



**MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
MARCH 18, 2019
SANTA MONICA PIER AQUARIUM
1600 OCEAN FRONT WALK
SANTA MONICA, CA
6:30 PM**

Call to Order

Chair Christopher Foster 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, Christopher Foster, Daniela Martin, and Carter Rubin

Absent: Board Members Gray Bright, Allan Lipsky and Misti Kerns,

Also present: SMPC Executive Director Negin Singh, City of Santa Monica Pier Administrator Elana Buegoff, Deputy City Manager Anuj Gupta, Landmarks Commission Barry Rosenbaum and Santa Monica Pier Lessees Association Representative Cindy Pfeiffer.

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

Executive Director Negin Singh spoke about all of the filming, activations and partnerships that have taken place in the month of March. ROGA, the Pier's Run + Yoga programming will begin March 23rd and will go on for 18 weeks, the first of which will include partnerships with Boxed Water and Capital One. PRIDE, Twilight and Pier 360 planning is underway. The first Pier PRIDE advisors meeting took place earlier this month in order to talk about Pride plans.

B. Office of Pier Management Update

Pier Administrator Elana Buegoff spoke about a number of notable items: City Staff conducted a community workshop regarding street vending. The LA Marathon is returning on March 24th. In Pier tenant news, Seaside on the Pier has closed its first floor sandwich shop and will be rebranding the ground floor restaurant to look similar to the upstairs restaurants. City Engineers are currently working on 10 options for the new Pier bridge. The Pier Mass Notification System's designer has been chosen and the Board will be notified once there are updates.

C. February Budget & Financials

Deputy Director Jim Harris reported that the organization had a slow month in February, however the Carousel rentals were very busy. He added that March is going to be an exceptional month. He also highlighted a few recent capital purchases, including the addition of a new storage system as well as discounted lighting supplies which will be highly utilized for future events and campaigns. An investment into boosted Wi-Fi investment will soon be added to the list of add-ons and services the Pier can provide for rental events.

D. Santa Monica Police Department / Harbor Patrol

No Report.

E. Santa Monica Pier Lessees Association

SMPLA Representative Cindy Pfeifer spoke about the recently released BID report, and the association put together ideas for funding with examples of raising rates from the 1550 Lot and Pier parking deck, as well as looking for funds from Pier Corporation, SMTT and the neighborhood tenants. The Pier Lessees want to work with the Pier Corp to start a working group in order to make sure the summer dates for Twilight Concert Series will be more lucrative for the tenants.

F. Landmarks Commission

Landmarks Commission representative Barry Rosenbaum announced that the commission recently met and discussed the proposed demolition of Hot Dog on a Stick and its replacement with a new, improved and larger version of the restaurant.

3. **Public Input**

No Public Input

4. **Consent Calendar**

A. February 25, 2019 Special Pier Corporation Board Meeting Minutes

Motion by Board Member Daniela Martin, seconded by Board Member Abby Arnold, to approve the minutes as presented. The motion passed unanimously.

5. **New Business**

A. Presentation from City Manager's Office on Street Vending

Deputy City Manager Anuj Gupta presented to the Board the City's plans regarding the decriminalization of sidewalk vending and the planned regulations surrounding the street vending laws, particularly in response to how the surge in street vending has affected the Pier over the last two years. On April 9th City Staff will propose a new City Ordinance to address street vending to City Council. Areas that are of concern on the Pier include the stairs near Bubba Gump as well as the Pier Bridge, which are both heavily dense in crowds as well as access points for the Pier itself. He then addressed number of questions regarding specifics of what the bill will mention, including code enforcement.

Comments were received from members of the public Jan Foote, Erin Deviny, Mackenzie Mink, Nathan Smithson and Chris Volaski.

B. Establishment of Santa Monica Pier Aquarium as Regular Meeting Location for Santa Monica Pier Corporation Board Meetings

Motion by Board Member Abby Arnold, seconded by Board Member Carter Rubin to approve of staff's recommendation to establish Santa Monica Pier Aquarium as the Board's regular monthly meeting place. The motion passed unanimously.

6. **Continued Items**

A. Board Study Groups

Staff will contact members of study groups to set dates for upcoming meetings.

7. **Future Agenda Items**

Safety/security, BID

Negin Singh announced that the next meeting might include a presentation on this year's inaugural PRIDE celebration.

Adjournment

Chair Foster adjourned the meeting at 7:49PM.

ATTEST:



Board Secretary Carter Rubin

APPROVED:



Board Chair Christopher Foster