



MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
APRIL 16, 2018
KEN EDWARDS CENTER
1527 FOURTH STREET, SANTA MONICA 90401
6:30 PM

Call to Order

Chair Abby 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

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 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. Staff and Programming Update

Negin Singh gave brief recaps on the well-attended Jacob Jonas Dance Company event on the west end of the pier as well as two recent activations, one for Werther's candy and one for Dial soap, and commented that the Pier

has been very busy with filming. She announced that staff's plans for three stages for the Twilight Concerts have been received well by the City and staff is now setting sights on working with Pier business tenants on possible activations on concert dates. She was also pleased to announce that the SMPC employee handbook has been updated and finalized. Coming up in April are the "Save the Pier!" play, Wanderlust and preparations for the summer changes to the Pier Shop.

B. Office of Pier Management Update

Elana Buegoff announced the upcoming study session on Capital improvement projects scheduled for May 22nd and that Local Coastal Plan will be presented to City Council in May. She then updated the Board on current construction projects including the upgrade to Area 4 of the Pier Parking Deck and the changeover of the new Edison switchgear. At the end of April the trash area will be moved from its temporary location back to its original area between Pier Burger and Playland Arcade. UCLA students came to the pier to study our trash sustainability. The Clean Beaches Initiative project is going through testing of the tank for leaks, then the cistern will be filled and the large sand pile on the beach will go away sometime in May. The City's Pier Emergency Plan is expected to be finished soon as the Office of Emergency Management is currently working on it. The City Parking Office responded to the request for information about closing the Pier Parking Deck with a list of 4 criteria that trigger the posting of the PARKING LOT FULL sign as follows:

1. Once the lot has reached 85% occupancy it is considered full.
2. The Police Department order closure when pedestrian traffic is high.
3. Special Events / Activations.
4. Designated Holidays. They are working on pedestrian safety.

C. March 2018 Budget and Financials

Jim Harris summarized the written financial report submitted in the Board Packet, noting that March is typically a slow month for event deck rentals.

D. Santa Monica Police Department / Harbor Patrol

No report

E. Santa Monica Pier Lessees Association

Randi Parent informed the Board that the producers of the Independent Spirit Awards attended the recent Pier Lessees Association meeting to address concerns that the lessees expressed regarding their use of 1550 PCH Parking

Lot. The Pier Lessees are also discussing the formation of a BID to address safety concerns on the Pier.

Board Member Lipsky suggested that the Pier Corporation could perhaps help with funding for the research and development of the BID.

F. Landmarks Commission

Barry stepped in for Amy and explained what he does, which is reports what they do directly to the board. One item on the agenda is the Local Coastal Plan. Issues related to the bridge. It was on the agenda but did not get to it - Amy will update the board during the next board meeting.

3. **Public Input**

Ned Landin spoke in regards to telecommunication reception for the pier.

4. **Consent Calendar**

Approval of the Minutes of the March 19, 2018 SMPC Board Meeting

Board Member Foster noted that the minutes reflected that he was both present and absent at the meeting, and that this should be corrected to reflect that he was present.

MOTION by Board Member Foster, seconded by Board Member Kerns to approve the minutes with noted correction. The motion passed unanimously.

Board Member Lipsky suggested that the minutes be proofread before being distributed.

5. **New Business**

A. Annual SMPC Budget for FY2018-19

Negin Singh presented the FY2018-19 budget to the Board, noting that they numbers reflect an increase in expenditures, but also a significant increase in revenue which she is confident that the organization can achieve. Staff has enlisted two PR agencies - Jeff Wagner Agency and Department 4 - for content creation and PR. Both have 1-year contracts with a 6 month mark review.

Public Comment by Judy Abdo, announcing progress in the development of "Friends of the Pier" in order to help secure funding.

Board Member Lipsky offered to help review the budget and assist with revisions where necessary.

MOTION by Chair Arnold, seconded by Board Member Kerns to approve the budget as presented. The motion passed unanimously.

6. Continued Items

A. Board Study Groups

Chair Arnold presented this year's Study Group choices and asked Board Members to volunteer for each. Negin Singh elaborated on the focus of each Study Group.

Appointments are as follows:

New Revenue Streams

- Daniela Martin
- Gray Bright

Programming Strategy and Development

- Chris Foster
- Misti Kerns

Policies and Operations May 22

- Abby Arnold
- Allan Lipsky
- Carter Rubin

Leasing and Long Term Activations

- Daniella Martin
- Allen Lipsky
- Chris Foster

7. Future Agenda Items

Chair Arnold announced future agenda items under consideration: discussion of illegal vendors on the pier and security in regard to programming and staffing.

Chair Arnold adjourned to Closed Session at 7:20 PM.

8. Closed Session

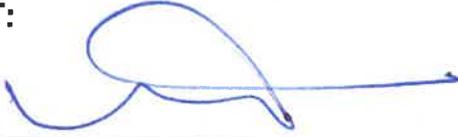
A. LEGAL

Chair Arnold reconvened the public meeting at 7:31 PM

Adjournment

Chair Arnold adjourned the meeting at 7:23 PM.

ATTEST:



Board Secretary Misti Kerns

APPROVED:



Board Chair Abby Arnold

