

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Regular Meeting on March 20, 2017
Ken Edwards Center, 1527 4th Street, Santa Monica, CA 90401

Call to Order

The special meeting was called to order by Chair Judy Abdo at 6:31PM on March 20, 2017 at the Ken Edwards Center, 7 4th Street, Santa Monica.

Board Members reporting present:

Chair Judy Abdo
Vice-Chair Susan McCarthy
Secretary/Treasurer Abby Arnold
Christopher Foster
Allan Lipsky

Board Members absent:

Misti Kerns
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 Landmarks Commissioner Laura O'Neil
Santa Monica Pier Lessees Representative Randi Parent
aARts Architect William Brantley
aARts Senior Associate / Designer and Administrator Christine Rohde
Pacific Park Marketing & Sales Manager Nathan Smithson

1. Information Items

A. Staff & Programming Update

Jay Farrand announced the recent launch of the Spring 2017 session of ROGA, then added that a several outside-produced yoga events are scheduled on the Pier in April. He also announced upcoming events including the OTIS Kite Festival, Pepperdine Chinese Student Association Asian Food Festival, 420 Games and summarized past events including the LA Marathon and STEAM Machines.

Rod Merl reminded the Board that the Pier Use Study and Twilight Concert Series are on the agenda for discussion at the March 28, 2017 City Council Meeting. He also announced that City of Santa Monica Civil Engineer Selim Erin is scheduled to address the Board in April about

upcoming projects including the Pier Rail Restoration & Retrofitting, Light Pole Replacement, Deck Board Replacement & Upgrade, Electrical Upgrade and the Clean Beaches Project in the Deauville Lot.

Chair Abdo pointed out that the Board's regular meeting for May is scheduled at the same time as the City's annual Boards & Commissions Dinner. Jay Farrand recommended moving the start time for the May Board Meeting to 5:30 PM and keeping the agenda short so that the Board can attend both the Board Meeting and the dinner event. Chair Abdo concurred.

B. February Budget & Financials

Jay Farrand reviewed the written report as distributed in the monthly Board Packet, noting that February 2017 was a quiet month but filming revenue was particularly good.

2. Action & Discussion Items

A. aARts Architects to present updated plans for Ocean Front Walk property adjacent to Pier

William Brantley and Christine Rohde presented the proposed plans for the properties at 1601-1613 Ocean Front Walk and announced that the Landmarks Commission recently approved a Certificate of Appropriateness for the 1601 Ocean Front Walk section, which is currently planned to be filled by Starbucks Coffee. Plans for the rest of the properties have yet to be presented to the Landmarks Commission, but have been vacated. The concept for those properties is to create an open market with a variety of vendors and create an observation deck on the rooftop.

The presenters fielded questions from the Board about the project, but agreed that the concept of the project seems to match the Board's vision of making the area more family friendly.

Public comment by Michael Barboza.

B. Pacific Park to share new rides and food concept

Nathan Smithson announced to the Board the recent opening of Whac-a-Molé Tacos, a fast serve restaurant replacing Taco Bell. He also unveiled the plans for two new rides at the park: Shark Frenzy, opening in April, and the Seaside Swing, opening in May.

Public comment by Chris Volaski

C. Pier Working Group to provide update on Pier Use Study presentation at March 28th Council meeting

Chair Abdo announced that there is no real "new news" since the last Board Meeting, but wanted to open the floor to address any questions or comments before the Pier items are presented at the upcoming City Council meeting. The Board had no questions, and comments were in general support of the work done by both ROMA and the Board.

Public comment by Christine Rohde, Ellen Brennan and Roger Genser.

D. Approval of Minutes for the February 22 meeting

Board Member Lipsky commented on the fact that Board Member Foster accepted being volunteered to represent the Board for the upcoming Board & Commissions Dinner video despite being absent from the meeting. Jay Farrand replied that Foster accepted via phone after the meeting.

Motion by Board Member Arnold, seconded by Board Member McCarthy, that the Board approve the minutes from the February 22, 2017 Board Meeting. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Members Kerns and Stinchfield

ABSTAIN: None

3. Presentations

A. Santa Monica Pier Lessees Association

Randi Parent reported that the Pier business tenants felt some negative impact from the recent presence of the Los Angeles Marathon due to limited public access to the Pier. Chris Volaski commented that the Pier tenants feel that there is insufficient presence from the Harbor Patrol, noting that foot patrols are preferred over the current use of their truck.

Motion by Board Member McCarthy, seconded by Board Member Arnold, that the Board direct the Office of Pier Management to address with Santa Monica Police Department the matter of Harbor Patrol's presence on the Pier and that the Board prefers foot patrol over use of the truck. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Members Kerns and Stinchfield

ABSTAIN: None

B. Landmarks Commission

Laura O'Neil commented that the material for her report was covered already in Mr. Brantley's presentation (Item 2.A.).

4. Board Member Items

Board Member Foster reported the recent news that it is highly likely that Los Angeles will be awarded host status for either the 2024 or 2028 Olympic Games.

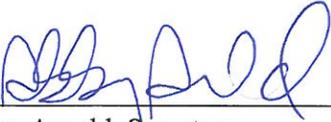
Board Member Arnold asked for an update on the talent booking for this year's Twilight Concert Series and her preference for a "summer of women performers". Jay Farrand noted that staff got a

late start on booking this year due to discussion with the City about logistics for this year's concerts and noted her comment.

5. Public Comment

Chair Abdo adjourned the meeting at 7:42 PM.

ATTEST: APPROVED:



Abby Arnold, Secretary