

SANTA MONICA PIER CORPORATION  
Minutes of the Board of Directors Special Meeting on October 3, 2012

**Call to Order**

The special meeting was called to order by Chair Judy Abdo at 6:35 PM on September 5, 2012 at the Ken Edwards Center, 1527 Fourth Street, Santa Monica.

Board Members reporting present:

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

Board Members absent:

None

Also present:

SMPC Pier Administrator Jay Farrand  
SMPC Deputy Director Harris  
SMPC Director of Partnerships & Marketing 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  
Santa Monica Pier Lessees Association Vice-President Murray Gould  
Landmarks Commission Liaison Roger Genser  
IBI Group Director David Chow

Chair Abdo moved Item 2.A. up on the Agenda.

**2. Action & Discussion Items**

**A. Intro & Presentation on Pier Planning Process**

IBI Group Director David Chow presented plans for the upcoming planning process.

*Public comment by Murray Gould.*

**1. Information Items**

**A. Fall Events & Programming Update**

Jay Farrand summarized highlights of Front Porch Cinema & Wake Up with the Waves.

*Public comment by Jeff Klocke.*

**B. TCS Recap**

Craig Hoffman summarized highlights.

*Public comment by Roger Genser, Jeff Klocke and Heather Doyle.*

**C. Digital Communications Relaunch Overview**

Jay Farrand summarized.

**D. August Financials & Audit Update**

Jay Farrand summarized.

**2. Action & Discussion Items**

**B. Approval of Minutes for the September 5, 2012 meeting**

Board Member Stinchfield pointed out an error in the minutes.

Motion by Board Member Stinchfield, seconded by Board Member Braun, to approve the minutes as submitted with noted corrections. The motion was approved by the following vote:

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

NOES: None

ABSENT: None

ABSTAIN: Board Members Archibald and Catoe

**C. 2013 Programming Curators Update, Endorsement & Contract Authorization**

Jay Farrand summarized the process and advised staff's recommendation.

Motion by Board Member Archibald, seconded by Board Member McCarthy, that the Board endorse the staff recommendation and authorize staff to negotiate a contract with R/H/S group. The motion was approved by the following vote:

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

NOES: None

ABSENT: None

ABSTAIN: None

**3. Presentations**

**A. Santa Monica Pier Lessees Association**

Murray Gould reported.

**B. Landmarks Commission**

Roger Genser reported.

**4. Board Member Items**

Board Member Archibald commended SMPC Board and staff on their direction over the last several months.

**5. Public Comment**

Public comment by Jeff Klocke.

**6. Adjournment**

Chair Abdo adjourned the meeting at 8:22 PM.

  
Barbara Stinchfield, Secretary/Treasurer