

# SANTA MONICA — PIER —

## SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Meeting on March 17, 2014

Santa Monica Pier Aquarium, 1600 Ocean Front Walk, Santa Monica, CA 90401

### Call to Order

The meeting was called to order by Chair Judy Abdo at 6:42 PM on March 17, 2014 at the Santa Monica Pier Aquarium, 1600 Ocean Front Walk.

Board Members reporting present:

Chair Judy Abdo  
Vice Chair John Catoe  
Secretary/Treasurer Barbara Stinchfield  
Rae Archibald  
Ray Braun  
Misti Kerns  
Susan McCarthy

Board Members absent:

None

Also present:

SMPC Pier Administrator Jay Farrand  
SMPC Production Coordinator Wayne von der Mehden  
City of Santa Monica Pier Manager Rod Merl  
City of Santa Monica Beach Manager Judith Meister  
Santa Monica Pier Lessees Vice-President Murray Gould  
Santa Monica Landmarks Commissioner Roger Genser

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

#### A. Staff & Programming Update

Jay Farrand reported on an update on upcoming events, # of public and/or private events booked, improvement mural on the k-rail, TCS guidelines towards signs and effects upon sponsorships, and suspension of the ticketed model of events for revenue growth.

*Public Comment: Roger Genser*

#### B. January & February Financials & Budget Update

Jay Farrand summarized a written report.

### 2. Action & Discussion Items

#### A. Approval of Minutes for the February 5, 2014 Meeting

Motion by Board Member Stinchfield, seconded by Member Susan McCarthy, to change the wording in **Item B, Review and Approval of Leasing Guidelines**, from "Provide an

annual review process to the office of Pier Management with key criteria based on a standard rating scale,” to “To be developed by the Office of Pier Management.”

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

**B. Downtown Plan Update – Planning and Community Development**

City Principal Planner, Sarah Lejeune, reported about the downtown specific plan which implements the 2010 Land Use Circulation Element (LUCE) and addresses different specific elements within an urban environment and how it correlates to up-coming projects around Downtown Santa Monica and the Santa Monica Pier.

**C. Expo Update – Metro**

Community Relations Spokesperson, Tori Hill of Skanska, the contractor for the Exposition Authority, reported on the progress of phase 2 of the light rail in Santa Monica. Phase 2, a 6.6 mile section is over fifty percent completed with all 7 stations under construction. A good majority of the work in progress has had to deal with the re-location and upgrade of existing utilities with some track laid at intersections. Track installation has occurred at 11<sup>th</sup> St., 5<sup>th</sup> St. and 17<sup>th</sup> St. with the next planned installation at the corner of Lincoln and Colorado between April 21 & 28<sup>th</sup>. Tori discussed related detour maps and summarized a handout which detailed the construction timeline and provided contact information for interested participants.

**D. Pier Bridge & Esplanade Update – Engineering**

City Engineer Selim Eren updated the Board on the progress of the pier bridge and esplanade projects and remarked that ninety-eight percent of the design phase had been completed and that the City is currently in the process of pursuing permits and applying for federal funding for the bridge. He added that Moomat Ahiko Way will be closed sometime in September for resurfacing and rehabilitation before the California Incline closure.

**E. Pier Renewal Project Update**

Zack Pollard, City Engineering Department, commented that new stringers were in place by Pacific Park, so the area would be partially opened up by end of the week. Zack mentioned that the decking and hand railing would be finished by the end of April with everything finished and mobilized by the middle of May.

*Public Comment: Jeff Klocke*

**F. Review and Approval of updated Marketing, Events, Sponsorships Guidelines**

Member Susan McCarthy reported feedback received from city council about the guidelines, that the council had expected essentially something more strategic rather than

just regulation forward. In response, the marketing committee went back and added a few strategic sentences that were outlined in yellow in the new packet. Member Rae Archibald requested to have one updated approved draft of the guidelines as opposed to many. Also discussed, the descriptive content for event/event proposals guidelines include/consider the words frequency, community, and burden.

*Public Comment: Jeff Klocke*

Motion by Chair Judy Abdo, seconded by Member Susan McCarthy in regards to **Item F**, “We would like the changes that we’ve discussed this evening to remain and to leave the intent regarding community”

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

**G. Pier Access Study Group – CIP Update**

Member Braun announced that the study group met and determined the following prioritized list of recommended CIP’s, in order of importance:

- Pier Deck Substructure Reinforcement – Upgrade 1 -Area 10
- Pier South Stairs reconstruction and additional South side stairway
- Replace Fire Sprinkler System and Emergency PD phones
- Pier Deck Substructure Reinforcement – Upgrade 2 -Area 4
- Pier Deck Substructure Reinforcement – Upgrade 3 -Area 2
- Pier Deck Substructure Reinforcement – Upgrade 4 –East end/Hippodrome/Billiard
- Elevator – 1550 lot and east end of Pier deck
- Bike Connection between Pier and Beach Bike Path
- Pier West End Emergency Escape System
- Pier Ocean Front/1550 Parking Structure/Deck
- Hippodrome Elevator

Motion by Member Ray Braun, seconded by Member Rae Archibald, “We accept the CIP recommendations within the improvements package, with the addition of way-finding to be part of group A.”

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 the recent time change and anticipation towards up-coming spring break.

**B. Landmarks Commission**

Roger Genser reported on an up-coming special meeting on Thursday April 3rd

**4. Board Member Items**

Member Barbara Stinchfield mentioned that an Ad-hoc group should meet with Expo on operations to discuss capacity and planning could be needed.

**5. Public Comment**

None

**6. Adjournment**

Chair Abdo adjourned the meeting at 9:40 P.M.

ATTEST: APPROVED:

  
\_\_\_\_\_  
Barbara Stinchfield, Secretary