

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION
Minutes of the Board of Directors Regular Meeting on July 20, 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 6:34 PM on July 20, 2015 at the Ken Edwards Center, 1527 Fourth Street.

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 Deputy Director Jim Harris
City of Santa Monica Pier Manager Rod Merl
City of Santa Monica Office of Pier Management Administrator Michael Barboza
Santa Monica City Manager Rick Cole
City of Santa Monica Beach Manager Judith Meister
City of Santa Monica Emergency Services Administrator Paul Weinberg
Landmarks Commissioner Laura O'Neill
Landmarks Commissioner Barbara Kaplan
Santa Monica Pier Lessees President Chris Volaski
Film Independent President Josh Welch
Film Independent/Independent Spirit Awards Producer Shawn Davis

1. Introduction of new City Manager, Rick Cole

Chair Abdo introduced new City Manager Rick Cole.

Mr. Cole informed the Board of his background and approach to his position with the City. He then fielded questions from the Board.

Public comment by Roger Genser.

2. Information Items

A. Staff & Programming Update

Jay Farrand announced the successful launch of the 2nd annual Hey There Muscles fitness event and the 31st annual Twilight Concert Series. There were a few issues on the opening night of the

Twilight Concert Series, mostly involving sound levels and last-minute details with the stage, which staff has addressed and already noticed significant improvement during the second week of the series.

Rod Merl updated the Board about the recent closure and evacuation of the Pier due to an electrical storm, then introduced Paul Weinberg, who informed the Board of new Los Angeles County regulations and procedures put into place after the 2013 lightning strike incident at Venice Beach.

Rod Merl summarized the City Council's recent action to approve the Santa Monica Pier Governance Recommendations, instructed the City Manager to begin negotiations for a new Services Agreement and recommended including a representative of the Pier Lessees as a non-voting Board Member.

Public comment from Jeff Klocke, Chris Volaski, and Randy Parent.

Chair Abdo moved Item 3.A. up on the agenda.

3. Action & Discussion Items

A. Presentation of Independent Spirit Awards

Judith Meister provided background about the Independent Spirit Awards' longtime annual presence in the 2030 Ocean Avenue Parking Lot and the event's current need to move to the 1550 Pacific Coast Highway Parking Lot due to changes in the City Ordinance, then introduced Film Independent representatives Shawn Davis and Josh Welch. The representatives gave a presentation detailing the specifics of the event including the production schedule and site plan. Their current plan is to occupy space in the 1550 lot from February 17 through March 2, 2016. The amount of space occupied will vary at different periods during their setup and strike; the maximum amount of parking spaces that they would consume is estimated to be no approximately 500. Film Independent then fielded questions from the Board.

Public comment by Greg Morena, Jeff Klocke and Chris Volaski.

Motion by Board Member Stinchfield, seconded by Board Member McCarthy, that the Board support the event proposal for the Independent Spirit Awards in the 1550 PCH Parking Lot with the caveat that the producers make efforts to adjust their load-in date to begin on February 22 in order to minimize impact on weekend parking and that Film Independent work directly with both the Pier Business Tenants and the Pier Corporation staff in order to maximize publicity and marketing. 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

2. Information Items

B. June Budget and Financials

Jay Farrand summarized the written June financial report as submitted in the Board Packet, noting that that month was particularly good in regard to income from promotions and events.

3. Action & Discussion Items

B. Visitor Enhancement Plan Study Group Update

Board Member Braun announced that the next public workshop is scheduled for the August 17, 2016 SMPC Board Meeting and that the Visitor Enhancement Plan Committee recently met with ROMA and City Staff to discuss access issues, the Pier Bridge design and financial & economic issues.

C. Approval of Minutes for the June 15, 2015 meeting

Motion by Board Member Archibald, seconded by Board Member Kerns, that the Board approve the 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

4. Presentations

A. Santa Monica Pier Lessees Association

Chris Volaski reported that the SMPLA did not meet in July, but did wish to point out that Pacific Park was recently declared the "California's Best Amusement Park" by Yahoo! Travel. She also announced that she has received numerous complimentary phone calls regarding the Aquarium.

B. Landmarks Commission

Barbara Kaplan reported that the Landmarks Commission recently discussed and moved to continue discussion of Phase II of the Rusty's Surf Ranch renovation and reported that the commission will draft a letter to the City Council recommending that future appointments to the SMPC Board should include someone with a historical preservation background.

5. Board Member Items

None.

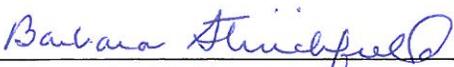
6. Public Comment

Roger Genser advocated for the renewed consideration to recreating and placing an "onion dome" cupola on top of the Looff Hippodrome.

7. Adjournment

Chair Abdo adjourned the meeting at 8:52 PM.

ATTEST: APPROVED:



Barbara Stinchfield, Secretary