

# SANTA MONICA — PIER —

## SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Meeting on November 17, 2014

Santa Monica Pier Aquarium, 1600 Ocean Front Walk, Santa Monica, CA 90401

### **Call to Order**

The meeting was called to order by Chair Judy Abdo at 6:33 PM on November 17, 2014 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

Misti Kerns

Susan McCarthy

Board Members absent:

Ray Braun

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 Director of Community & Cultural Services Karen Ginsberg

City of Santa Monica Economic Development Manager Jason Harris

City of Santa Monica Senior Development Analyst/Pier Leasing Manager Elana Buegoff

City of Santa Monica Principal Civil Engineer Rick Valte

City of Santa Monica Police Lieutenant Richard Lewis

City of Santa Monica Police Sergeant Candice Cobarrubias

Santa Monica Landmarks Commissioner Roger Genser

Santa Monica Landmarks Commissioner Barbara Kaplan

Los Angeles Marathon Senior Director of Operations Stacy Escudero

*Chair Abdo moved Item 2.C. to the beginning of the agenda, to be followed by the remaining Item 2 topics, then followed by the Item 1 topics.*

### **2. Action & Discussion Items**

#### **C. Top of the Pier Ramp update from Public Safety**

Karen Ginsberg updated the Board about recent concerns involving street performers using animals and with other landscape issues at the top of the Pier Ramp, noting that in early 2015 there will be changes made to the City Ordinance regarding public safety issues in all Santa Monica parks, which should alleviate the Board's present concerns.

Sgt. Cobarrubias informed the Board that, since September 1, 2014, the police department has addressed 24 violations by breakdancers, animal acts and representatives from Malibu Tours next to the Pier entrance sign, including issuing citations for blocking the sidewalk.

The Board raised questions regarding the status of the Pier Bridge reconstruction, the Colorado Esplanade and the future logistics involved with the corner of Colorado Avenue and Ocean Avenue. Engineer Rick Valte addressed each of these issues.

The Board will the Pier Bridge-to-Colorado Esplanade issue further at the December Board Meeting.

*Public comment by Roger Genser.*

**A. Update on Status of Marathon**

Stacy Escudero notified the Board that the LA Marathon team is scaling back their plans for the finish line expo/family reunification area and will bring their new proposal to the Board at the next meeting.

Judith Meister noted that using one-half of the 1550 PCH Parking Lot would be acceptable from the City's perspective.

Chair Abdo continued the item until the December Board Meeting.

**B. Update on Pier Bridge from City Engineer**

Rick Valte summarized the upcoming schedule for the Pier Bridge reconstruction, noting that the project's completion is now expected to be in 2019/2020. A scoping meeting is scheduled to take place on January 6, 2015 in the Ken Edwards Center.

**D. Governance Study Group update and discussion of future governance structure**

Chair Abdo summarized the events leading up this discussion, then Board Member Archibald led the Board in discussion following the outline/questionnaire distributed in the recent Board Packet, noting that there are three distinct items which need to be addressed: Management of street performers, long-range visioning & planning, and economic viability for the Pier.

The Board collectively agreed that the best model for oversight and operation of the Pier is the current two-organization model – City Staff for leasing, maintenance and security; Pier Corporation for marketing and events management – and that a board of directors is necessary to supervise and advise both entities. They also agreed that the size of the current board (7 members) is sufficient and that plans should be made to stagger terms in order to phase in new membership on a regular basis.

Based upon the information from this discussion, the Governance Study Group will bring a recommendation to the Board at the December meeting.

*Public comment by Roger Genser and Greg Morena.*

**E. Visitor Enhancement Plan Study Group**

Elana Buegoff presented the Draft Santa Monica Pier Use Study Scope to the Board and fielded questions.

Motion by Board Member Kerns, seconded by Board Member Archibald, to accept the draft Pier Use Study Scope as submitted and move forward with the study. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Member Braun,

ABSTAIN: None

**F. Approval of Minutes for the Oct 21, 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, Archibald, Catoe, Kerns, McCarthy and Stinchfield

NOES: None

ABSENT: Board Member Braun,

ABSTAIN: None

**G. Discussion of Pier Bridge k-rail enhancement**

Jay Farrand updated the Board about his recent meeting with representatives from Beautify Lincoln regarding prospective plans for the K-rail enhancement. He has allotted \$5,000 for the enhancement project and Pier Manager Rod Merl is working on having the City match with another \$5,000. The Board advised Jay to continue moving forward with the project.

*Public comment by Roger Genser.*

**1. Information Items**

**A. Staff & Programming Update**

Jay Farrand updated the Board about the success of the recent STEAM Machines event and the excitement about the upcoming Techweek event. SMPC Lead Designer Brennan Groh has departed and interviews are already underway for a replacement, and Deputy Director Jim Harris has recently completed six episodes of a history show on City TV, with eight more lined up for Spring 2015.

Rod Merl announced the addition of two new food carts on the Pier – Japadog and Pier Tamales – and the recent approval for Rusty’s to begin work on their building improvements.

*Public comment by Roger Genser and Greg Morena.*

**B. Budget and Financials Review – Sept, Oct**

Jay Farrand summarized the written reports submitted in the Board Packet.

Board Member Archibald expressed a minor concern with formatting of the report.

*Public comment by Greg Morena.*

**3. Presentations**

**A. Santa Monica Pier Lessees Association**

No report.

**B. Landmarks Commission**

No report.

**4. Board Member Items**

None.

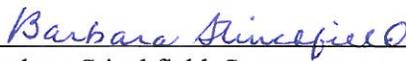
**5. Public Comment**

None.

**6. Adjournment**

Chair Abdo adjourned the meeting at 8:56 PM.

ATTEST: APPROVED:

  
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Barbara Stinchfield, Secretary