

SANTA MONICA PIER CORPORATION  
Minutes of the Board of Directors Regular Meeting on December 16, 2013  
Santa Monica Pier Aquarium, 1600 Ocean Front Walk, Santa Monica, CA 90401

**Call to Order**

The regular meeting was called to order by Chair Judy Abdo at 6:41 PM on December 16, 2013 at the Santa Monica Pier Aquarium, 1600 Ocean Front Walk, with Board Member Catoe absent.

Board Members reporting present:

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

Board Members absent:

Vice Chair John Catoe

Also present:

SMPC Pier Administrator Jay Farrand  
SMPC Deputy Director Jim Harris  
SMPC Director of Partnerships, Marketing & Development Craig Hoffman  
City of Santa Monica Pier Manager Rod Merl  
City of Santa Monica Beach Manager Judith Meister  
Santa Monica Pier Lessees Vice-President Murray Gould  
Santa Monica Landmarks Commissioner Roger Genser

**1. Information Items**

**A. Staff & Programming Update**

Jay Farrand updated the Board on the recent West End Theatre and Butter Aerobics Holiday Jam events and announced the upcoming Rose Bowl pep rally for Stanford University. Rod Merl announced the addition of four new parking spaces for the disabled and updated the Board on the Carousel restroom and floor refinishing projects and announced January and February Board Meeting dates.

**B. November Financials & Budget Update**

Jay Farrand summarized the written report on November 2013 financials.

**2. Action & Discussion Items**

**A Approval of Minutes for the November 18, 2013 meeting**

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

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

NOES: None

ABSENT: Board Member Catoe

ABSTAIN: None

- B. Discussion of the task force study on the Twilight Concert Series and other Pier events**  
Chair Abdo announced the addition of Pier Lessee representative Jeff Klocke to the Pier events task force, then summarized the proceedings of the task force meetings to date. A full update and recommended action will be presented at the January Board Meeting.  
*Public comment by Jeff Klocke and Roger Genser.*
- C. Pier Renewal Project Update**  
Rod Merl reported that the project is on scheduled.
- D. Pier Bridge Replacement Project Update**  
Rod Merl reported that City Council voted to move forward with the staff recommendation and directed that a study be performed on the effects of the proposed project on Ocean Front Walk businesses and 1550 PCH parking lot access.
- E. Study Group Updates and Reports**  
Board Members Archibald and Braun announced, on behalf of the Leasing Study Group, that the Leasing Guidelines draft will be presented for review at the January Board Meeting.  
*Public comment by Jeff Klocke.*
- F. Enhancement Planning Discussion**  
Rod Merl recommended that a new, updated list for capital improvement projects be created during the upcoming months. Chair Abdo suggested exploring outside funding for some projects and Board Member Archibald pointed out the need for proper economic planning.  
*Public comment by Jeff Klocke.*
- 3. Presentations**
- A. Santa Monica Pier Lessees Association**  
No report.
- B. Landmarks Commission**  
Roger Genser reported that the Landmarks Commission was concerned about the Pier Bridge proposal recently passed by the City Council. Chair Abdo recommended that the City host more community workshops and meetings as the project moves forward.
- 4. Board Member Items**  
Board Member Braun asked staff about any feedback from the recent opening of Ristorante Al Mare. Board Member Kerns announced the need for volunteers for the upcoming Stanford University pep rally.
- 5. Public Comment**  
Jeff Klocke announced the upcoming remodel of Pacific Park's Coffee Bean & Tea Leaf, Pier Gear and the restrooms.

**6. Adjournment**

Chair Abdo adjourned the meeting at 8:19 PM.

ATTEST: APPROVED:

Barbara Stinchfield  
Barbara Stinchfield, Secretary