

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION
Minutes of the Board of Directors Meeting on December 15, 2014
Ken Edwards Center, 1527 4th Street, Santa Monica, CA 90401

Call to Order

The meeting was called to order by Chair Judy Abdo at 6:44 PM on December 15, 2014 at the Ken Edwards Center, 1527 4th Street.

Board Members reporting present:

Chair Judy Abdo
Secretary/Treasurer Barbara Stinchfield
Rae Archibald
Ray Braun
Misti Kerns
Susan McCarthy (reported present at 6:48 PM)

Board Members absent:

Vice Chair John Catoe

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 Economic Development Manager Jason Harris
Santa Monica Landmarks Commissioner Barbara Kaplan
Santa Monica Landmarks Commissioner Laura O'Neal
Santa Monica Pier Lessees Representative Jeff Klocke
Beautify Lincoln Director Heather Rabun

1. Information Items

A. Staff & Programming Update

Jay Farrand introduced SMPC's newest staff member, Lead Designer Amy Woo. He then updated the Board about the upcoming Heartfelt Holiday Open House event and reported that there will be no Rose Bowl pep rally at the Pier this year, likely because of the NCAA's new playoff format.

B. Budget and Financials Review – November

Jay Farrand summarized the November financial report as submitted to the Board, noting that the Techweek and Movember events provided a nice off-season boost.

Board Member Braun inquired about the volatility with music event programming and deck rentals, and Jim Harris replied that the Pier has been fortunate in that many event rentals are returning annually.

2. Action & Discussion Items

A Update on LA Marathon event plan

Jay Farrand notified the Board that the LA Marathon has chosen to have their expo and family reunification area in Palisades Park, same as the past few years, rather than the Pier deck or 1550 PCH Parking Lot.

B. Update on top of Pier Ramp discussion

Jay Farrand recapped developments to date, noting that Community & Cultural Services Director Karen Ginsberg and Engineering are combining the Pier Bridge, Colorado Esplanade and the space between into an overall plan.

Landmarks Commissioner Barbara Kaplan commented that efforts should be made to assure compatibility with the Pier Sign.

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

Economic Development Manager Jason Harris distributed a spreadsheet detailing the Pier's current use and square footage inventory. At present commercial uses on the Pier comprise 130,548 square feet and educational/historic/public uses comprise another 15,700 square feet. The Coastal Commission's cap on developed space on the Pier is at 140,000 square feet, which at this time does not leave room for new development. There is some debate as to whether the non-commercial uses apply toward the cap. The City is considering two approaches toward having the cap adjusted:

- 1) Project -by-project basis - submit to the Coastal Commission for approval
- 2) Comprehensive approach – Local Coastal Land Use Plan

The City's Planning Department is currently looking for grant money to fund the Local Coastal Land Use Plan.

Board Member Braun commented that the Trapeze School New York space is a "reservoir" of usable space and that it could be argued that a significant amount of Pacific Park is open space or walking space, so an argument could be made that the Pier has more room to develop than the numbers currently reflect.

Board Member Stinchfield asked that future meetings about the Visitor Enhancement Plan be broadly noticed. Board Member Braun added that the topic should be kept on the SMPC agenda for the next several Board Meetings. The Board collectively agreed that it would activate the alternate monthly meeting dates in addition to the regular monthly dates in order to increase opportunity for discussion on this topic.

Board Member Braun emphasized that the Pier Enhancement Plan process will be led by the Pier Corporation Board in conjunction with the Santa Monica Economic Development Department as specified as one of the Board's assigned deliverables, and the consultant study will focus on the technical aspects to support the process.

Public comment by Jeff Klocke.

D. Governance Study Group discussion and approval of governance draft recommendation

Board Member Archibald summarized the draft recommendation as submitted to the Board.

Board Member Stinchfield noted that the recommendation leaves the current Board of Directors as is.

Board Member Braun requested that the Board should also focus on revenue generating capabilities of the Pier in order to minimize public support of costs on an ongoing basis.

Motion by Board Member Archibald, seconded by Board Member McCarthy, to adopt the recommendation with the addition of an Item #6 stating, "The Board should also focus on revenue generating capabilities of the Pier in order to minimize public support of costs on an ongoing basis," and submit it to the City Council. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Member Catoe

ABSTAIN: None

E. Approval of Minutes for the Nov 17, 2014 meeting

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

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

NOES: None

ABSENT: Board Member Catoe

ABSTAIN: None

F. Update and discussion of Pier Bridge k-rail enhancement – Discussion of potential options and timing

Jar Farrand introduced Heather Rabun of Beautify Lincoln, enlisted to help with the design concept and execution of the K-rail enhancement. Ms. Rabun handed out sample work of prospective artists to help gauge the Board's preference of style. The intent is to somehow involve the community in the actual painting of the K-rail.

Board Member Stinchfield expressed concerns about compatibility with the Pier Sign and the rest of the immediate environment.

Chair Abdo informed the Board that any preferred design will need to be presented to the Arts Commission for comment; action from the Arts Commission will not be required. Board Member Kerns volunteered to speak with Cultural Affairs Manager Jessica Cusick about the process required to move forward with the K-rail project.

Barbara Kaplan noted that the project should go before the Landmarks Commission for comment as well.

Public comment by Marie Fink.

Motion by Board Member Archibald, seconded by Board Member McCarthy, that representatives from the SMPC Board, the Arts Commission, the Landmarks Commission and Beautify Lincoln meet to improve the aesthetics of the K-rail on the Pier Bridge. The motion was approved by the following vote:

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

NOES: None
ABSENT: Board Member Catoe
ABSTAIN: None

3. Presentations

A. Santa Monica Pier Lessees Association

Jeff Klocke reported that the SMPLA is currently in the process of developing a celebration of the 2016 Lunar (Chinese) New Year.

B. Landmarks Commission

Barbara Kaplan reported that the commission recently discussed the Rusty's Surf Ranch project, then introduced new Landmarks Commissioner Laura O'Neal.

4. Board Member Items

None.

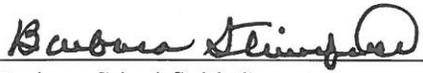
5. Public Comment

Marie Fink, a local street performer, requested that the Board set aside dedicated time at a future Board Meeting to hear current issues involving street performers.

6. Adjournment

Chair Abdo adjourned the meeting at 8:36 PM.

ATTEST: APPROVED:



Barbara Stinchfield, Secretary