

# SANTA MONICA — PIER —

## SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Meeting on April 21, 2014  
Ken Edward Center, 1527 Fourth Street, Santa Monica, CA 90401

### **Call to Order**

The meeting was called to order by Chair Judy Abdo at 6:44 PM on April 21, 2014 at the Ken Edwards Center, 1527 Fourth Street.

Board Members reporting present:

Chair Judy Abdo  
Secretary/Treasurer Barbara Stinchfield  
Ray Braun  
Misti Kerns  
Susan McCarthy

Board Members absent:

Vice Chair John Catoe  
Rae Archibald

Also present:

SMPC Pier Administrator Jay Farrand  
SMPC Deputy Director Jim Harris  
City of Santa Monica Pier Manager Rod Merl  
City of Santa Monica Beach Manager Judith Meister  
City of Santa Monica Traffic Engineer Sam Morrissey  
City of Santa Monica Code Compliance Manager Joe Trujillo  
Santa Monica Police Sergeant Candice Cobarrubias  
Santa Monica Pier Lessees President Chris Volaski  
Santa Monica Pier Lessees Vice-President Murray Gould  
Santa Monica Landmarks Commissioner Roger Genser  
Santa Monica Landmarks Commissioner Barbara Kaplan

### **1. Information Items**

#### **A. Staff & Programming Update**

Jay Farrand updated the Board about upcoming events including the Pier Paddleboard Race, Twilight Concert Series and Ferrigno Fit. An event is also being planned to celebrate completion of the Pier Renewal Project.

Rod Merl added that the annual Boards & Commissions Dinner is scheduled for May 5.

#### **B. March Financials & Budget Update**

Jay Farrand summarized the March financial report and noted Cirque du Soleil's negative impact on events and filming on the Pier.

**2. Action & Discussion Items**

**A Downtown area traffic, parking & signage projects**

Traffic Engineer Sam Morrissey addressed the Board with updates and information about current City projects including downtown wayfinding, real-time beach parking signage, the Olympic Drive extension, the Colorado Esplanade and the California Incline.

Board Member Braun requested that City Staff provide a timeline detailing each project.

*Public comment by Michael Dubin, Chris Volaski and Jeff Klocke.*

**B. Update on Code Enforcement & Police**

SMPD Sergeant Candice Cobarrubias introduced herself as the new supervisor for the Harbor Patrol and listed as her priorities the street performer lottery, illegal vendors, crowd issues caused by street performers and the current use of a police car as a barricade preventing vehicles from driving down the Municipal Pier.

Code Compliance Manager Joe Trujillo announced that he and his current staff have moved into their new offices in the Carousel Building. New Code Compliance Officers are expected to be on board and on full duty beginning on Memorial Day weekend. The Lead Officer is already in place and actively working on the Pier. Undercover operations will be employed, particularly to address the issue of illegal vendors.

*Public comment by Chris Volaski, Walt Davis and Jeff Klocke.*

**C. Approval of Minutes for the March 17, 2014 meeting**

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

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

NOES: None

ABSENT: Board Members Archibald and Catoe

ABSTAIN: None

**D. 2014-15 Workplan & Budget review and discussion**

Jay Farrand summarized the proposed workplan and budget and the Board discussed. Chair Abdo appointed Board Members Braun and Stinchfield and Jay Farrand to make some changes recommended by the Board.

Motion by Board Member Kerns, seconded by Board Member Braun, to approve the 2104-15 workplan and budget with noted changes and edits. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Members Archibald and Catoe

ABSTAIN: None

**E. Pier Renewal Project Update**

Rod Merl announced that the deck board installation is complete and the railings are being installed. The completion of the project is dependent upon the relocation of the Edison utilities. Edison is currently backlogged;, date of relocation still to be determined.

*Public comment by Jeff Klocke.*

**F. Study Group Updates and Reports**

Leasing - Board Member Braun announced that the City Council approved the proposed Leasing Guidelines.

Marketing, Events & Sponsorship - Board Member McCarthy reported that the Marketing, Events & Sponsorship Guidelines are currently being reviewed by the City Attorney's Office.

Chair Abdo added that the Twilight Concert Series Working Group recently had a very productive meeting.

**3. Presentations**

**A. Santa Monica Pier Lessees Association**

SMPLA Vice-President Murray Gould reported that the recent Spring Break attendance on the Pier has been great.

**B. Landmarks Commission**

Commissioner Roger Genser expressed interest in reviving the project to put an "onion dome" back onto the top of the Carousel Building. He also announced that he has "termed out" as a Landmarks Commissioner. Barbara Kaplan will become the new liaison to the Board.

**4. Board Member Items**

None.

**5. Public Comment**

None.

**6. Adjournment**

Chair Abdo adjourned the meeting at 9:02 P.M.

ATTEST: APPROVED:

*Barbara Stinchfield*  
Barbara Stinchfield, Secretary