

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION
Minutes of the Board of Directors Meeting on July 21, 2014
Ken Edward Center, 1527 Fourth Street, Santa Monica, CA 90401

Call to Order

The meeting was called to order by Vice Chair John Catoe at 6:31 PM on July 21, 2014 at the Ken Edwards Center, 1527 Fourth Street.

Board Members reporting present:

Vice Chair John Catoe
Secretary/Treasurer Barbara Stinchfield
Rae Archibald
Ray Braun
Susan McCarthy

Board Members absent:

Chair Judy Abdo
Misti Kerns

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 Parking Administrator Frank Ching
City of Santa Monica Parking Operations Specialist Anthony Mazeika
Santa Monica Pier Lessees President Chris Volaski
Santa Monica Landmarks Commissioner Roger Genser
Santa Monica Landmarks Commissioner Barbara Kaplan

1. Information Items

A. Staff & Programming Update

Jay Farrand updated the board about the upcoming opening of the fitness program Hey There Muscles with Ferrigno Fit and the successful opening of the 30th Annual Twilight Concert Series. He also announced the recent resignation of Weekend Activities Coordinator Wayne von der Mehden and mentioned that a new hire is already lined up and prepared for training. Jim Harris announced the recent rollout of the new volunteer docent-led Historical Walking Tours program.

Board Member Braun inquired about whether there have been any noise complaints related to the Twilight Concert Series so far, to which Jay Farrand responded that we have not yet received any complaints, noting that sound abatement measures taken so far include a sound drape across the back of the stage and cardioid subwoofers.

B. June Financials & Fiscal Year Wrap-Up

Jay Farrand summarized the written Financial Report and Fiscal Year Wrap-up with bonus and CPI adjustment recommendations for staff.

Board Member Archibald recommended that staff analyze the company's capital improvement program, particularly regarding the SMPC stage.

Motion by Board Member Archibald, seconded by Board Member McCarthy, to approve the staff recommendation for bonuses and salary increases. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Members Abdo and Kerns

ABSTAIN: None

2. Action & Discussion Items

A. Presentation on Parking Deck Automation

Frank Ching and Anthony Mazeika announced the implementation of the new automated parking system on the Pier Parking Deck and highlighted the new features, then fielded questions from the Board.

B. Discussion of Pier Board City Council Deliverables and Visitor Enhancement plan

Rod Merl summarized his written report noting the status of each of the deliverables that have been assigned to the Board. The creation of the three sets of guidelines that were originally assigned to the Board have all either been approved by City Council or are under City Staff review. Still outstanding are Pier Governance Recommendations and the Pier Visitor Enhancement Plan/Pier Longer Term Vision, both of which are currently being addressed in subcommittees already established by the Board. Board Members each provided input to the respective subcommittees.

Public comment by Roger Genser, Jeff Klocke and Greg Morena.

C. Update & review of Twilight Concerts task force meeting – review of operational and layout updates with input from City public safety departments

Jay Farrand summarized the most recent TCS Task Force meeting, noting that it was a very positive meeting. Police deployment has not yet been decreased, but the feeling among the Police Department is that all is going well. Board Members commented on the impact that the large law enforcement presence appears to have on the crowds and the fact that large crowds are still coming to the concerts despite the many recent changes (no Jumbotron, new stage location, more law enforcement and fire personnel, etc.).

Public comment by Greg Morena.

D. Approval of Minutes for the June 16, 2014 meeting

Motion by Board Member Archibald, seconded by Board Member McCarthy, to approve the minutes with noted correction. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Members Abdo and Kerns

ABSTAIN: None

E. Pier Renewal Project Update – Wrap-up and final update on completed project

Rod Merl announced that the Pier Renewal Project is complete. He then updated the Board that the south stairs replacement/addition is pending permit and should start construction soon and the “soft” part of the Pier Parking Lot has been patched. Full upgrades to the parking lot will begin after the busy summer and events seasons.

Public comment by Heather Doyle.

F. Study Group Updates and Reports

Ray Braun reported on a meeting today about the Pier Bridge Replacement Project in which CALTRANS has agreed that the Moss Avenue Bridge is fundable and can be considered part of the project. A public scoping meeting is being scheduled for October.

3. Presentations

A. Santa Monica Pier Lessees Association

No report.

B. Landmarks Commission

Roger Genser had no formal report, but inquired about the timeline for the time capsule that has been discussed as part of the Pier Renewal Project. Jeff Klocke answered that it has been pushed to October.

4. Board Member Items

None.

5. Public Comment

Jeff Klocke announced Pacific Park’s displeasure with the upcoming Pandora event featuring Iggy Azalea.

6. Adjournment

Motion by Board Member Stinchfield, seconded by Board Member Catoe, to cancel the regularly scheduled August SMPC Board Meeting. The motion failed by the following vote:

AYES: Board Members Catoe, McCarthy and Stinchfield

NOES: None

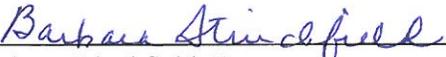
ABSENT: Board Members Abdo and Kerns

ABSTAIN: Board Members Archibald and Braun.

Vice Chair Catoe directed staff to contact each Board Member to find out whether a quorum can be achieved before possibly canceling the August meeting.

Vice Chair Catoe adjourned the meeting at 7:51 PM.

ATTEST: APPROVED:



Barbara Stinchfield, Secretary