



City of
Santa Monica®

**MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
FEBRUARY 15, 2018
KEN EDWARDS CENTER
1527 FOURTH STREET, SANTA MONICA 90401
6:30 PM**

Call to Order

Board Member Arnold called the meeting to order at 6:32 p.m.

Roll Call

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

Present: Board Members Abby Arnold, Gray Bright, Christopher Foster, Allan Lipsky, Daniela Martin, and Carter Rubin

Absent: Misti Kerns

Also present: Executive Director Negin Singh, 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 Civil Engineer Selim Eren, City of Santa Monica Beach Manager Judith Meister, Owner of Rusty's Surf Ranch Russell Barnard and Santa Monica Pier Lessees Association Representative Randi Parent

1. **Special Agenda Items - None**

2. **Reports of Staff/Members**

A. SMPC Staff and Programming Update

Negin Singh updated the Board about many new and exciting changes to the office during her first month on staff including the enlistment of a human resources consultant, physical office upgrades, the creation of social media programs "Pier Peeps" and "Wish You Were Pier", the creation of a soon-to-

be-filled Office and Events Specialist position, the re-imagination of successful stalwart events including Pier 360 (formerly Pier Paddleboard Race & Ocean Festival), Pro Con and Front Porch Cinema, the imagination of a new performance arts event called Sea Saw and the conceptualization of a winter holidays installation. She also announced that she has been working with SMPC staff and City staff on plans for the 2018 re-imagination of the Twilight Concert Series and will present these plans at the March Board Meeting.

Jim Harris updated the Board about recent events on the Pier including the recent Bleacher Report rental and the stage play "An Illegal Start" in the historic Merry Go-Round Building.

B. Office of Pier Management Update

Elana Buegoff announced that the Brown Act training video is now available for viewing, the Los Angeles Marathon is set for March 18th and will temporarily close access to the Pier Bridge as it has for the past several years, and the City Council recently approved of the City-produced COAST event to continue for the next 3 years, the first of which will be October 7, 2018. She also updated the Board on the status of current construction projects including those at Rusty's Surf Ranch, Seaside at the Pier, the Pier Parking Deck Area 4, Edison switchgear replacement, west end railing and lights replacement and the Clean Beaches Initiative project in Beach Lot 1 North, which is slated for completion by August.

C. January 2018 Budget and Financials

Jim Harris summarized the written report distributed in the Board Packet, noting the reflection of the recently approved co-production of the play in the Merry Go-Round as well as the posting of the \$200,000 payment to the City for last summer's Twilight Concert Series.

Board Member Lipsky requested that staff present a review of wages and salaries to the Board in the near future.

D. Santa Monica Police Department / Harbor Patrol

No report

E. Santa Monica Pier Lessees Association

Randi Parent announced that the SMPLA received an update from the producers of the LA Marathon at their recent meeting, then also discussed the consideration of creating a BID.

Russell Barnard read the SMPLA's official statement regarding the Draft EIR for the Pier Bridge Replacement Project, noting the organization's preference for Alternative #3.

F. Landmarks Commission

No report.

3. Public Input

Ken Kutcher read a letter on behalf of the Mink family regarding their objections to the proposed Moss Avenue bridge as outlined in the Pier Bridge Replacement Project and Judy Abdo advocated for the Moss Avenue bridge in order to preserve parking for disabled persons.

4. Consent Calendar

A. January 17, 2018 Special Pier Corporation Meeting Minutes

MOTION: Board Member Lipsky moved to approve the minutes from the January 17, 2018 Board Meeting with noted corrections, seconded by Board Member Rubin. The motion passed unanimously.

5. New Business

A. Resolution Opposing Off-Shore Drilling

MOTION: Board Member Rubin moved to adopt a resolution opposing the current President Trump Administration's proposal to open up offshore drilling, seconded by Board Member Foster. The motion passed unanimously.

B. Presentation of Rusty's Surf Ranch Improvements

Russell Barnard, owner of Rusty's Surf Ranch, 256 Santa Monica Pier, presented his current plans for upgrades to the restaurant.

Chair Arnold asked whether surfboards would still be part of the décor, to which Mr. Barnard confirmed that indeed they would, along with entertainment-themed elements.

Board Member Bright inquired as to whether special security measures have been considered for the second floor balconies. Mr. Barnard confirmed that they have.

C. Presentation of North Beach Bicycle Path Improvements

Beach Manager Judith Meister presented the City's plans for the upcoming improvements to the North Beach Bicycle Path which include signage, bicycle racks, expanding the north beach entranceway with a proposed relocation of the entrance sign and adding space along the bicycle path specifically to accommodate pedestrians.

Board Member Bright recommended the dedication of docking space specifically for Bird scooters and Board Member Rubin recommended the addition of added docking space for Breeze bicycles. Board Member Bright also requested that any pathway or sidewalk art be carefully thought out in order to avoid optical illusions which can cause vertigo.

Negin Singh offered SMPC staff's assistance with signage.

Chair Arnold raised concerns about the pedestrian experience, particularly as far as signage is concerned. Ms. Meister confirmed that the signage will include international symbols.

Board Member Rubin asked what the expected timeframe for the project is and whether there will be continuous access to the bicycle path during construction. Ms. Meister replied that the project is expected to take one year to complete and that there will indeed be continuous access.

Chair Arnold informed the Board that they have been asked to take a position on the proposed relocation of the entrance sign at the proposed north beach plaza.

MOTION: Board Member Foster moved to endorse the proposed move of the beach level entrance sign to the center of the newly planned north beach plaza on the beach north of Bubba Gump Shrimp Company, seconded by Board Member Rubin. The motion passed unanimously.

6. **Continued Items**

A. Endorsement of Santa Monica Pier Bridge Replacement Project

Board Member Foster informed the Board that the Pier Bridge Replacement Project Study Group met with City Engineer Selim Eren to discuss the project.

The Study Group's recommendation is that the Board accept the Draft EIR and wait for public comment before endorsing any of the proposed alternatives.

Board Member Lipsky noted the Draft EIR states that there has been no negative response from neighbors to the south of the Pier, which he knows to be incorrect. There are many concerns regarding traffic impacts to the south area.

The Board discussed briefly about whether or not to take formal action. Chair Arnold determined that there was no need to take action at this time.

SMPLA Representative Randi Parent announced that Heal the Bay and the Santa Monica Pier Aquarium will be preparing comments on the Draft EIR separately from the SMPLA as their stance on the bridge replacement differs from that organization's.

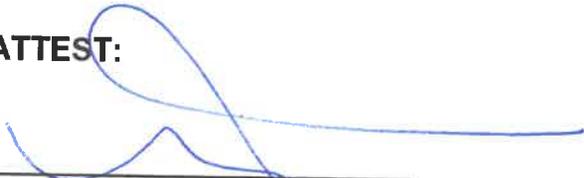
7. Future Agenda Items

Chair Arnold announced that topics for discussion in future SMPC Board Meetings will include the Local Coastal Plan, Vending, the Twilight Concert Series re-imagining, SMPC Study Groups/Committees, structure of the organization and lighting improvement.

Adjournment

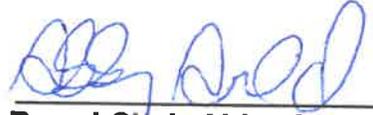
Chair Arnold adjourned the meeting at 7:59 p.m. and announced that the next SMPC Board Meeting is scheduled for March 19, 2018.

ATTEST:



Board Secretary Misti Kerns

APPROVED:



Board Chair Abby Arnold

