

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Meeting on October 20, 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 6:35 PM on October 20, 2014 at the Ken Edwards Center, 1527 Fourth Street.

Board Members reporting present:

Chair Judy Abdo

Vice Chair John Catoe

Secretary/Treasurer Barbara Stinchfield

Misti Kerns

Susan McCarthy

Board Members absent:

Rae Archibald

Ray Braun

Also present:

SMPC Pier Administrator Jay Farrand

SMPC Assistant Nathan Lieb

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

Santa Monica Pier Lessees President Chris Volaski

Santa Monica Landmarks Commissioner Roger Genser

Santa Monica Landmarks Commissioner Barbara Kaplan

Los Angeles Marathon Vice-President of Business Development Mark Scoggins

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

A. Staff & Programming Update

Jay Farrand announced that Front Porch Cinema has had a successful season and that the final show of the series will be this coming Friday; ROGA just completed a successful run; and planning for the November 15 STEAM Machines event is progressing smoothly.

Rod Merl updated the Board about the installation of the new flashing stop sign at the bottom of the bridge for outbound traffic and the new emergency telephone outside the Police Substation. He then announced that within the next month two new food carts – Japadog and Pier Tamales – will open for business.

2. Action & Discussion Items

A Presentation on 2015 LA Marathon by organizers

Mark Scoggins made a presentation to the Board about their proposed family reunification area for the 2015 Los Angeles Marathon scheduled for March 15, 2015. Judith Meister summarized

the City Staff Report, which included recollection of some issues raised by the 2010 LA Marathon presence in the 1550 lot. The Board raised many questions regarding issues such as timing and size of the event and its expected impact on Pier business tenants and whether any benefits are being offered to those businesses.

Public comment by Randi Parent, Chris Volaski and Jeff Klocke.

Chair Abdo asked that the item be brought back to a future SMPC Board Meeting for further discussion and possible Board action before the LA Marathon proposal is to go before City Council.

B. Staff Report on Board Structure

Board Member Stinchfield updated the Board on behalf of the Governance Study Group, noting that the group researched the structure of other similar organizations and continued to identify responsibilities and issues. A draft summary of their discoveries is expected to be prepared prior to the November Board Meeting.

C. Status update by Visitor Enhancement Plan Study Group

Chair Abdo informed the Board about discussion of what the SMPC Board's future role should be and that this will be presented at the November Board Meeting. Further discussion included concerns about the Pier Bridge K-Rail and the Pier entrance area at Ocean Avenue, both of which will also be placed on the November agenda.

Public comment by Roger Genser and Jeff Klocke.

E. Approval of Minutes for the Sept 15, 2014 meeting

Motion by Board Member McCarthy, seconded by Board Member Kerns, to approve the minutes as submitted. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Members Archibald and Braun,

ABSTAIN: None

F. Study Group Updates and Reports

None.

3. Presentations

A. Santa Monica Pier Lessees Association

Chris Volaski reported that the SMPLA did not yet elect a new Treasurer but Secretary Cindy Pfeiffer is currently assuming those duties. She reiterated that the association is very concerned about the LA Marathon family reunification area plans and expressed concerns about the difficulties that the public is having with the new automated parking system.

Jeff Klocke announced that Pacific Park has hired a new Food & Beverage Director.

B. Landmarks Commission

Barbara Kaplan updated the Board about an upcoming signage review for The Albright and expressed concern about the K-rail on the Pier Bridge.

4. Board Member Items

Misti Kerns announced that the American Film Market will return to Santa Monica from November 5 through 12 and that the Convention & Visitors Bureau is currently working with Pacific Park in preparation for the World Special Olympics, which are coming to Los Angeles in July 2015.

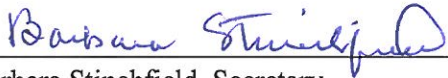
5. Public Comment

Randi Parent announced the Pier Aquarium's upcoming "Fishy Fest" Halloween celebration.

6. Adjournment

Chair Abdo adjourned the meeting at 8:01 PM in memory of one-time Pier business operator Maynard Ostrow.

ATTEST: APPROVED:



Barbara Stinchfield, Secretary