

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Regular Meeting on October 19, 2015

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

Call to Order

The special meeting was called to order by Chair Judy Abdo at 6:35 PM on October 19, 2015 at the Ken Edwards Center, 1527 Fourth Street.

Board Members reporting present:

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

Board Members absent:

Vice Chair John Catoe

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 Assistant Director of Planning & Community Development Salvador Valles
City of Santa Monica Transportation Planning Associate Jason Kligier
City of Santa Monica Beach Manager Judith Meister
Landmarks Commissioner Barbara Kaplan
Landmarks Commission Laura O'Neill
Santa Monica Pier Lessees Representative Randi Parent
Celtis Community Relations Manager Ned Racine
Member of the Public Jodi Summers

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

A. Staff & Programming Update

Jay Farrand updated the Board about recent events including Front Porch Cinema, ROGA, Off the Hook and the "Save the Pier!" play.

Rod Merl provided updates about the upcoming construction projects involving the south stairs (slated for November through April) and the Municipal Pier bollards (slated for January).

Board Member Kerns inquired about the county's emergency closure procedures, which Rod Merl briefly outlined.

B. August/September Budget and Financials

Jay Farrand summarized the written financial report that was distributed in the Board Packet, noting that the Twilight Concert Series accounting numbers from the City are still pending.

2. Action & Discussion Items

A. Colorado Esplanade Construction & Coordination Update

Rod Merl introduced Ned Racine of Celtis, who have a slideshow presentation to the Board updating the Colorado Esplanade construction project. Mr. Racine fielded questions and comments from the Board afterward.

B. Discussion and follow-up of parking rates with Parking Administrator Jason Kligier

Rod Merl introduced Salvador Valles and Jason Kligier, who fielded questions and comments from the Board regarding the recent increase in parking rates specific to the Twilight Concert Series. The Board expressed their wishes to work together with City Staff to determine a parking plan before the 2016 series which will not serve as a deterrent to lower-income Pier visitors while also addressing the problems created by high-volume concert traffic.

Public comment Greg Morena, Jodi Summers, Jeff Klocke and Barbara Kaplan.

C. Fundraising campaign proposal presentation by Jodi Summers

Jodi Summers proposed to the Board the concept of a public GoFundMe campaign to raise funds to restore the rooftop décor to the Loeff Hippodrome.

Chair Abdo asked Rod Merl to discuss the logistics of such a campaign with the City Manager's Office.

Public comment by Roger Genser.

D. Visitor Enhancement Plan Study Group Update

Board Member Braun briefly summarized the second community workshop with ROMA, held on September 21, noting that it was a success, then announced that the third and final workshop will be held on December 2.

Public comment by Greg Morena.

E. Approval of Minutes for the Aug 17, 2015 meeting

Motion by Board Member Braun, seconded by Board Member McCarthy, that the Board approve the minutes as submitted. The motion was approved by the following vote:

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

NOES: None

ABSENT: Board Members Catoe

ABSTAIN: None

Chair Abdo moved Item 2.F. Closed Session to the last item before adjournment.

3. Presentations

A. Santa Monica Pier Lessees Association

Randi Parent reported that the SMPLA recently met and received updates from the Santa Monica Police Department regarding deployment levels and how staffing will be addressed for the arrival of the Expo Rail next spring.

B. Landmarks Commission

Barbara Kaplan reported that the Landmarks Commission recently met, yet was not able to discuss the Rusty's Surf Ranch design proposal. Instead, the proposal will be heard at their November meeting!

4. Board Member Items

Board Member Braun asked for an update on the pedestrian counters that were presented to the Board earlier this year. Rob Merl answered that the contract was still being finalized and expectations are that it will be completed very soon.

Chair Abdo appointed Board Members McCarthy and Kerns to an ad hoc committee designed to meet with representatives from the Santa Monica Pier Lessees Association as well as City Staff regarding events other than the Twilight Concert Series.

5. Public Comment

No public comment.

F. Closed Session: Board evaluation of Pier Administrator

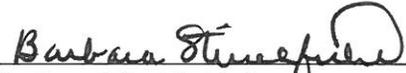
Chair Abdo adjourned the Board to closed session at 8:31 PM.

Chair Abdo reconvened the meeting at 9:21 PM. No action taken.

6. Adjournment

Chair Abdo adjourned the meeting at 9:25 PM.

ATTEST: APPROVED:



Barbara Stinchfield, Secretary