

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Special Meeting on January 21, 2016

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 January 21, 2016 at the Ken Edwards Center, 1527 Fourth Street,

Board Members reporting present:

Chair Judy Abdo
Abby Arnold
Chris Foster
Allan Lipsky
Misti Kerns
Susan McCarthy

Board Members absent:

Secretary/Treasurer Barbara Stinchfield

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 Senior Planner Liz Bar-El
City of Santa Monica Assistant Planner Cary Fukuri
City of Santa Monica Civil Engineer Selim Eren
Landmarks Commissioner Barbara Kaplan
Landmarks Commissioner Laura O'Neill
Santa Monica Pier Lessees Representative Randi Parent
Celtis Community Relations Manager Ned Racine

Pier Manager Rod Merl swore the Board in for their new terms.

1. Information Items (Receive and file unless Board members have questions)

A. Staff & Programming Update

Jay Farrand summarized and explained in detail each of the upcoming events at and/or near the Pier through the month of March. He then updated the Board about the progress in working with the Pier business tenants on their upcoming El Niño specials and the recent publicity for the Emerging Artist Competition held at Rusty's, the winner of which will perform at the Twilight Concert Series.

Board Member Lipsky inquired about the location of the finish line for the upcoming Los Angeles Marathon, to which Rod Merl replied that it will be on Ocean Avenue near California Avenue.

Board Member Kerns asked about the status of the grand opening party for the Metro Rail, to which Jay Farrand and Chair Abdo replied that they had just met with City Manager Rick Cole earlier in the day to discuss. The expected completion and opening of the Metro Rail is slated for late May/early June, with the grand opening party date to be decided upon within the next few weeks.

B. December Budget and Financials

Jay Farrand notified the Board that there are new openings on the Audit Committee which need to be filled soon since the annual audit will be complete and ready for review very soon. He then summarized the written financial report distributed in the Board Packet.

2. Action & Discussion Items

A. Colorado Esplanade Construction & Coordination Update

Selim Eren and Ned Racine updated the Board on current projects including the Metro Rail Expo Line Terminus (opening date late May/early June); the California Incline (on schedule to be complete after this summer); the Colorado Esplanade (south-bound traffic lane from 2nd Street to Main Street to open February 2, full projection completion expected for April 30); the South Stairs (new stairs to be complete in March, full project completion expected for May); Municipal Pier Bollards (construction to start next week); Pier Bridge Replacement (Draft EIR almost ready for distribution); Electrical Switchgear Replacement (progressing); the Clean Beaches Project (storm water collection tank planned for Deauville site, capture are planned at end of Pico Blvd., both planned for work in 2017-18); and the Bicycle Ramp Connection Project (funding obtained from Metro, project starts next year).

Board Member McCarthy inquired about the work happening on the south end of Palisades Park. Rod Merl noted that that particular project is a Community & Cultural Services project and that he will ask their office about details and status.

Board Member Kerns asked if any details are available regarding the fencing to be installed between the railway tracks and the road. Selim Eren did not have details at this time.

Board Member Lipsky expressed concern about the timely execution of the Pier Bridge Replacement Project. Chair Abdo noted that tonight's report was an overview and that Selim Eren will be returning to the Board soon with a detailed report on that project.

Public comment by Greg Morena and Roger Genser.

B. Local Coastal Plan update

Liz Bar-El showed a slide presentation to the Board detailing the background of the Coastal Act of 1972 and the City of Santa Monica's upcoming work in updating the Local Coastal Plan, highlighting aspects relevant to the Pier. The process for the update will take place throughout 2016 and 2017 and will include three community outreach events, the first of which is scheduled to take place on February 29.

Board Member McCarthy asked whether the Pier Bridge Replacement Project will be affected, and Liz Bar-El replied that it will be included.

Jay Farrand asked how the update will impact the recently approved Visitor Enhancement Plan, to which Liz Bar-El replied that the City will be revising the policy pages, so the SMPC can work together with her team to make sure that the Board's recommendations are included.

Chair Abdo noted that the Board is particularly interested in adopting the Visitor Enhancement Plan's proposed walkway along the south rail, which will definitely have an impact on the number of parking spaces available on the Pier. In response, Liz Bar-El recognized the need for in-depth study of parking usage in the area.

C. Capital Improvement Project

Rod Merl summarized his written report distributed with the Board Packet, updating the Board on existing projects including the new stairs and the Municipal Pier bollards and noting that his office will include the Hippodrome roof improvements and shoring up the East Half Pier Parking Deck in the upcoming CIP requests for 2016-2018.

D. Preliminary discussion and Board organization

Chair Abdo noted that the SMPC Bylaws require that the Board hold an annual meeting to address reorganization and that this will be included in the February Board Meeting. She added that the Board will appoint a committee to meet with representatives of the Pier's business tenants to discuss events on the Pier.

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

E. Visitor Enhancement Plan Study Group Update

Chair Abdo brought the new Board Members up-to-date regarding the recently approved Visitor Enhancement Plan recommendations.

Rod Merl pointed out that the Board's recommendations will go before the City Council for approval this spring, along with the Events, Marketing and Sponsorship Guidelines.

F. Approval of Minutes for the Dec 21st, 2015 meeting

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

AYES: Board Members, Abdo, Arnold, Foster, Kerns, Lipsky and McCarthy

NOES: None

ABSENT: Board Member Stinchfield

ABSTAIN: None

3. Presentations

A. Santa Monica Pier Lessees Association

Randi Parent reported that the SMPLA enjoyed meeting new Board Member Chris Foster at their recent meeting and that they look forward to getting acquainted with new Board Members Arnold and Lipsky in the near future.

Board Member McCarthy asked whether the Lessees have been working closely with the representatives from the Independent Spirit Awards, to which Randi Parent said they have not been in touch recently. Board Member Kerns added that she was aware of the marketing plans that the Independent Spirit Awards have for the Pier and knows that they will be in touch with both the SMPLA and SMPC in the very near future.

B. Landmarks Commission

Barbara Kaplan informed the Board that a Certificate of Appropriateness was approved by the Landmarks Commission to go forward with plans to implement a drought-tolerant garden in the southern end of Palisades Park.

4. Board Member Items

Chair Abdo recognized the presence of a group which is participating in the Hack the Beach competition. Their proposal for the competition is to establish a ferry that would serve Santa Monica Bay piers and include Marina del Rey.

5. Public Comment

Public comment by Yuri Drexel, Lotta Rao and Christine Rohde.

6. Adjournment

Chair Abdo adjourned the meeting at 8:55 PM.

ATTEST: APPROVED:



Barbara Stinchfield, Secretary