

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Special Meeting on January 7, 2014
Santa Monica Pier Aquarium, 1600 Ocean Front Walk, Santa Monica, CA 90401

Call to Order

The special meeting was called to order by Chair Judy Abdo at 6:38 PM on January 7, 2014 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
City of Santa Monica Pier Manager Rod Merl
City of Santa Monica Senior Development Analyst & Pier Leasing Manager Elana Buegoff
City of Santa Monica Beach Manager Judith Meister
Santa Monica Pier Lessees President Chris Volaski
Santa Monica Landmarks Commissioner Roger Genser

Chair Abdo granted permission for public comment before regular meeting business to Michael Feinstein, who stated support for the Twilight Concert Series logistics remaining unchanged (ref. Item 2-B).

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

A. Staff & Programming Update

Jay Farrand updated the Board about the recent Stanford University Rose Bowl pep rally and the upcoming production of Cirque du Soleil in the 1550 PCH parking lot and announced that the FY2012-2013 audit is almost finished and will be ready for the Board to review soon.

Rod Merl updated the Board about the current floor refinishing and restroom refurbishing within the Carousel Building.

2. Action & Discussion Items

A. Approval of Minutes for the December 16, 2013 meeting

Motion by Board Member Archibald, seconded by Board Member McCarthy, to approve minutes with noted corrections. 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 and comment on the task force study on the Twilight Concert Series and other Pier events

Judy Abdo summarized the Pier Event Task Force meetings. The Board then discussed the newly released City staff report prepared for the January 14, 2014 City Council Meeting. Highlights of the discussion included recognition of public safety needs created by both the growth of the event and the recent changes in Los Angeles County guidelines for crowd management & safety; the issues created by the City's signage ordinance and sponsors expectations; what the feasibility of the event is given the new restraints outlined in the staff report; the impact of the Jumbotron for sponsorship and public messaging; clarification regarding the report's term "emerging local talent"; and the anticipated issue of noise complaints from the local neighborhood due to the relocation of the stage 50-feet farther eastward.

Public comment by Roger Genser and Greg Morena; each spoke about the recent success of the concert series.

Motion by Board Member Kerns, seconded by Board Member Stinchfield, that the Board hold a special meeting on January 10, 2014 at 3:30 PM in a location to be determined in order to vote on a letter to the City Council summarizing the Board's notes and positions outlined in this meeting. 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

C. Review and discussion of draft Leasing Guidelines

Rod Merl gave a brief summary and update, then announced that this item will be discussed and acted upon at the February 5, 2014 SMPC Board Meeting.

D. Pier Renewal Project Update

Rod Merl reported that the project continues to run on schedule and that the last of the concrete substructure will be poured soon.

E. Pier Bridge Replacement Project Update

Rod Merl reported that the contract for the EIR for this project will be completed soon and that the contractor will address the Board at an upcoming meeting.

F. Carousel Floor Update

Rod Merl reported on this item in the Staff & Programming Update (Item 1-A).

G. Discussion of Capital Improvement Projects for the FY 2014-16 Budget

Rod Merl presented the Board with a written list of ideas for CIPs and announced that the budget process begins in March 2014.

H. Study Group Updates and Reports

Rae Archibald announced that the Parking, Access & Facilities study group will meet again within the next few weeks.

3. Presentations

A. Santa Monica Pier Lessees Association

No report.

B. Landmarks Commission

No report.

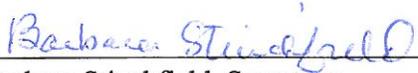
4. Board Member Items

None.

5. Adjournment

Chair Abdo adjourned the meeting at 9:12 PM with John Catoe absent.

ATTEST: APPROVED:



Barbara Stinchfield, Secretary