



**MINUTES  
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS  
JUNE 18, 2018  
SANTA MONICA PIER MERRY GO-ROUND BUILDING  
200 SANTA MONICA PIER, SANTA MONICA 90401  
6:30 PM**

**Call to Order**

Chair Abby Arnold called the meeting to order at 6:31 p.m.

**Roll Call**

The following persons were recorded in attendance by the Recording Secretary:

Present: Board Members Abby Arnold, Gray Bright, Christopher Foster, Daniela Martin, Allan Lipsky, Misti Kerns

Absent: Board Member Carter Rubin.

Also present: SMPC Executive Director Negin Singh, SMPC Deputy Director Jim Harris, City of Santa Monica Pier Administrator Elana Buegoff, City of Santa Monica Office of Pier Management Staff Michael Barboza, City of Santa Monica Beach Manager Judith Meister, City of Santa Monica Community & Cultural Services Senior Park Planner Tom Campbell, Harbor Patrol Officer Christopher Camp and Santa Monica Pier Lessees Association Representative Randi Parent

Chair Arnold began the meeting with a heartfelt tribute to SMPC Director of Development, Craig Hoffman, who recently passed away. The Board then proceeded to share stories about Craig and his fun loving, hard-working, courageous spirit.

1. **Special Agenda Items - None**
2. **Reports of Staff/Members**
  - A. SMPC Staff and Programming Update

Negin Singh spoke about finding a replacement for Mr. Hoffman, but prior to doing so a temporary person will be hired to help Marketing Manager Elise Levyn in getting leads, sponsorships information, etc. Negin the provided updates on the improvements to the Pier Shop and regular team budget meetings. She informed the Board about permitting issues which arose with the recent ADIDAS/Hot Tea yarn art installation and that SMPC Staff is working with City Staff to explore streamlining the permitting process. She also highlighted the upcoming Pier 360 event taking place on the Pier deck on June 22nd and 23rd and that the new campaign "Pier We Go" will launch on July 1st, announcing the three summer events we have coming up including ProCon, ROGA and Sea Saw.

B. Office of Pier Management Update

Elana Buegoff shared some notable items that City Council will address, including budget items and projects including the west end retrofit, pier bridge project, Area Two upgrade totaling 40 million. The Pier Corporation's budget will be presented to counsel on June 26. The Local Coastal Plan project is moving forward and scheduled for Council review this summer. The Clean Beaches Project is still on schedule to be completed in August. All of the Pier's food operators have been trained on the new recycling program - and the City expects recycling on one million pounds of organics from landfills just from the Pier.

Illegal vending was discussed with the Board in detail, with input from Harbor Patrol Officer Christopher Camp, and concerns about public safety were voiced by all members of the Board.

C. January 2018 Budget and Financials

Jim Harris summarized the written report distributed in the Board Packet, noting that May was a slow month, however we are on track for much of what we have planned for. Corporate activations will help in the coming months

D. Santa Monica Police Department / Harbor Patrol

Harbor Patrol Officer Christopher Camp spoke about having increased staffing for more summertime enforcement, especially Thursdays through Sundays. During the first week of June they participated in a week-long "Hands Only CPR" training on the west end of the pier, in conjunction with the Fire Department and the Pier Corporation. 200 people were taught how to do CPR.

Negin Singh mentioned that Staff Pro, the security team hired by the Pier Corporation, recently performed a pedestrian count on how many people were at the pier on a Wednesday evening in order to get a better understanding of what crowd control will look like during this year's fall schedule of Twilight concerts. Additional pedestrian counts will be scheduled for the middle of summer and again in the winter just as a comparison.

E. Santa Monica Pier Lessees Association

SMPLA Representative Randi Parent spoke about the SMPLA's concerns regarding recent difficulties with parking and that they recently met with the Parking Department in order to better the situation during the summer.

F. Landmarks Commission

Landmarks Commissioner Barry Rosenbaum noted that the Commission has not had any recent discussions regarding the Pier, however they did receive a presentation about the CCS Parks and Rec Master Plan in their recent meeting.

3. **Public Input**

No public input.

4. **Consent Calendar**

A. May 21, 2018 Special Pier Corporation Meeting Minutes

MOTION: Board Member Foster moved to approve the minutes from the May 21, 2018 Board Meeting, seconded by Board Member Lipsky. The motion passed unanimously.

5. **New Business**

A. Staff Introduction: Parks and Recreation Plan

Senior Park Planner Tom Campbell informed the Board that the Parks and Recreation Commission is currently developing the new Parks and Recreation Master Plan Update, noting that the Master Plan has not been updated in 20 years. The commission is working on the framework that will guide the parks and recreation system as well as the beach for the next 20 years. The initial plan was created in 1997 and will need to be updated as the world has changed. The goal is to have a draft prepared by July of 2019 for public review and a final release in August of 2019. Goals are to touch on

how people will get to the parks, integrating parks in the airport structure, etc. An online map-based survey is currently in circulation. They have planned over 10 pop-up events for outreach, with the first one taking place in August.

Negin Singh suggested including technology into the plan, as the West Side is currently at the forefront of the technology movement in Los Angeles.

Mr. Campbell added that walkways to the beach, expansion of the bike beach trail, growing need for public spaces to entertain - especially in parks have all been discussed as part of the plan.

Negin Singh recommended large installations of art in parks as being assets to the City of Santa Monica.

## 6. **Continued Items**

### A. Discontinuation of Rental Events at the 1550 Lot

Beach Manager Judith Meister announced to the Board that the City will no longer make the 1550 PCH Parking Lot (beach-level parking lot) available for community events. The main reasons are because the lot is a parking lot and should be used as such, and that removing this from the event venue roster will give the Pier Corporation more opportunity to gain revenue by hosting events that might otherwise take place in the 1550 Lot. The Independent Spirit Awards will however continue for the next two years because of signed contracts and deals.

The Olympics will be an entirely different discussion with the City, in terms of use of the lot.

The Board unanimously supported the discontinuation of events at the 1550 lot.

### B. Report from Board Study Groups

Board Member Foster announced that the Programming and Development Study Group met and discussed both fully funded and partially funded events. Children's' events such as STEAM Machines were a topic, as were concerns about weather and making events more involved. Approvals for art installations were also discussed

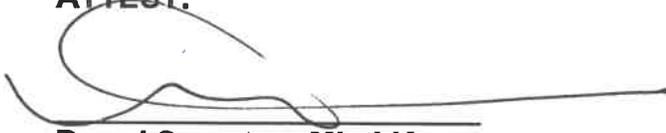
## 7. **Future Agenda Items**

Vending, security, emergency action plan and Rusty's Surf Ranch

**Adjournment**

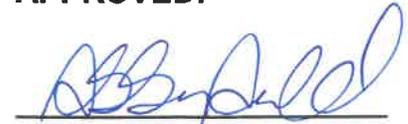
Chair Arnold adjourned the meeting at 7:21 PM.

**ATTEST:**

A handwritten signature in black ink, appearing to be 'Misti Kerns', written over a horizontal line.

**Board Secretary Misti Kerns**

**APPROVED:**

A handwritten signature in blue ink, appearing to be 'Abby Arnold', written over a horizontal line.

**Board Chair Abby Arnold**