

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Meeting on February 4, 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 6:34 PM on February 4, 2015 at the Santa Monica Pier Aquarium, 1600 Ocean Front Walk.

Board Members reporting present:

Chair Judy Abdo
Vice Chair John Catoe
Secretary/Treasurer Barbara Stinchfield
Rae Archibald
Misti Kerns

Board Members absent:

Ray Braun
Susan McCarthy

Also present:

SMPC Deputy Director Jim Harris
SMPC Director of Partnerships & Development Craig Hoffman
City of Santa Monica Pier Manager Rod Merl
City of Santa Monica Office of Pier Management Administrator Michael Barboza
City of Santa Monica Beach Manager Judith Meister
City of Santa Monica Civil Engineer Selim Eren
City of Santa Monica Civil Engineer Curtis Castle
City of Santa Monica Engineering Specialist Gene Higginbotham
City of Santa Monica Engineer Lee Swain
City of Santa Monica Transportation Engineer Andrew Maximous
City of Santa Monica Landmarks Commissioner Barbara Kaplan
CELTIS Marketing & Communications CEO Matt Raymond
CALTROP Communications Public Relations Manager Stephanie Sweeney
CALTROP Senior Community Outreach Specialist Madison Chetwood
Santa Monica Pier Lessees President Chris Volaski
Stereo-Bot Architect/Designer/Founder Alexis Rochas

1. Information Items

A. Staff & Programming Update

Jim Harris announced to the Board that Pier Administrator is currently on paternity leave with newborn twin boys, then updated the Board about the success of the recent Lei-Out private event on the Pier and announced that the fitness event ROGA will begin again at the Pier's west end on February 21st. He also announced that the annual Boards & Commissions Dinner scheduled for May 4th will be held in the Pier's Merry Go-Round Building.

Chair Abdo informed that City TV is offering an alternative to the traditional video recording for this year's Boards & Commission's Dinner video, allowing for City TV to report on the Board's behalf if they wish. The Board agreed to move forward with the traditional report and John Catoe volunteered to be this year's spokesperson.

Rod Merl reported that the LA Marathon is coming up on March 15th.

B. December 2014 Financials & Budget Update

Jim Harris summarized the financial report distributed to the Board, noting that December was a particularly good month for filming revenue.

2. Action & Discussion Items

A. City Engineering Update on California Incline and Colorado Esplanade Projects

Staff from City of Santa Monica Engineering Department, CELTIS and CALTROP jointly presented the plans for the upcoming California Incline and Colorado Esplanade projects to the Board.

Board Member Catoe inquired whether the traffic signals in the area will be reconfigured to best accommodate traffic flow. Andrew Maximous confirmed that this has already been planned.

Board Member Catoe also inquired about location of the Pacific Coast Highway Sewer Project. Curtis Castle answered that that project is taking place one mile north of the California Incline.

Board Member Archibald inquired about plans for making the pedestrian barricade on the California Incline aesthetically appealing. Curtis Castle answered that the project currently focuses on the public safety aspects of the barrier, but aesthetics will be part of the planning moving forward.

Board Member Archibald questioned how the Colorado Esplanade bicycle path will line up with the current configuration of the Pier Bridge and Pier Sign. Andrew Maximous explained in detail.

Board Member Stinchfield noted the need to properly communicate how the Colorado Esplanade will impact vehicular exiting plans from the Pier, adding that outreach should be made to the Pier's business tenants so that they can help with the messaging.

Chair Abdo asked for an update on plans for the intersection of Colorado Avenue and Ocean Avenue, noting that the Board is still very concerned about this area being aesthetically compatible with both the Colorado Esplanade and the Pier Bridge and Pier Sign. Lee Swain replied that the City's next CIP cycle will address that intersection. The Board collectively expressed the importance of this issue.

Public comment by Barbara Kaplan and Andrew Mason.

B. New Stage Proposal

Jim Harris summarized the history and current condition of the Pier Corporation's current trailer/stage, noting that Pier Corporation staff has identified the need for a new stage and has been working recently on concepts for a new custom stage with designer/manufacturer Stereo-bot. He expressed that staff wishes to enter contract negotiations to develop and a new stage. He then introduced Alexis Rochas to the Board.

Alexis Rochas addressed the Board with a presentation which unveiled what the proposed new stage will look like and highlighted the benefits that the stage can provide. Two levels of price structure were included with presentation.

Board Member Stinchfield asked how tall the proposed stage will be in contrast to the Merry Go-Round Building. Mr. Rochas estimated that stage will be about half as high.

Board Member Archibald inquired about plans for the stage when not in use, notably will it be lit? Craig Hoffman answered that lighting it up on off nights is a possibility.

Board Member Archibald then asked whether Stereo-bot was comfortable and confident that the new stage will meet the standards of Santa Monica's Building & Safety Department. Mr. Rochas confirmed that they are.

Board Member Archibald also inquired as to whether sound abatement has been thoroughly addressed. Mr. Rochas answered that it has been very much a part of the planning process and will be included in the final plans. Jim Harris and Craig Hoffman confirmed.

The Board continued with positive comments about the design and features that the proposed new stage can bring to the Pier.

Public comment by Barbara Kaplan.

Motion by Board Member Stinchfield, seconded by Board Member Archibald, that the Board approve the new stage proposal at the higher level presented. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Members Braun and McCarthy

ABSTAIN: None

C. Draft Audit FY13-14

Board Member Stinchfield summarized the Audit & Budget Committee's recent review of the draft audit, noting that the Pier Corporation is in very good financial condition and that Pier Corporation staff has been very responsive and easy to work with. There is a recommendation from the auditor to improve the system of reporting Pier Shop inventory, also noting that staff is already working on this. The committee recommends that the Board approve the draft audit.

Motion by Board Member Kerns, seconded by Board Member Catoe, that the Board accept the Audit & Budget Committee's recommendation to approve the draft audit. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Members Braun and McCarthy

ABSTAIN: None

D. Visitor Enhancement Plan Study Group Update – Progress on Pier Uses Study

Board Member Kerns updated the Board, noting that the study group met with the City's Economic Development Department and that a meeting with Interim City Manager Elaine

Polachek is scheduled for February 11th to discuss steps and logistics moving forward, which are dependent upon the pending decision on the Pier's governance.

E. City of Santa Monica Proposed Ban on Exotic and Wild Animals

Rod Merl summarized events to date, then presented to the Board a prepared draft letter to the City Council supporting the proposed ban.

Public comment by Heather Doyle and Andrew Mason.

Motion by Board Member Archibald, seconded by Board Member Catoe, that the Board approve and sign the draft letter as submitted, adding language that an exemption for educational organizations such as Heal the Bay be included . The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Members Braun and McCarthy

ABSTAIN: None

F. Approval of Minutes for the January 7, 2015 meeting

Motion by Board Member Catoe, seconded by Board Member Stinchfield, that the Board approve the minutes as presented. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Members Braun and McCarthy

ABSTAIN: None

3. Personnel Item

CLOSED SESSION: Performance review of Pier Administrator

The Board adjourned for closed session at 8:23 PM.

The Board reconvened at 8:59 PM

4. Presentations

A. Santa Monica Pier Lessees Association

No report.

B. Landmarks Commission

No report.

5. Board Member Items

None.

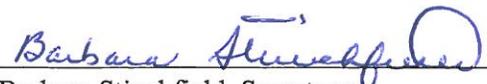
6. Public Comment

None

7. Adjournment

Chair Abdo adjourned the meeting at 9:02 PM.

ATTEST: APPROVED:


Barbara Stinchfield, Secretary