr>
<tr>
<td>P65</td>
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</tr>
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<td>24</td>
<td>4.2%</td>
</tr>
<tr>
<td>P111</td>
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<td>2</td>
<td>27</td>
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<td>2</td>
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</tr>
<tr>
<td>P129</td>
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<td>24</td>
<td>8.3%</td>
<td>2</td>
<td>46</td>
<td>4.1%</td>
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<td>0.0%</td>
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<td>66</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>41</td>
<td>782</td>
<td>5.2%</td>
<td>13</td>
<td>790</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Total</td>
<td>41</td>
<td>762</td>
<td>5.2%</td>
<td>13</td>
<td>790</td>
<td>1.6%</td>
<td>34</td>
</tr>
</tbody>
</table>

### Summation

- **Vacancy in 17'-25'**: 5.2%
- **Vacancy in 26'-30'**: 1.6%
- **Vacancy in 31'-35'**: 4.6%
- **Vacancy in 36'-40'**: 4.3%
- **Vacancy in 41'-45'**: 6.7%
- **Vacancy in 46' to 50'**: 6.6%
- **Vacancy in 51' and over**: 2.1%

- **Overall Vacancy**: 4.2%

- **Vacancy w/o DOUBLES, OUT OF SERVICE slips**: 3.6%

### Note:
- Parcel 10 dock reconstruction commencement: August 2016. Estimated completion date: August 2018
- Parcel 15 dock reconstruction commencement: September 2014. Estimated completion date: July 2018
- Parcel 28 dock reconstruction commencement: September 2017. Estimated completion date: May 2019
- Parcel 43 dock reconstruction commencement: September 2016. Estimated completion date of final stage: January 2020
- Parcel 44 dock reconstruction commencement: December 2017. Estimated completion date: April 2019
- Parcel 53 dock reconstruction commencement: February 2017. Estimated completion date: February 2018
<table>
<thead>
<tr>
<th></th>
<th>Under Construction</th>
<th>Net Available</th>
<th>TOTAL MR</th>
<th>% of TOTAL</th>
<th>CPD MN THRESHOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>25' &amp; Less</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Slips</td>
<td>322</td>
<td>782</td>
<td>3777</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>26'-30'</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Slips</td>
<td>264</td>
<td>790</td>
<td>3777</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>30'-35'</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Slips</td>
<td>323</td>
<td>1367</td>
<td>3777</td>
<td>36%</td>
<td>18%</td>
</tr>
</tbody>
</table>
# LIST OF DOCK 55 APPROVED CHARTERS

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>VESSEL NAME</th>
<th>VESSEL REGISTRATION #</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Duchess Yacht Charters</td>
<td>THE DUCHESS</td>
<td>USCG Doc#1091823</td>
</tr>
<tr>
<td>LA Sportfishing Charters</td>
<td>MARSEA</td>
<td>USCG Doc#1204570</td>
</tr>
<tr>
<td>Charters 2000</td>
<td>LA GITANA</td>
<td>USCG Doc#675165</td>
</tr>
<tr>
<td>Luxury Liners Inc.</td>
<td>RANGO</td>
<td>USCG Doc#1241480</td>
</tr>
<tr>
<td>Luxury Liners Inc.</td>
<td>CLUELESS</td>
<td>USCG Doc#1084000</td>
</tr>
<tr>
<td>CruiseMdr.com</td>
<td>BLUE HORIZON</td>
<td>USCG Doc#178458</td>
</tr>
<tr>
<td>Mariner Sailing Charters, LLC</td>
<td>AMETHYST</td>
<td>USCG Doc#1150988</td>
</tr>
<tr>
<td>Uniq Yacht Charters</td>
<td>SUPREME</td>
<td>USCG Doc#1279948</td>
</tr>
</tbody>
</table>
MARINA SPOOKTACULAR EVENT ANALYSIS

The Department of Beaches and Harbors hosted its annual Halloween event on October 28-29, 2017 at Burton Chace Park. This year, the Department changed the event name from “Harvest Days and Haunted Nights” to “Marina Spooktacular”. The two-day event offered family-friendly activities during the day and spine-tingling thrills at night.

The following analysis details the total number of attendees, the breakdown of attendees per Supervisorial District, and provides an assessment of the media plan.

OVERALL ATTENDANCE
One of our justifications for increasing the advertising for this event was that the Department wanted to reach residents throughout the five Supervisorial Districts and beyond. We also wanted to target people who may not yet know about the Department’s programs and events.

For this year’s event, we measured attendance through the number of tickets sold through Eventbrite and the liability waiver forms completed by attendees at the event. Although these forms cannot tell us the exact number of attendees at the event, it does provide some insight as to which Supervisorial Districts we are reaching through our promotional efforts.

EVENTBRITE
Based on Eventbrite analytics, there were a total of 2,499 people who “purchased” tickets to the Marina Spooktacular event. Below shows the breakdown of attendees per day:

- Saturday, October 28, 2017 (11 am – 9 pm): 1,461 tickets
- Sunday, October 29, 2017 (10 am – 8 pm): 1,039 tickets

**TOTAL:** 2,499 tickets

LIABILITY WAIVERS
We extracted the zip code of attendees from the completed liability waiver forms. The chart below shows the breakdown of attendees per Supervisorial District.

**FIGURE 1. BREAKDOWN OF ATTENDEES (BASED ON COMPLETED LIABILITY WAIVER FORMS)**

<table>
<thead>
<tr>
<th>DISTRICT 1</th>
<th>DISTRICT 2</th>
<th>DISTRICT 3</th>
<th>DISTRICT 4</th>
<th>DISTRICT 5</th>
<th>OTHER</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>118</td>
<td>1,183</td>
<td>734</td>
<td>535</td>
<td>68</td>
<td>58</td>
<td>2,696</td>
</tr>
</tbody>
</table>

- District 1: 118 (4.4%)
- District 2: 1,183 (43.9%)
- District 3: 734 (27.2%)
- District 4: 535 (19.8%)
- District 5: 68 (2.5%)
- Other: 58 (2.2%)

**TOTAL:** 2,696

The results indicate that the Department was successful in reaching its target market of residents throughout Los Angeles County. Although a majority of attendees resided in District 2, District 3, and District 4, there were attendees from all five Supervisorial Districts present at the event. It is also interesting to note that there were attendees from outside Los Angeles County. According to the
liability waiver forms, attendees came from other counties in California such as Alameda County, Fresno County, Monterey County, Orange County, Riverside County, Sacramento County, San Bernardino County, San Diego County, San Mateo County, Solano County, and Ventura County. There were also attendees from outside of California such as Washington, Pennsylvania, Minnesota, Tennessee, Texas, Nevada, Wisconsin, Illinois, Utah, Connecticut, Arizona, Canada, United Kingdom, and France.

ADVERTISING
In order to increase the number of attendees for this event, the Department purchased additional advertising from various outlets. The media plan depicted below shows the details of how much the Department spent for each ad/billboard. The Department purchased the following:

- Argonaut: 3 full page ads
- Facebook: Post/event boosts (*NOTE: This is the #1 source for driving traffic to the Eventbrite page.*)
- LA Parent: 1 exclusive email blast and a full page ad
- LA Weekly: Digital ads, print ad, and social media campaign
- Mommy Poppins: Digital ads
- Playa Vista Direct: 1 full page ad
- Time Out: Digital ads, print ad, and social media campaign

Please refer to Figure 2 for more details on the Marina Spooktacular media plan.

### FIGURE 2. MARINA SPOOKTACULAR MEDIA PLAN

<table>
<thead>
<tr>
<th>TITLE</th>
<th>TYPE</th>
<th>ISSUE</th>
<th>AD UNIT</th>
<th>COST</th>
<th>Sept</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argonaut</td>
<td>Newsprint</td>
<td>9/28</td>
<td>Full Page - Special Issue</td>
<td>$1,320</td>
<td>2</td>
<td>9/9</td>
<td>10/6</td>
<td>11/3</td>
</tr>
<tr>
<td></td>
<td>Newsprint</td>
<td>10/12</td>
<td>Full Page</td>
<td>$1,320</td>
<td>1</td>
<td>10/12</td>
<td>11/12</td>
<td>11/19</td>
</tr>
<tr>
<td></td>
<td>Newsprint</td>
<td>10/26</td>
<td>Full Page</td>
<td>$1,320</td>
<td>2</td>
<td>10/26</td>
<td>11/26</td>
<td>12/3</td>
</tr>
<tr>
<td>Facebook</td>
<td>Digital Ads</td>
<td>10/20</td>
<td>Boost Post</td>
<td>$50</td>
<td>3</td>
<td>10/20</td>
<td>11/20</td>
<td>11/27</td>
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<tr>
<td></td>
<td>Event Listing</td>
<td>October</td>
<td>Boost Event</td>
<td>$50</td>
<td>5</td>
<td>10/24</td>
<td>11/24</td>
<td>11/21</td>
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<tr>
<td>LA Parent</td>
<td>Email Blast</td>
<td>10/13</td>
<td>Exclusive</td>
<td>$750</td>
<td>6</td>
<td>10/13</td>
<td>11/13</td>
<td>11/20</td>
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<tr>
<td></td>
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<td>October</td>
<td>Full Page</td>
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<td>7</td>
<td>10/20</td>
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<td>11/27</td>
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<td>10/6, 10/13, 10/17, &amp; 10/24</td>
<td>24 Hour Reskins of Food + Drink, News &amp; Calendar sections</td>
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<td>8</td>
<td>11/25</td>
<td>11/25</td>
<td>11/22</td>
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<tr>
<td></td>
<td>Email Blast</td>
<td>10/9</td>
<td>Exclusive</td>
<td></td>
<td>9</td>
<td>11/5</td>
<td>11/5</td>
<td>11/12</td>
</tr>
<tr>
<td>LA Weekly</td>
<td>Newsletter</td>
<td>10/5, 10/19 &amp; 10/26</td>
<td>Promo Event Listings on Insider’s Newsletter</td>
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<td>11/2</td>
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<td>11/9</td>
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<td>Full Page - Annual Best of LA Special Edition w/ Ad Index &amp; E-Edition</td>
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<td>11</td>
<td>11/5</td>
<td>11/5</td>
<td>11/12</td>
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<tr>
<td></td>
<td>Online/Mobile</td>
<td>October</td>
<td>Impressions on Food + Drink, News &amp; Calendar sections</td>
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<td>12</td>
<td>11/12</td>
<td>11/12</td>
<td>11/24</td>
</tr>
<tr>
<td></td>
<td>Online/Mobile</td>
<td>October</td>
<td>Programmatic Impressions</td>
<td></td>
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<td>11/12</td>
<td>11/12</td>
<td>11/24</td>
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MARINA SPOOKTACULAR EVENT ANALYSIS

<table>
<thead>
<tr>
<th>Social Media</th>
<th>October</th>
<th>LA Weekly Sponsored FB Social Sprint Campaign</th>
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<td>LA Times</td>
<td>Digital Ads</td>
<td>October</td>
<td>$5,400</td>
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<td>Print Ads</td>
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<td>$2,450</td>
</tr>
<tr>
<td>Mommy Poppins</td>
<td>Digital Ads</td>
<td>October</td>
<td>Medium Rectangle - Runs with Halloween content &amp; activities</td>
</tr>
<tr>
<td></td>
<td>Digital Ads</td>
<td>10/6</td>
<td>Newsletter Banner</td>
</tr>
<tr>
<td></td>
<td>Digital Ads</td>
<td>10/23-10/29</td>
<td>Text Ad</td>
</tr>
<tr>
<td>Playa Vista</td>
<td>Magazine</td>
<td>Oct/Nov</td>
<td>Full Page</td>
</tr>
<tr>
<td>Direct</td>
<td>Time Out</td>
<td>Digital Ads</td>
<td>October</td>
</tr>
<tr>
<td></td>
<td>Digital Ads</td>
<td>October</td>
<td>Billboard + Half Page</td>
</tr>
<tr>
<td></td>
<td>Email Blast</td>
<td>10/23</td>
<td>Newsletter Sponsorship</td>
</tr>
<tr>
<td></td>
<td>Magazine</td>
<td>Oct-Dec</td>
<td>Full Page</td>
</tr>
</tbody>
</table>

**TOTAL:** $31,196

ADDITIONAL PROMOTION
DBH created a page on the Department’s website to promote the Marina Spooktacular event. The page provided more information about the event as well as a link to the Eventbrite website, where attendees could fill out liability waivers and “purchase” tickets for the event. According to the analytics provided by Eventbrite, this page is the third largest source of driving traffic to the site. The Department also passed out the Marina Spooktacular event fliers at community events such as the LA County Fair, Taste of Soul, and the weekly Marina del Rey Farmers’ Market. The fliers were also available at various locations such as the Department’s Administration Building, Burton Chace Park, Dockweiler Youth Center, Dockweiler RV Park, Lloyd-Taber-Marina del Rey Library, and the Marina del Rey Visitor’s Center.

FIGURE 3. SCREENSHOT OF THE HALLOWEEN PAGE ON THE DEPARTMENT’S WEBSITE

![Marina SPOOKTACULAR](image_url)
The Marina del Rey Convention and Visitors Bureau (CVB) also created a page on their site to promote the Marina Spooktacular event. The dedicated page linked viewers to the Eventbrite website. According to Eventbrite’s analytics, the CVB page is the second greatest source of driving traffic to the site.

**CONCLUSION**

The Marina Spooktacular event drew thousands of people to Marina del Rey over the two-day weekend. There was also a good representation amongst the five Supervisorial Districts at the event. I believe this is a strong indicator that our marketing efforts to promote the event are working. Therefore, I think that we should maintain the same budget for advertising the 2018 Marina Spooktacular event.