

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Special Meeting on February 5, 2014
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 6:43 PM on February 5, 2014 at the Santa Monica Pier Aquarium, 1600 Ocean Front Walk, with Board Member Catoe absent.

Board Members reporting present:

Chair Judy Abdo
Vice Chair John Catoe
Secretary/Treasurer Barbara Stinchfield
Rae Archibald
Ray Braun
Misti Kerns
Susan McCarthy

Board Members absent:

None

Also present:

SMPC Pier Administrator Jay Farrand
SMPC Production Coordinator Wayne von der Mehden
City of Santa Monica Pier Manager Rod Merl
City of Santa Monica Senior Development Analyst & Pier Leasing Manager Elana Buegoff
Santa Monica Pier Lessees Vice-President Murray Gould
Santa Monica Landmarks Commissioner Roger Genser

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

A. Staff & Programming Update

Jay Farrand reported, announcing the upcoming new session of ROGA, the Boards & Commissions Dinner and provided an update on upcoming office moves.

B. December Financials & Budget Update

Jay Farrand summarized written report.

2. Action & Discussion Items

A. Approval of Minutes for the January 7 & January 10, 2014 meetings

Motion by Board Member McCarthy, seconded by Board Member Braun, to approve minutes as submitted.

The motion was approved by the following vote:

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

NOES: None
ABSENT: None
ABSTAIN: None

B. Review and Approval of Leasing Guidelines

Rae Archibald summarized the proposed Leasing Guidelines and the Board provided additional input.

Public comment by Erin Deviny, Heather Doyle, Greg Morena and Jeff Klocke

Motion by Board Member Archibald, seconded by Chair Abdo, to approve the proposed Leasing Guidelines and submit to City Council with recommended additions to existing language:

- Add “Landlord recognizes that third party action may require additional time to reinstitute and may request an action plan for improvement” to Section 7.8.IV.
- Add “Provide an annual review process to the Office of Pier Management with key criteria based on a standard rating scale” as a new item to Section 7.

The motion was approved by the following vote:

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

NOES: None

ABSENT: None

ABSTAIN: None

C. Discussion of Capital Improvement Projects for the FY 2014-16 Budget

Rod Merl presented a list of proposed CIP projects which the Board briefly discussed. Chair Abdo directed the Parking, Access & Facilities Study Group to review, prioritize and bring back to the Board at the next meeting.

D. Audit Committee recommendation and approval of FY 12/13 Financials

Rae Archibald summarized the FY 12/13 audit report to the Board for discussion.

Motion by Board Member Kerns, seconded by Board Member Catoe, to accept the Audit Committee recommendation to approve the FY12/13 financial statements.

The motion was approved by the following vote:

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

NOES: None

ABSENT: None

ABSTAIN: None

E. Discussion of Issues in Palisades Park at Ocean and Colorado Avenues

Chair Abdo opened discussion with the Board concerning the increased safety issues in Palisades Park, particularly near the Pier entrance. At present there are no regulations for street performance in the park and density within the walkway is becoming an issue.

Board Member McCarthy recommended sending a letter to the Recreation & Parks Commission expressing the Board’s concern. Chair Abdo directed Board Member

McCarthy to draft such a letter and asked SMPC and City staff to keep aware of developments regarding this issue and bring it to the Board's attention again if and when necessary.

Public comment by Jeff Klocke.

F. Pier Renewal Project Update

Rod Merl updated, noting that the concrete pouring for the substructure will be complete in the next few days.

G. Pier Bridge Replacement Project Update

Rod Merl announced that the City is meeting with CalTrans to determine exactly what is required for the new bridge and that studies for the EIR will commence soon.

H. Study Group Updates and Reports

Marketing, Events & Sponsorship: Board Member McCarthy reported that they are working on new draft of guidelines

Parking, Access & Facilities Board Member Braun reported that they met with City Staff to discuss longer-term CIP projects and planning process

3. Presentations

A. Santa Monica Pier Lessees Association

Chris Volaski reported that the SMPLA was briefed by City Staff regarding the upcoming LA Marathon.

B. Landmarks Commission

Roger Genser reported that their next meeting is scheduled for February 12.

4. Board Member Items

Board Member Kerns thanked all Pier tenants who participated in the recent Super Bowl-a-thon charity event.

5. Public Comment

Heather Doyle commented on the upcoming Pier Bridge Replacement Project and Pier way-finding.

Ellen Brennan expressed her concerns regarding noise from Pier concerts drifting into the nearby neighborhood.

6. Adjournment

Chair Abdo adjourned the meeting at 8:57 PM.

ATTEST: APPROVED:

Barbara Stinchfield
Barbara Stinchfield, Secretary