

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION Minutes of the Board of Directors Regular Meeting on June 15, 2015

Ken Edwards Center, 1527 Fourth Street, Santa Monica, CA 90401

Call to Order

The special meeting was called to order by Chair Judy Abdo at 6:46 PM on June 15, 2015 at the Ken Edwards Center, 1527 Fourth Street.

Board Members reporting present:

Chair Judy Abdo
Secretary/Treasurer Barbara Stinchfield
Rae Archibald
Misti Kerns
Susan McCarthy

Board Members absent:

Vice Chair John Catoe
Ray Braun

Also present:

SMPC Pier Administrator Jay Farrand
SMPC Deputy Director Jim Harris
City of Santa Monica Office of Pier Management Administrator Michael Barboza
Landmarks Commissioner Laura O'Neill

1. Information Items

A. Staff & Programming Update

Jay Farrand informed that Board that staff has been working diligently toward the July 9 opening night of the 31st annual Twilight Concert Series and that Ristorante Al Mare will once again host the opening night reception. This year's concert will have some great new features including the new stage and an artistic structure provided by presenting sponsor, True Car. He summarized the recent Tommy Bahama Paddleboard Race & Ocean Festival and noted that it was a huge success, then closed with the announcement that upgrades to the SMPC Conference Room are coming soon (before the concert series).

B. May Budget and Financials

Jay Farrand summarized the written report submitted in the Board Packet, noting that the May financial numbers were bolstered by three large-scale event rentals.

2. Action & Discussion Items

A. FY 15/16 Budget and Workplan discussion and approval

Jay Farrand presented the FY 2015/16 budget and work plan to the Board.

Board Member Archibald raised some questions and provided advice to how the Net Income for the company should be presented.

Motion by Board Member Archibald, seconded by Board Member McCarthy, that the Board approve the FY 2015/16 budget and work plan as adjusted with board. The motion was approved by the following vote:

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

B. Visitor Enhancement Plan Study Group Update

Chair Abdo provided a recap of the first community workshop conducted by ROMA and the Board.

Board Member McCarthy commented that it was impressive that ROMA presented ideas that could be acted upon quickly as well as long-term ideas and that they expressed the possibility that the parking lot could be addressed without waiting for the prospective Moss Avenue bridge.

Board Member Archibald wished to encourage ROMA to come back with a few ideas that could be acted upon soon.

Board Member Stinchfield asked whether the Beach Maintenance Yard was address, Jay Farrand answered that it was not, but that the consultants can be encouraged to address it in the future.

Board Member Kerns asked whether Palisades Park and the intersection of Colorado Avenue and Ocean Avenue were discussed. Jay Farrand answered that they were not yet.
Public comment by Greg Morena and Heather Doyle.

Motion by Board Member Archibald, seconded by Board Member McCarthy, that staff inform the City's Economic Development Department that, in light of the original timeline that ROMA was engaged to work within and all of the other associated timelines, time is of the essence to work toward completion of this project. The motion was approved by the following vote:

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

C. Approval of Minutes for the May 18, 2015 meeting

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

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

3. Presentations

A. Santa Monica Pier Lessees Association

No report.

B. Landmarks Commission

Laura O'Neill reported that the commission briefly discussed restoration of the dome on the Loeff Hippodrome, but have been informed by the City Attorney's Office that they cannot help to seek funding. The Rusty's Surf Ranch renovations did not make it onto the recent agenda, but is expected to in the near future.

4. Board Member Items

Board Member Archibald extended his congratulations on the recent success of the paddleboard race.

Board Member Kerns thanked Heal the Bay for determining that the beach did not need to be closed due to possible negative water conditions caused by the recent Santa Barbara oil spill.

5. Public Comment

Public comment by Greg Morena.

6. Adjournment

Chair Abdo adjourned the meeting at 8:11 PM.

ATTEST: APPROVED:



Barbara Stinchfield, Secretary