

SANTA MONICA — PIER —

SANTA MONICA PIER CORPORATION

Minutes of the Board of Directors Regular Meeting on April 18, 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 6:34 PM on April 18, 2016 at the Ken Edwards Center, 1527 Fourth Street,

Board Members reporting present:

Chair Judy Abdo
Secretary/Treasurer Barbara Stinchfield
Abby Arnold
Chris Foster
Misti Kerns
Susan McCarthy

Board Members absent:

Allan Lipsky

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 Senior Marketing Manager Erin Taylor
City of Santa Monica Principal Transportation Planner Beth Rolandson
City of Santa Monica Engineering Specialist Gene Higginbotham
City of Santa Monica Public Services Administrator Robert Silverstein
Santa Monica Pier Lessees Representative Randi Parent
Member of the Public Charlie Lustman

1. Information Items

A. Staff & Programming Update

Rod Merl announced that the Pier's iconic entrance sign is slated to be repainted in time for the opening of the Expo Rail Line and Colorado Esplanade. Boardmember Stinchfield advised that the paint colors be submitted for approval by the Landmarks Commission.

Rod Merl introduced Public Services Administrator Robert Silverstein, who provided an update about the upcoming assignments and duties of the Harbor Patrol and Community Services Officers in preparation for the arrival of the Expo Rail Line and the summer season.

Rod Merl continued his report with updates about the progress of the south stairs reconstruction, the completion of installation of the new bollards on the Municipal Pier and the new directional signage placed in front of the new bollards.

Jay Farrand announced that the Wake Up with the Waves children's concert season is halfway complete and preparations are underway for the Spring season of ROGA (beginning May 7th), the Tommy Bahama Paddleboard Race & Ocean Festival (June 11th) and the 100th Anniversary Celebration of the Merry Go-Round Building (June 12th).

B. March Budget and Financials

Jay Farrand summarized the financial statements distributed in the Board Packet.

2. Action & Discussion Items

A. Construction & Colorado Esplanade Construction Update

Gene Higginbotham announced that there will be a ribbon cutting ceremony for the May 16 opening of the Colorado Esplanade. In upcoming weeks there will be a final paving of the intersection of Ocean Avenue and Colorado Avenue as well as the painting of the scramble intersection, but this work will be accomplished without the need to close the Pier Bridge.

B. EXPO launch event update

Erin Taylor and Beth Rolandson detailed the three event dates that the City is planning for the arrival of the Expo Rail Line:

- May 20th – A private ribbon cutting ceremony, hosted by Metro, will be held from 10:00 AM to 11:30 AM. Afterward the public will be allowed free rides from 12:00 Noon to 1:00 PM.
- May 21st – The public will be allowed free rides all day while the City will provide community activities at each of Santa Monica's rail stations from 10:00 AM to 4:00 PM, encouraging people to explore Santa Monica, the Big Blue Bus and Breeze Bikeshare programs.
- June 5 – The City will produce an open streets event called COAST, closing Main Street, Colorado Avenue (from 4th Street to the Pier) and Wilshire Boulevard (from the Pier north to Wilshire) to vehicles and opening them up for bicycle and pedestrian use. Event hours are 9:00 AM to 3:00 PM. The Pier Parking Deck will be closed for the event. The City also recognized that there is an event on the Pier – "Pedal on the Pier" – and is currently working to make that event's load-in and other logistics go smoothly, as well as regular deliveries to Pier businesses.

Board Member McCarthy advised that the event map should show that the Colorado Esplanade closure continues down through the Pier Bridge and onto the Pier.

SMPLA Representative Randi Parent commented that the Pier's business tenants have felt as though they have been brushed aside by the planners of the COAST event.

C. Election of Officers and Study Group assignments

Board Member Foster nominated Board Member Abdo for BOARD CHAIR, seconded by Board Member McCarthy. Nomination was accepted.

No other candidates were nominated. Board Member Abdo was elected by the following vote:

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

NOES: None

ABSENT: Board Member Lipsky

ABSTAIN: None

Board Member Kerns nominated Board Member McCarthy for VICE-CHAIR, seconded by Board Member Foster. Nomination was accepted.

No other candidates were nominated. Board Member McCarthy was elected by the following vote:

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

NOES: None

ABSENT: Board Member Lipsky

ABSTAIN: None

Board Member Stinchfield nominated Board Member Arnold for SECRETARY/TREASURE, seconded by Board Member McCarthy. Nomination was accepted.

No other candidates were nominated. Board Member Arnold was elected by the following vote:

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

NOES: None

ABSENT: Board Member Lipsky

ABSTAIN: None

Chair Abdo called for volunteers for three study groups: the Visitor Enhancement Plan Study Group, the Expo Study Group and the Local Coastal Plan Study Group, then appointed members as follows:

VISITOR ENHANCEMENT PLAN STUDY GROUP

Chris Foster

Barbara Stinchfield

Judy Abdo

Randi Parent

EXPO STUDY GROUP

Allan Lipsky

Misti Kerns

Abby Arnold

Randi Parent

LOCAL COASTAL PLAN STUDY GROUP

Susan McCarthy

Misti Kerns
Barbara Stinchfield
Judy Abdo (alternate, if/when one member cannot make a meeting)

D. Review and approve FY 15/16 Work Plan & Budget

Jay Farrand summarized the written FY 15/16 Work Plan and Budget as submitted in the Board Packet.

Board Member Stinchfield asked that language be added acknowledging that the Pier Corporation staff will work with the Pier Business Tenants regarding access & use studies and advised that it is prudent to get legal advise on pro bono and intellectual properties contracts.

Motion by Board Member Arnold, seconded by Board Member Foster, that the Board approve the FY 15/16 Annual Work Plan and Budget with noted changes. The motion was approved by the following vote:

AYES: Board Members Abdo, Arnold, Foster, Kerns, McCarthy and Stinchfield
NOES: None
ABSENT: Board Member Lipsky
ABSTAIN: None

E. Approval of Minutes for the March 21, 2016 meeting

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

AYES: Board Members Abdo, Arnold, Foster, Kerns, McCarthy and Stinchfield
NOES: None
ABSENT: Board Member Lipsky
ABSTAIN: None

F. Approval to shift start time of May meeting

Chair Abdo recommended to the Board that, since the ribbon cutting ceremony for the Colorado Esplanade is scheduled for the same evening as the regularly scheduled May Board Meeting (May 16th), the start time for the Board Meeting should be moved to an earlier time so that the meeting's business will be finished in time for the Board to attend the ceremony.

Motion by Board Member Foster, seconded by Board Member Arnold, that the start time for the May 2016 SMPC Board Meeting be moved up to as early as 5:30 PM. The motion was approved by the following vote:

AYES: Board Members Abdo, Arnold, Foster, Kerns, McCarthy and Stinchfield
NOES: None
ABSENT: Board Member Lipsky
ABSTAIN: None

G. Silent Film Theater Presentation

Charlie Lustman gave a brief presentation to the Board proposing future inclusion of a silent film theater in the Pier's plans, recognizing a synergy between silent film history and that of the Pier.

3. Presentations

A. Santa Monica Pier Lessees Association

Randi Parent commented that most of what had been brought up at the recent SMPLA meeting had been covered in tonight's Board Meeting. She added an announcement that the Santa Monica Pier Aquarium will celebrate Nick Gabaldon Day on June 4th.

B. Landmarks Commission

No report.

4. Board Member Items

None.

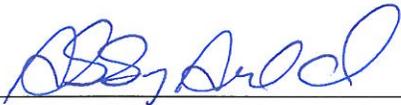
5. Public Comment

Public comment by Ellen Brennan regarding her concerns about the upcoming Twilight Concert Series.

6. Adjournment

Chair Abdo adjourned the meeting at 8:56 PM.

ATTEST: APPROVED:



Abby Arnold, Secretary