

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Regular Meeting on April 20, 2015
Ken Edwards Center, 1527 Fourth Street, Santa Monica, CA 90401

Call to Order

The special meeting was called to order by Chair Judy Abdo at 6:38 PM on April 20, 2015 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

Board Members absent:

Misti Kerns
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
Santa Monica Landmarks Commissioner Barbara Kaplan
Land Art Generation Initiative (LAGI) Founding Director Elizabeth Manoian
Land Art Generation Initiative (LAGI) Founding Director Robert Ferry

1. Information Items

A. Staff & Programming Update

Jay Farrand reminded the Board that the ban on exotic animals in parks will officially become effective on April 24th, then announced today's closure of the California Incline for reconstruction and noted that it has had no negative traffic impacts near the Pier so far. Staff has been meeting regularly with the architects designing the new stage and things are progressing well. He then announced the recent signing of TrueCar.com as the official presenting sponsor of this year's Twilight Concert Series and that the new, updated historic display panels will be installed in the coming weeks.

Rod Merl reported that the corner of Ocean Avenue and Colorado Avenue are being closely monitored for traffic concerns and that all Pier businesses, as well as the Office of Pier Management, are working on how best to achieve required cutbacks on water usage due to the drought.

Board Member Catoe inquired as to whether there has been any feedback about the recently painted K-rail on the Pier Bridge, to which both Jay Farrand and Rod Merl replied that there has been only positive feedback.

B. March Budget and Financials

Jay Farrand summarized the written report submitted to the Board.

2. Action & Discussion Items

A. Land Art Generation Project overview

Jay Farrand introduced Elizabeth Manoian and Robert Ferry, both of LAGI, who shared with the Board details about their current partnership with the City's Office of Sustainability & the Environment for a 2016 art competition. Current plans include the possibility of putting together an exhibition in the Gallery room at the west end of the Pier.

B. Visitor Enhancement Plan Study Group – Progress on Pier Uses Study

Jay Farrand announced that the Visitor Enhancement Plan Study Group selected ROMA as the consultant to perform the Pier Uses Study. The Study Group has had their first meeting with ROMA, during which ROMA agreed to be available for three public meetings, the first being scheduled for June 3, 2015. ROMA plans to meet with Pier business tenants to solicit their input as well.

C. Approval of Minutes for the March 16, 2014 meeting

Motion by Board Member Braun, seconded by Board Member Archibald, that the Board approve the minutes with noted correction. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Members Kerns and McCarthy

ABSTAIN: None

3. Presentations

A. Santa Monica Pier Lessees Association

No report.

B. Landmarks Commission

Barbara Kaplan reported that the second phase of the Rusty's Surf Ranch building upgrades is coming up for review this summer.

4. Board Member Items

None.

5. Public Comment

Public comment by Jude Brown, Ken Ward and Andrew Mason.

6. Adjournment

Chair Abdo adjourned the meeting at 7:34 PM.

ATTEST: APPROVED:

Barbara Stinchfield
Barbara Stinchfield, Secretary