



**MINUTES**  
**SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS**  
**MAY 21, 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 6:31 p.m.

**Roll Call**

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

**Present:** Board Members Abby Arnold, Gray Bright, Carter Rubin, Daniela Martin

**Absent:** Board Member Allan Lipsky, Misti Kerns, Christopher Foster.

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 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 provided recaps on recent deck events Wanderlust, Red Bull “Wings for Life” Run, HUSH LA Silent Dance Concert and the annual “Save the Pier!” play. She then announced that she has recently been in touch with a licensing expert and plans to meet soon to discuss how SMPC can better tap into this revenue source. She added that Activations Manager Anne Railsback

has been very active in bringing on new activations and promotions to the pier, including an exciting Shark Week activation for this summer. Staff has begun bi-weekly TCS meeting with City Staff. She closed her report by announcing the upcoming rebranding and product launch of the Pier Shop coming up in June plus the launch of Pier 360 marketing in the next two days. Pier 360 is fully funded.

#### B. Office of Pier Management Update

Elana Buegoff announced that the study session on Capital Improvement Projects is scheduled for May 22nd and that the 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 to the new Edison switchgear. Some City Council items relevant to the Pier are scheduled for the June 26<sup>th</sup> Council Meeting, including labor peace and the SMPC budget and work plan, The Local Coastal Plan adoption is moving forward and scheduled for discussion at the June 20th City Planning Commission meeting, then for City Council review on July 24th. She announced that the Clean Beaches program is progressing well and the construction footprint is expected to shrink significantly by Memorial Day, then completed by August. She spoke on the Pier's organic collection program, which the Albright is already participating in and other Pier merchants are expected to join soon. The UCLA team which performed recent waste study review would like to present their findings to the Board in June.

Negin Singh mentioned meeting with the Office of Emergency Management and going over the piers emergency evacuation plan, which Elana Buegoff confirmed.

Board Member Rubin mentioned that the company he works for is a part of an anti-food waste program, and will share more information with Elana Buegoff.

#### C. April 2018 Budget and Financials

Jim Harris summarized the written financial report submitted in the Board Packet, noting that April was an extraordinary month in four rental categories: Carousel Rental, Film Permits, Pier Deck Rentals, and Corporate Activations. All of these help boost income and Negin Singh added that July and August look very promising.

Board Member Rubin requested to review the budget line by line, and staff and Board did so briefly.

D. Santa Monica Police Department / Harbor Patrol

No report

E. Santa Monica Pier Lessees Association

Randi Parent announced that the SMPLA received a presentation from Circus Vargas.

Negin Singh mentioned that she recently meant with them and commented on their low price point.

F. Landmarks Commission

Commissioner Amy Green commented that they had no report at this time.

3. **Public Input**

No public input.

4. **Consent Calendar**

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

Board Member Martin pointed out that her name was misspelled. Board Member Rubin noted that he was mistakenly listed as absent.

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

5. **New Business**

A. Annual SMPC Plan of Work for FY2018-19

Negin Singh presented the Annual Work Plan, highlighting six areas of focus: Programming Development, Guest Experience, Community Relations, Organizational Development, Sustainability and Advocacy, and Long Term Strategic Development.

Board Member Rubin suggested aligning Study Groups with the strategic development aspect of the packet in order to support the plan better.

MOTION by Board Member Rubin, seconded by Board Member Bright, to approve the Annual SMPC Plan of Work for FY2018-19 as presented, with noted additions. The motion passed unanimously

B. Presentation from Santa Monica Police Activities League for Circus Vargas

Chair Arnold announced that this item will be rescheduled for a future date.

6. **Continued Items**

A. Board Study Groups

Board Member Bright reported on behalf of the New Revenue Streams Study Group which met recently. Subjects discussed were a potential partnership with Lyft and identifying licensing opportunities.

7. **Future Agenda Items**

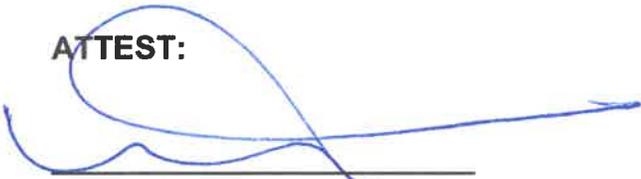
Negin Singh noted that future agenda items include presentations by the Office of Emergency Management, Pier 360, and a rescheduled presentation by Circus Vargas.

Elana Buegoff mentioned that the City's Community and Cultural Services would like to give a presentation at the next meeting, and the Pier Trash Collection Study will be pushed to July.

**Adjournment**

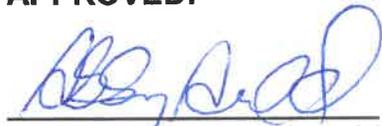
Chair Arnold adjourned the meeting at 7:21.

**ATTEST:**



\_\_\_\_\_  
**Board Secretary Misti Kerns**

**APPROVED:**



\_\_\_\_\_  
**Board Chair Abby Arnold**