



MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
MARCH 19, 2018
KEN EDWARDS CENTER
1527 FOURTH STREET, SANTA MONICA 90401
6:30 PM

Call to Order

Chair 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 Misti Kerns Carter Rubin

Absent: None

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, and Santa Monica Pier Lessees Association Representative Randi Parent, Landmarks Commissioner Amy Green

Chair Arnold moved Item 5.A. to the top of the agenda.

5. New Business

A. Local Coastal Plan Presentation

Liz Bar-El gave a presentation on the Local Coastal Program that is required by the State of California to be reviewed by all coastal jurisdictions. The City has a land use

plan but not an implementation plan, like a coastal zoning program. The overall goal of this project is that authority will be transferred to city for them to handle all requirements.

Comments:

(5 min) Recommended Action: Receive City of Santa Monica Planning Department presentation of the Local Coastal Plan and provide feedback.

1. Special Agenda Items - None

1. Reports of Staff/Members

A. SMPC Staff and Programming Update

Negin Singh spoke about STEAM machines, ROGA, Jim's play extension, Smorgasburg. She then Introduced new Office and Events Specialist Lara Talatinian to the Board and that staff has incorporated more capital improvements in the office to get ready for the summer.

B. Office of Pier Management Update

Elana Buegoff spoke about Mufrad and Nichols who are helping with Pier Assessment study for infrastructure structure. Capital improvement in still ongoing - in May a study session will be held so that the public can have a say. Construction Update: wood deck 0 temporary trash room will be moved back to original location. The pier is working with a new recycling program, which the Albright has started working on. Pier decking project will be completed by the end of April. Pier railing project is under way as well as the clean beaches project.

Sven of Seaside on the Pier updated everyone with plans for their opening date set for early April.

Board Member Bright commented on poor weekend internet service at the pier.

Board Member Kerns commented on insufficient operations of parking.

C. February 2018 Budget and Financials

Jim Harris summarized the written report distributed in the Board Packet, event and carousel deck rentals were prosperous. Bleacher Report, STEAM Machines and Smorgasburg which helped the revenue model tremendously.

Negin Singh commented on the financial report and how it is exciting that we have been spending money on new staffing yet have made strides to stay within budget.

D. Santa Monica Police Department / Harbor Patrol

No report

E. Santa Monica Pier Lessees Association

Randi Parent reported the SMPLA's concerns and comments regarding the Spirit Awards, as well as the bike path expansion. Plans for the Pier Pass, discussed to be shared with travel groups and a collaboration by SMPLA and SMPC. The ext S<PLA meeting will be held on April 14, 2018 at Bubba Gump.

F. Landmarks Commission

Commissioner Amy Green reported that Landmarks has been reviewing the bridge packet. General concern over parking and disruption of visuals during construction.

3. Public Input

No Input

4. Consent Calendar

A. February 15, 2018 Special Pier Corporation Meeting Minutes

MOTION: Board Member Lipsky moved to approve the minutes from the February 15, 2018 Board Meeting with noted corrections, seconded by Board Member Rubin. The motion passed unanimously.

Board Member Rubin Carter also requested an update on the doc for the opposition of the offshore drilling plan.

5. New Business

B. SMPC FY2016-17 Financial Audit

Board Member Lipsky spoke summarized the review conducted by the Audit Committee.

MOTION: Board Member Lipsky moved to approve and accept the audit and state financial statement tax return. The motion passed unanimously.

6. Continued Items

A. 2018 SM Pier Corporation Event Calendar

Negin Singh described the different levels of events taking place at the pier. Those include the events the pier produces, co-produced events, and rental events. A one-sheet describing the events was distributed to the Board and Negin described each event and which collaborations she is excited to work with.

B. Board Study Groups

Presentation lead by Negin Singh focusing on the events mission which is to provide impactful programming to uphold the pier as a world class destination that is free and open to all. Key to create growth is focusing on rentals to maximize revenue. Partnering with the city and cultural affairs to make sure the SMPC staff are plugged in with all initiatives. Goal in 18 months is to become more independent as a revenue stream. Study will focus new revenue stream, capital improvements projects, growing licensing opportunities, overseeing the new pier shop plan. Development of the next programming strategy also looking at multi-year partnerships like Snapchat. Policies and operations which will focus on city policies that affect the pier on a daily basis. Policies and operations, all things that affect our revenue streams.

Chair Arnold spoke about putting this on next months agenda, and thinking about which study groups to join.

Question by Board Member Bright regarding pier shop revenue, descriptions of what we will be selling and how it will correlate with events thrown at the carousel.

Public Comment: Cindy Pfeiffer commented on traffic flow on the North side of the pier is lacking because of less signage, and general crossing and construction of the bridge which does not lead to the carousel building, etc.

7. Future Agenda Items

Board Member Rubin spoke about a future agenda item regarding transportation, north beach improvements, ramp being contemplated between the pier deck.

Adjournment

Chair Arnold adjourned the meeting at 7:59 p.m. and announced that the next SMPC Board Meeting is scheduled for April 16, 2018.

ATTEST:



Board Secretary Misti Kerns

APPROVED:



Board Chair Abby Arnold

