

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Meeting on March 4 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 6:42 PM on March 4, 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

Board Members absent:

Vice Chair John Catoe
Susan McCarthy

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
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 Project Manager Alex Parry
Santa Monica Pier Lessees President Chris Volaski

1. Information Items

A. Staff & Programming Update

Jay Farrand updated the Board about the status of the contract negotiations for the Pier's new stage, then announced that SMPC staff has developed a new puzzle for the Pier Shop and is currently updating the historical timeline displays at the west end of the Pier. Other announcements included the recent painting of the new handrail in the Pier's driveway, a successful new season of ROGA, the development of this year's Wake Up with the Waves children's concert series, two new vendor cart opportunities and the initiation of construction on the new façade at Rusty's Surf Ranch.

Rod Merl reported that the City Council unanimously approved the first reading of the proposed new City ordinance banning exotic animals in parks and other public spaces.

2. Action & Discussion Items

A Presentation on intersection of Ocean and Colorado by Engineering

City Staff members Gene Higginbotham, Andrew Maximous, Alex Parry and Selim Eren collectively presented a slide show updating the Board about the upcoming development plans for the Colorado Esplanade, the intersection of Ocean Avenue and Colorado Avenue, the sections of Palisades Park nearest the Pier Sign and the roadway approach to the Pier Bridge. Staff then fielded questions and provided clarifications from the Board.

Board Member Braun inquired as to whether the two tall light fixtures at the entrance to the roadway approach east of the Pier Sign are landmarked. Roger Genser, former Landmark's Commissioner, confirmed that they are not.

B. Presentation on bollard system for vehicle access control by Engineering

Selim Eren presented to the Board the City's plans to install five bollards on the Municipal Pier next to the current boat barricade for the purpose of preventing traffic driving onto the pedestrian-only area of the Pier.

Public comment by Jeff Klocke and Andrew Mason.

Chair Abdo requested digital copies of both of City Staff's presentations to be distributed to the Board.

C. Visitor Enhancement Plan Study Group

Board Member Braun reported that the study group has met several times with Economic Development Department (EDD) staff in order to establish the process for the enhancement project and to outline the RFQ for a consultant. The RFQ is now posted and three proposals have since been received. The committee is scheduled to meet again in order to review the proposals and schedule interviews. The committee is also working with EDD to increase funding for the project. Board Member Braun also noted that the committee met with Interim City Manager Elaine Polachek regarding the needs and expectations for the project as well as the need to extend the current Board's terms through October 31, 2015 in order to complete the project properly.

Board Member Archibald questioned whether the extension time requested will be long enough.

D. Approval of Minutes for the Feb 4, 2015 meeting

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

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

NOES: None

ABSENT: Board Members Catoe and McCarthy

ABSTAIN: None

E. Development of recommendation to extend current Board terms and Service Agreement until October 31 to provide for completion of study

Rod Merl summarized his written request submitted to the Board.

Board Member Archibald questioned whether the current Services Agreement really needs to be amended.

Board Member Ray Braun proposed pushing the extension date to December 31, 2015.

Board Member Kerns agreed to discuss the issue with Interim City Manager Polachek.

The item was tabled until the March 16, 2015 SMPC Board Meeting.

3. Announcements

A. Santa Monica Pier Lessees Association

Chris Volaski reported that the SMPLA met recently and heard presentations from the LA Marathon organizers, and from two teams from the City's Environmental Programs Department: one regarding the City's new policy regarding water usage and one regarding the City's "Go Green" program. The association was pleased to announce that the Pacific Wheel received a lot of positive attention for being colored red to celebrate the Lunar New Year. In closing, the association announced that they will be purchasing the advertising space on the inside cover of this year's Santa Monica Visitors Guide.

B. Landmarks Commission

None.

4. Board Member Announcements

None.

5. Public Comment

None

6. Adjournment

Chair Abdo adjourned the meeting at 8:19 PM.

ATTEST: APPROVED:


Barbara Stinchfield, Secretary