

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Regular Meeting on June 20, 2016

Ken Edwards Center, 1527 Fourth Street, Santa Monica, CA 90401

Call to Order

The regular meeting was called to order by Chair Judy Abdo at 6:31 PM on June 20, 2016 at the Ken Edwards Center, 1527 Fourth Street,

Board Members reporting present:

Chair Judy Abdo
Vice-Chair Susan McCarthy
Secretary/Treasurer
Abby Arnold
Barbara Stinchfield
Chris Foster

Board Members absent:

Allan Lipsky
Misti Kerns

Also present:

SMPC Pier Administrator Jay Farrand
SMPC Intern Hannah Henry-Bruen
City of Santa Monica Pier Manager Rod Merl
City of Santa Monica Office of Pier Management Administrator Michael Barboza
City of Santa Monica Beach Manager Judith Meister
City of Santa Monica Watershed & Urban Runoff Mgmt Coordinator Neal Shapiro
City of Santa Monica Senior Planner Liz Bar-El
Landmarks Commissioner Laura O'Neill
Santa Monica Pier Lessees Representative Randi Parent
Independent Spirit Awards Producer Sean Davis
Independent Spirit Awards Associate Producer Danielle Federico Cutis

1. Information Items

A. Staff & Programming Update

Jay Farrand provided a recap on two recent events: the Tommy Bahama Paddleboard and Ocean Race Festival (June 11th) and the 100th Anniversary of the Loeff Hippodrome (June 12th). The Paddleboard and Ocean Festival was a huge success, however he estimated they lost 30% of the audience due to the overcast weather. The event was featured on KTLA, Good Day LA and in the LA Weekly. The 100th Anniversary of the Loeff Hippodrome was also a great success and was featured on ABC, KCRW and LAist. He added that the Santa Monica Pier Corporation would

attempt to avoid doing two events back to back again as it is taxing to staff. He then announced that the Santa Monica Pier Corporation is currently preparing for the Twilight Concert Series starting on July 7th.

Rod Merl announced that the new, wider south stairs are open and that the SMPC budget has been submitted to the City Council for review.

B. May Budget and Financials

Jay Farrand summarized the written report from the Board Packet, noting that May was a good month in revenue from corporate promotions, carousel rentals and event deck rentals. He added that net income was a little ahead for the month and far ahead for the year.

2. Action & Discussion Items

A. Update on Water Quality report and measures from City

Neal Shapiro of the Office of the Environment & Sustainability (OES) addressed the recent water quality report card and reviewed related City projects. He began by addressing the annual beach report by Heal the Bay Foundation. The report stated that dry weather runoff damages the bay, but Mr. Shapiro stated that this is a misleading, adding that there are other factors to be considered such as the high concentrations of pigeons creating waste that reaches the water under the Pier. As a solution, he has proposed putting an ultraviolet light under the parking area on the south side of the pier to stop the growth of bacteria to solve the issue. He added that OES has tried Ovo Control in the past, however they could not find a suitable roof on the Pier upon which to use this product. The biggest challenges in combating bird waste are budget and timing. He also announced that big projects for water quality improvement are currently being planned, including a cistern to collect storm water. Projected finish for this particular project is 2018.

C. Local Coastal Plan Update

Senior Planner Liz Bar-El informed the Board that the City is currently developing policies for the Local Coastal Plan and is drafting a staff report to be submitted in August or September to the Planning Commission. Current issues with the Pier mostly focus on access, particular toward reframing access for visitors who arrive by means other than cars. Ms. Bar-El pointed out two outreach tools that City Planning is currently working on for July: The first tool is a survey asking visitors and locals how they each get to the Pier and where are they going once they arrive. The second tool, due for installation on the Pier deck in September, is a virtual reality telescope called "The Owl". This telescope will educate visitors and locals about the potential effects of rising sea rise levels.

D. Independent Spirit Awards recap and discussion

Beach Manager Judith Meister reported that the 2016 Independent Spirit Awards went extremely well in the event's new location – the 1550 PCH Parking Lot. She acknowledged that there was a slight issue with parking for visitors, but she plans to make better provisions for next year.

She will be recommending to the City Council that the Independent Spirit Awards be granted permission to return for their traditional event date just before the Oscars in late February 2017. She also intends to request that Council consider a multi-year proposal for the event to continue for three years going forward.

Motion by Board Member McCarthy, seconded by Board Member Stinchfield, that the Board express to the City Council their support for the multi-year proposal for the Independent Spirit Awards in the 1550 PCH Parking Lot and to encourage cross marketing and cross promotion of Santa Monica Pier.

AYES: Board Members Abdo, Arnold, Foster, McCarthy and Stinchfield.

NOES: None

ABSENT: Board members Kerns and Lipsky.

ABSTAIN: None

Chair Abdo revisited item 1.A up on the Agenda to discuss the COAST event.

1. Information Items

A. Staff & Programming Update

Jay Farrand reported that feedback regarding the June 5 COAST event was generally positive and commented that the Ocean Avenue section of the event seemed sparsely populated, noting that this particular section should probably be reconsidered if the event is to be brought back for future dates.

Public Comment made by Greg Morena.

2. Action & Discussion Items

E. Study group updates

Board Member Stinchfield reported that the Pier Use & Access Study Group is currently working with the Office of Public Works on an implementation plan for the recommendations laid out in the ROMA report.

Chair Abdo pointed out to the Board that the City's Director of Public Works, Martin Pastucha, is retiring and that Susan Cline will assume the role of Interim Director.

F. Approval of Minutes for the June 13, 2016 meeting

Motion by Stinchfield, seconded by Board Member Foster, that the Board approve the minutes from the June 13, 2016 meeting as submitted. The motion was approved by the following vote:

AYES: Board Members Abdo, Arnold, Foster, McCarthy and Stinchfield.

NOES: None

ABSENT: Board members Kerns and Lipsky.

ABSTAIN: None

3. Presentations

A. Santa Monica Pier Lessees Association

Greg Morena reported that the SMPLA met and discussed the COAST event, noting that the event likely would have been more successful if they had a little more time to integrate and promote an activation on the Pier. He mentioned that young children and families really enjoyed the program presented outside The Albright. The SMPLA also discussed the need for more bicycle parking on the pier and that there is a sudden, noticeable need for more attention toward the Pier's trash and recycling needs.

B. Landmarks Commission

Commissioner Barbara Kaplan announced that she has "termed out" and is officially leaving the Landmarks Commission, adding that there were no current updates to report.

4. Board Member Items

None

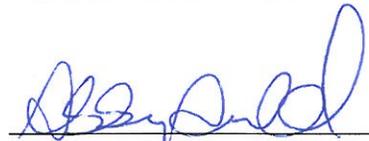
5. Public Comment

None

6. Adjournment

Chair Abdo adjourned the meeting at 7.32 PM.

ATTEST: APPROVED:



Abby Arnold, Secretary