

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Regular Meeting on November 16, 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 6:38 PM on November 16, 2015 at the Ken Edwards Center, 1527 Fourth Street.

Board Members reporting present:

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

Board Members absent:

Vice Chair John Catoe
Ray Braun

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 Associate Planner Laura Beck
City of Santa Monica Police Lieutenant/Manager of Emergency Services Robert Almeda
Landmarks Commissioner Barbara Kaplan
Landmarks Commission Laura O'Neill
Santa Monica Pier Lessees Representative Randi Parent
Celtis Community Relations Manager Ned Racine

1. Information Items

A. Staff & Programming Update

Jay Farrand updated the Board the recent Techweek and Fight or Flight: Superfly 4 events on the Pier and noted the upcoming Shredtopia and Movember events. He then informed the Board that staff is currently putting together sponsorship packages for the 2016 Twilight Concert Series and other events.

Board Member Stinchfield inquired about the status of the City helping to fund the 2016 Twilight Concert Series funding, to which Mr. Farrand replied the City Manager's Office has agreed to provide \$200,000 in base funding, minus City costs.

Rod Merl updated the Board on the status of the construction on the new south stairs (beginning on December 1st) and the Municipal Pier bollards (beginning on January 10th).

Public comment by Heather Doyle and Andrew Mason.

B. October Budget and Financials

Jay Farrand summarized the written financial report submitted to the Board revenues for deck events and Front Porch Cinema sponsorships were particularly good this month. He also mentioned that there is a strong possibility that staff will sell the company's aging trailer/stage soon.

Board Member Archibald inquired whether there were any notable bumps in revenue on the Pier during the recent American Film Market (AFM). Mr. Farrand noted that the Merry Go-Round hosted four consecutive evenings of private event rentals specifically related to AFM, which provided a big revenue boost.

2. Action & Discussion Items

Chair Abdo moved items 2.B. & 2.C. up on the agenda.

B. Update on EXPO way-finding and launch

City of Santa Monica Associate Planner Laura Beck updated the Board about the grant-funded wayfinding plans associated with EXPO and fielded questions from the Board.

Public comment by Jodie Summers.

C. OEM briefing on emergency evacuation procedures for the Pier

SMPD Lieutenant/Manager of the Office of Emergency Management Robert Almeda presented the City's procedural plans for the anticipated El Niño-related weather events to the Board, then fielded questions from the Board.

Public comment by Heather Doyle, Greg Morena and Andrew Mason.

A. Colorado Esplanade Construction & Coordination Update

Celtis Community Relations Manager Ned Racine updated the Board regarding Colorado Esplanade plans specific to the intersection of Colorado Avenue and Ocean Avenue, noting that work is scheduled to begin at that intersection in January 2016 and providing details as to what can be expected during this construction.

Public comment by Greg Morena, Andrew Mason and Heather Doyle.

D. Visitor Enhancement Plan Study Group Update – Brief update of upcoming meetings

Board Member Stinchfield reported that the study group met twice – once with ROMA and once with City Staff – and informed the Board that Community Workshop #3 on December 2nd will be much like the previous workshops in concept. The study group will meet once more, after December 2nd, and present recommendations to the Board at the regular December Board Meeting.

E. Approval of Minutes for the Oct 19, 2015 meeting

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

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

NOES: None

ABSENT: Board Members Braun and Catoe
ABSTAIN: None

Chair Abdo moved items 3.A., 3.B., 4. & 5, up on the agenda.

3. Presentations

A. Santa Monica Pier Lessees Association

SMPLA Representative Randi Parent asked SMPLA member Greg Morena to report. Mr. Morena reported about the SMPLA's discussions with the Office of Emergency Management at their recent monthly meeting.

B. Landmarks Commission

Landmarks Commissioner Barbara Kaplan reported that a Certificate of Appropriateness was awarded to Rusty's Surf Ranch for the second phase of their re-design.

4. Board Member Items

Chair Abdo announced that the December Board Meeting will not be held on its regularly scheduled date, but instead on either December 16th or 17th, depending on board members' availability.

Chair Abdo also reported that a joint meeting between delegates from the Board and from the SMPLA to discuss events on the Pier is scheduled for December 11th.

Board Member Kerns announced that there will be a pajama party at the Loew's Hotel held on November 30th to launch this year's Extra Bedroom Program.

5. Public Comment

Greg Morena commented about marketing for the upcoming El Niño season.

F. Closed Session: Public Employee Evaluation. Title of Employee: Pier Administrator

Chair Abdo adjourned the meeting to Closed Session at 8:26 PM.

Chair Abdo reconvened the public meeting at 9:21 PM.

G. Approval of 2015-16 Compensation Package for the Pier Administrator

Motion by Board Member Stinchfield, seconded by Board Member Archibald, that the Board adjust Pier Administrator Jay Farrand's base pay by a 1.5% increase effective July 1, 2015, provide a 1.5% bonus effective January 1, 2016 and add 5 managerial paid leave days to be used or cashed out by June 30, 2016, at the discretion of the employee. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Members Braun and Catoe

ABSTAIN: None

Chair Abdo also noted that the Board will have another closed session at its final meeting in December to continue its review of terms of employment.

6. Adjournment

Chair Abdo adjourned the meeting at 9:30 PM.

ATTEST: APPROVED:

Barbara Stinchfield
Barbara Stinchfield, Secretary