

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION
Minutes of the Board of Directors Meeting on September 15, 2014
Ken Edward Center, 1527 Fourth Street, Santa Monica, CA 90401

Call to Order

The meeting was called to order by Chair Judy Abdo at 6:42 PM on September 15, 2014 at the Ken Edwards Center, 1527 Fourth Street.

Board Members reporting present:

Chair Judy Abdo

Vice Chair John Catoe

Secretary/Treasurer Barbara Stinchfield

Rae Archibald

Ray Braun

Misti Kerns

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 Beach Manager Judith Meister

City of Santa Monica Civil Engineer Selim Eren

Santa Monica Pier Lessees President Chris Volaski

Santa Monica Landmarks Commissioner Roger Genser

1. Information Items (Receive and file unless Board members have questions)

A. Staff & Programming Update

Jay Farrand announced that this year's Twilight Concert Series was a success and that he will present an official recap at the October Board Meeting, after the TCS Task Force has met and discussed. He also recapped the successful Hey There Muscles fitness series and updated the Board about current on upcoming events including ROGA, the Los Angeles Opera simulcast of "La Traviata", Way Over Yonder and Front Porch Cinema. He also introduced new staff member Nathan Lieb, who will assume weekend duties for the company.

Rod Merl announced that the City has replaced the barricade near Bubba Gump Shrimp with a boat. More enhancements are expected for to continue making this part of the Pier more aesthetically pleasing. He continued with updates including the new south stairs, the design which

is being reviewed by the Coastal Commission, and Heal the Bay's angler outreach regarding the fishing community and great white sharks.

Board Member Stinchfield inquired about the new parking pay stations, suggesting that there should be more. Rod Merl noted that many people have expressed the same concern and that the City's first solution will be to improve the signage directing people to the pay stations.

Public comment by Chris Volaski.

B. July & August Budgets & Audit Timing

Jay Farrand summarized the written report submitted to the Board and announced that Quigley and Miron will begin working on the company's annual audit on September 30th.

2. Action & Discussion Items

A. Pier Bridge & Area Projects Update – Selim Eren from Civil Engineering to brief the board on Bridge EIR timing and area improvements projects

Civil Engineer Selim Eren updated the Board on the status of many local projects including the Moomat Ahiko Rehabilitation, the Colorado Water Main Relocation and Santa Monica Boulevard Repaving Project, all scheduled to happen in upcoming months, plus projects that will take place this off-season including the South Stair Construction fortifying of some of the weakening parts of the Pier Parking Deck. He also announced the schedule for the Pier Bridge Replacement Project, which is currently going through preparations for environmental review and also sessions for public review and comment. The environmental review process is expected to take 2 years, after which a 2 year design process. The project is fully funded and, once the review and design processes are complete, construction can begin. Construction is expected to take one-and-a-half to two years.

Chair Abdo inquired about the status of the Colorado Esplanade, to which Mr. Eren replied that it is scheduled to begin in early 2015 and take approximately one year to complete.

Board Member Catoe inquired about the status of the California Incline, to which Mr. Eren replied that is also slated to begin in early 2015 and will take approximately 18 months to complete.

Public comment by Roger Genser, Chris Volaski and Randi Parent.

B. Staff Report on Board Structure

Jay Farrand updated the Board about the discussions held during the first meetings of the Governance Study Group. The initial discussions were about the status of how everything is working with the current City/SMPC structure and division of responsibilities, and initial consensus was that the responsibilities were currently divided well, with perhaps some changes to the management of the Pier's street performer program.

C. Status update by Visitor Enhancement Plan Study Group

Jay Farrand announced that the Visitor Enhancement Plan Study Group met for the first time and discussed the current status as well as identified some future needs to look into.

D. Review of updated AI table of events

Jay Farrand summarized the written report submitted to the Board and noted recent changes to event types, sizes and frequencies.

Board Member Kerns inquired about how the recent change will impact prospective Rose Bowl pep rallies, to which Jim Harris replied that this year's pep rallies won't be affected at all since the permit applications are already recognized by the City, and that he is looking into how the changes will affect future years.

Public comment by Jeff Klocke.

E. Approval of Minutes for the July 17, 2014 meeting

Motion by Board Member Archibald, seconded by Board Member Catoe, to approve the minutes as submitted. 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

F. Study Group Updates and Reports

None

3. Presentations

A. Santa Monica Pier Lessees Association

Randi Parent announced the Pier Lessees' new appointment of Cindy Pfeiffer as the SMPLA's Interim Treasurer.

B. Landmarks Commission

No report.

4. Board Member Items

None

5. Public Comment

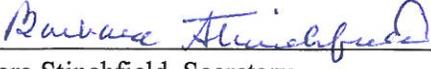
Jeff Klocke introduced Pacific Park's newly hired Marketing & Sales Manager Andrew Mason.

Ken Ward urged the need to install an emergency phone/intercom on the Pier.

6. Adjournment

Chair Abdo adjourned the meeting at 8:15 PM.

ATTEST: APPROVED:



Barbara Stinchfield, Secretary