

SANTA MONICA PIER CORPORATION
Minutes of the Board of Directors Regular Meeting on November 6, 2013
Ken Edwards Center, Santa Monica CA

Call to Order

The regular meeting was called to order by Chair Judy Abdo at 6:34 PM on November 6, 2013 at the Ken Edwards Center in Santa Monica.

Board Members reporting present:

Judy Abdo
Ray Braun
John Catoe
Misti Kerns
Susan McCarthy
Barbara Stinchfield

Board Members absent:

Rae Archibald

Also present:

SMPC Pier Administrator Jay Farrand
SMPC Deputy Director Jim Harris
SMPC Director of Marketing, Partnerships & Development Craig Hoffman
City of Santa Monica Pier Manager Rod Merl
City of Santa Monica Staff Assistant Kori Jones
City of Santa Monica Beach Manager Judith Meister
City of Santa Monica Civil Engineer Selim Eren
Santa Monica Pier Lessees Representative Randi Parent
Santa Monica Landmarks Commissioner Barbara Kaplan
SRJV Community Relations Manager Torri Hill
SRJV Community Relations Coordinator Heather Rozman

1. Information Items

A. Staff & Programming Update

Jay Farrand announced the new RFP for four vendor cart spaces and asked the Board to help spread the word and provided details about upcoming events on the Pier, then summarized the successes and challenges experienced with the year's events. Included in this was in-depth discussion about the Twilight Concert Series and the need to work with City Staff to determine a mutual definition of "success".

Public comment by Heather Doyle and Jeff Klocke.

B. September Financials & Budget Update

Jay Farrand summarized.

2. Action & Discussion Items

A. EXPO Line Project presentation and discussion

SRJV Community Relations Manager Torri Hill presented the latest information regarding the EXPO to the Board and fielded questions.

Public comment by Jeff Klocke.

B. Approval of Minutes for the October 2, 2013 meeting

Motion by Board Member Kerns, seconded by Board Member Braun, to approve the noted correction. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Member Archibald

ABSTAIN: None

C. Board meeting schedule amendment discussion and approval

Rod Merl and Jay Farrand summarized the proposed amendment to the Board.

Motion by Board Member Kerns, seconded by Board Member McCarthy, to accept the staff proposal to hold the regular monthly meeting of the Board on the third Monday of each month at the Santa Monica Pier Aquarium and keep the first Wednesday of the month held as an as-needed date in the Ken Edwards Center. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Member Archibald

ABSTAIN: None

Chair Abdo moved items 2.E. and 2.F. ahead of item 2.D. on the agenda.

E. Update on Pier Renewal Project

Rod Merl updated the Board.

Public comment by Barbara Kaplan.

F. Pier Bridge Design Update

Selim Eren updated the Board, noting that Alternatives #1 and #4 will be presented to the City Council on November 26.

D. Marketing, Events & Sponsorships Guidelines draft discussion

Jay Farrand summarized the draft written report. The Board discussed, made recommendations and solicited public input.

Public comment and input by Barbara Kaplan, Jeff Klocke and Judith Meister.

G. Study Group Updates and Reports

Ray Braun (Leasing) provided update.

3. Presentations

- A. **Santa Monica Pier Lessees Association**
Randi Parent reported.

- B. **Landmarks Commission**
Barbara Kaplan reported.

- 4. **Board Member Items**
None.

- 5. **Public Comment**
None.

- 6. **Adjournment**
Chair Abdo adjourned the meeting at 9:30 PM.

Barbara Stinchfield
Barbara Stinchfield, Secretary