

# SANTA MONICA — PIER —

## SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Special Meeting on December 17, 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 6:41 PM on December 17, 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  
Ray Braun  
Susan McCarthy

### Board Members absent:

Misti Kerns

### Also present:

SMPC Pier Administrator Jay Farrand  
SMPC Deputy Director Jim Harris  
City of Santa Monica Office of Pier Management Administrator Michael Barboza  
City of Santa Monica Senior Economic Development Analyst Elana Buegoff  
City of Santa Monica Beach Manager Judith Meister  
Landmarks Commission Laura O'Neill  
Santa Monica Pier Lessees Representative Randi Parent

## **1. Information Items**

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

Chair Abdo announced the new appointments to the SMPC Board of Directors and added that exiting Board Member Ray Braun will continue to be a part of the Visioning Working Group.

Jay Farrand informed the Board that staff is currently putting together sponsor packages for 2016 events. He also reminded the Board of upcoming dates for the Los Angeles Marathon (February 14), the Independent Spirit Awards (February 27) and SMPC produced events STEAM Machines (March 12) and Wake Up with the Waves (March 12 through April 30). He added that preparations are underway for El Niño outreach with the Pier business tenants.

Jim Harris announced that, while there won't be a Rose Bowl pep rally at the Pier this year, there will be two Rose Bowl-related bands marching on the Pier: Albany State University on December 29 and Stanford University on December 30.

**B. November Budget and Financials**

Jay Farrand summarized the written report submitted in the Board Packet, noting that November was a particularly good month in regard to income from Merry Go-Round events, Pier Deck events and corporate promotions. He also noted that the company audit is currently underway and progressing smoothly.

**2. Action & Discussion Items**

**A. Visitor Enhancement Plan Summary Recommendation and Approval**

Board Member Braun summarized the history of the Board's work with ROMA which brought forth the written report and recommendations distributed at the meeting. Elana Buegoff spoke on behalf of City Staff regarding the involvement.

Board Members provided positive feedback, with Board Member Archibald asking whether the recommendations would be prioritized. Board Member Braun answered that they were not put together in any kind of prioritized order other than being categorized in three categories: short-term, mid-term and long-term.

Board Member Stinchfield commented that the recommendations should include statements regarding impacts on Ocean Front Walk businesses and the Merry Go-Round, improved synergy between Ocean Front Walk and the Pier, the "magical mix" of uses for all income levels and attention toward the historical nature of the Pier.

SMPLA Representative Parent commented that the Pier business tenants met and discussed the report and recommendations and were generally very excited with only a few concerns.  
*Public comment by Roger Genser, Michael Barboza, Heather Doyle and Christine Rudy.*

Motion by Board Member Stinchfield, seconded by Board Member Archibald, to approve the draft recommendations with noted changes regarding access & use, impacts and synergy with Ocean Front Walk businesses and maintaining the historic nature of the Pier; and to accept ROMA's Pier Access & Use Study; and request that the documents be submitted to the City. The motion was approved by the following vote:

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

**B. Approval of Minutes for the Nov 16, 2015 meeting**

Board Member Braun pointed out some minor corrections.

Motion by Board Member Catoe, seconded by Board Member McCarthy, to approve the minutes with noted corrections. The motion was approved by the following vote:

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

*Chair Abdo moved items 3, 4 and 5 up on the agenda so that the Closed Session items may be dealt with at the end of the meeting.*

**3. Presentations**

**A. Santa Monica Pier Lessees Association**

No report.

**B. Landmarks Commission**

No report.

**4. Board Member Items**

Board Members Archibald, Braun and Catoe each individually expressed their pleasure and gratitude with working with the Board, SMPC staff and City staff for the past several years.

**5. Public Comment**

Public comment by Roger Genser, thanking the outgoing Board Members for their work.

**2. Action & Discussion Items**

**C. Closed Session: Continuation of Evaluation of Pier Administrator**

Chair Abdo adjourned to Closed Session at 7:27 PM.

Chair Abdo reconvened the meeting at 8:04 PM.

**D. Approval of Letter of Agreement with Executive Director**

Motion by Chair Abdo, seconded by Board Member McCarthy, to approve the Letter of Agreement with the Executive Director. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Member Kerns

ABSTAIN: None

**6. Adjournment**

Chair Abdo adjourned the meeting at 8:07 PM.

ATTEST: APPROVED:

  
Barbara Stinchfield, Secretary