

# SANTA MONICA — PIER —

## SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Meeting on January 7, 2015

Santa Monica Pier Aquarium, 1600 Ocean Front Walk, Santa Monica, CA 90401

### **Call to Order**

The special meeting was called to order by Chair Judy Abdo at 6:40 PM on January 7, 2015 at the Santa Monica Pier Aquarium, 1600 Ocean Front Walk.

### Board Members reporting present:

Chair Judy Abdo  
Secretary/Treasurer Barbara Stinchfield  
Rae Archibald  
Ray Braun  
Misti Kerns (reported present at 6:43 PM)  
Susan McCarthy

### Board Members absent:

None

### Also present:

SMPC Pier Administrator Jay Farrand  
SMPC Deputy Director Jim Harris  
City of Santa Monica Pier Manager Rod Merl  
City of Santa Monica Office of Pier Management Administrator Michael Barboza  
City of Santa Monica Civil Engineer Selim Eren  
Santa Monica Pier Lessees President Chris Volaski

## **1. Information Items**

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

Jay Farrand reported that the next SMPC Board Meeting will be held on February 4<sup>th</sup> due to the Presidents Day conflict on the regular mid-month meeting date. He then updated the Board on upcoming events on the Pier including the Lei-Out private event and the first 2015 session of ROGA.

Rod Merl reported that a new safety railing along the Pier's driveway between the bridge and parking lot entrance will be installed within the next couple of weeks.

Selim Eren updated the Board on the status of the California Incline and Colorado Esplanade projects, then announced that the City received the "Project of the Year" award from the American Public Works Association for the recently completed Pier Renewal Project.

Chair Abdo inquired about the timing of the Colorado Esplanade related to the opening of the Expo Line, to which Mr. Eren replied that they are both expected to be completed at the same time.

*Public comment by Roger Genser*

Mr. Eren also updated the Board regarding the recent scoping meeting for the EIR for the upcoming Pier Bridge Replacement Project, noting that they had a good turnout of attendees.

Board Member McCarthy pointed out that concerns were expressed at the scoping meeting regarding emergency access. Board Member Stinchfield added that concerns about the ADA elevators and ramps proposed for the project.

**2. Action & Discussion Items**

**A. Request from City Engineering for Letter of Support for an application to Metro Funds for the design and construction of a bicycle accessway between the Pier and the beach bicycle path**

Selim Eren addressed the Board with a request for a letter from the Board supporting the City's request for funding for a new bicycle ramp from the Pier deck to the beach-level bicycle path, noting that plans for the ramp are still in the works and will most likely be developed for the south side of the Pier.

Board Member Stinchfield read to the Board a letter which she prepared to fulfill this request. The Board discussed the specifics of the letter and Board Member McCarthy recommended the inclusion of language expressing the importance of the connection between bicycle path and the Expo rail line.

*Public comment by Roger Genser.*

Motion by Board Member Archibald, seconded by Board Member Catoe, to approve the letter prepared by Board Member Stinchfield with additions proposed by Board Member McCarthy. The motion was approved by the following vote:

AYES: Board Members, Abdo, Archibald, Braun, Catoe, Kerns, McCarthy and Stinchfield

NOES: None

ABSENT: None

ABSTAIN: None

**B. Governance Study Group update**

Jay Farrand reported that the recommendation letter was submitted and recognized by the City in late December. Rod Merl will follow up as to when it will be reviewed by City Council.

**C. Visitor Enhancement Plan Study Group**

Rod Merl updated the Board on the status, noting that the RFQ went public in December and more than 60 consulting firms have since downloaded it.

Board Member Archibald expressed interest in collecting reports about the current attitudes and feelings among the Pier tenants and the SMPC staff.

*Public comment by Jeff Klocke.*

Board Member Stinchfield expressed interest in an update on the current status of the Pier Fund.

**D. Approval of Minutes for the Dec 15, 2014 meeting**

Motion by Board Member Archibald, seconded by Board Member McCarthy, to approve the minutes as with noted corrections raised by Board Members Braun and Stinchfield. The motion was approved by the following vote:

AYES: Board Members, Abdo, Archibald, Braun, Catoe , Kerns, McCarthy and Stinchfield  
NOES: None  
ABSENT: None  
ABSTAIN: None

**E. Update on discussion of Pier Bridge k-rail enhancement**

Board Member Kerns reported that she spoke with Cultural Affairs Manager Jessica Cusick, who is supportive of the K-rail enhancement, but concerned about any type of mural being painted on it. Her recommendation is to paint the K-rail a solid color and, if a mural is still desired, to go through the six-month process of having a mural approved as “temporary art”. Other options include an option to keep a mural for up to 15 years and an option to create a new mural every year, but each of these require much more process through the Arts Commission.

Chair Abdo inquired as to whether painting a solid color, followed by a mural over it would be cost prohibitive. Jay Farrand confirmed that the K-rail needs a primer coat anyway, so proceeding with a blue paint which matches the current color on the safety railing can easily be accomplished.

Jay Farrand and Rod Merl will collaborate on the execution of the solid blue paint coat and report back at the next Board Meeting. Board Member Kerns will continue conversations with Jessica Cusick about the longer-term plan.

*Public comment by Roger Genser, Jeff Klocke and Heather Doyle.*

**3. Presentations**

**A. Santa Monica Pier Lessees Association**

Chris Volaski had no formal report, noting that the SMPLA’s next meeting is scheduled for January 14<sup>th</sup>, but did want to inform the Board that the Pier’s businesses all enjoyed a very busy holiday season.

**B. Landmarks Commission**

No report.

*Public comment by Roger Genser.*

**4. Board Member Items**

None.

**5. Public Comment**

None.

**6. Adjournment**

Chair Abdo adjourned the meeting at 7:48 PM.

ATTEST: APPROVED:

  
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Barbara Stinchfield, Secretary