



**MINUTES  
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS  
MONDAY, APRIL 15, 2019  
SANTA MONICA PIER AQUARIUM  
1600 OCEAN FRONT WALK  
SANTA MONICA, CA  
6:39 PM**

**Call to Order**

Chair Christopher Foster called the meeting to order at 6:39 p.m. with one member short of a quorum

**Roll Call**

*Short of a Quorum*

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

**Present:** Board Members Christopher Foster, Abby Arnold, Misti Kerns and Daniela Martin (*reported present at 6:59*)

**Absent:** Board Members Allan Lipsky, Gray Bright and Carter Rubin.

Also present: SMPC Executive Director Negin Singh, SMPC Deputy Director Jim Harris, SMPC Office and Events Specialist Lara Talatininan, City of Santa Monica Economic Development Manager Jason Harris, City of Santa Monica Chief Performance Officer Tim Dodd, 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 March being very busy with events and meetings, beginning with the kickoff of this year's 18-week run of ROGA and continuing with planning meetings for Pier 360 and the first of the Twilight Public Safety meetings. Staff also had a very productive meeting with the Pier's

merchants regarding activating for Twilight on the Pier. It was a “Monster March” (as the Pier team called it) for activations, as Activations Manager Anne Railsback oversaw over \$60k in activations on the Pier. Staff is currently working on the FY2019-20 budget for the Pier Corp and will present it to the Board at the May meeting. Premier Partnerships was able to procure a 5 year deal with Pepsi and, while our deal with Premier will be coming to an end at the end of the month, they will be on a retainer deal which is depending on how the deal with Pepsi goes. The Pier helped the City with new ideas for the Esplanade off the metro, possibly collaborating around the idea of a market place. Deputy Director Jim Harris spoke about the upcoming events including the NFL Draft event with the Chargers, Wanderlust, and the Jacob Jonas Dance Company all taking place within 4 days of one another.

**B. Office of Pier Management Update**

Jason Harris, the city’s Economic Development Manager, gave the report in lieu of Pier Administrator Elana Buegoff, who was on vacation. He reported that, in April, the City Council adopted an emergency ordinance regarding the vending issue on the Pier. He also announced that the City’s Code Enforcement detail will be redeployed at the Pier on a regular basis within the next month, under the supervision of Santa Monica Police Sergeant Crafton. On April 30th a special City Council meeting will be held to talk about the budget process. June 25th is when the yearly budgets will be reviewed by council from such organizations as SMTT, DTSM and SMPC. The Pier merchants recently approved of the list that is being discussed including the Pier Feasibility Study for the upcoming BID. This will be presented to City Council in the coming months, likely in early summer.

*Board Member Daniela Martin reported present, bringing the board to a quorum.*

*Chair Foster moved Item 5.A up on the agenda.*

**5. New Business**

**A. Presentation from City Staff on the Framework for a Sustainable City of Wellbeing**

Chief Performance Officer Tim Dodd gave a presentation regarding city metrics and informed the Board that this presentation is meant to be informative and collect feedback. This Framework’s goal, which began taking shape in 2017, is to connect key departmental goals and activities, drawn from the Sustainable City Plan, Wellbeing Index, and principles of a 21st Century Government. This Framework

provides a strategic vision for the City of Santa Monica, and identifies key outcomes that the City is striving to achieve.

Board Member Abby Arnold asked if these metrics can be applied to the Pier and the work put forth here.

2. C. March Budget & Financials

Deputy Director Jim Harris reported that the Pier worked on a number of capital improvements recently, including adding to our WiFi capabilities for events as well as hardware and lighting equipment, also for events. March was an exceptional month for activations, carousel and deck rentals, exceeding expectations for a month that is normally a bit slower. The Pier is in good financial standing.

D. Santa Monica Police Department / Harbor Patrol

No Report.

E. Santa Monica Pier Lessees Association

SMPLA Representative Cindy Pfeifer spoke about the productive meeting the tenants had regarding Twilight on the Pier 2019. She further reported on Issues with the Pier's parking deck, which have not been resolved, and proposed inviting representatives to the next Board Meeting to discuss such concerns and issues the tenants as well as those who work on the pier have regarding traffic, etc.

F. Landmarks Commission

No Report.

3. **Public Input**

No Public Input

4. **Consent Calendar**

A. March 18, 2019 Special Pier Corporation Board Meeting Minutes

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

5. **New Business**

B. SAMO Pride Presentation

Executive Director Negin Singh spoke about the upcoming SaMo Pride, a month long campaign in partnerships with DTSM and SMTT, which just enjoyed a successful press conference held on the Pier parking deck. She reported that the buzz around SaMo Pride has been overwhelming, and the collaboration between DTSM, SMTT and SMPC has been incredibly well-received. Negin Singh went over the Miles of Pride light installation, informational banners explaining what PRIDE is, Smorgasburg which will highlight LGBTQ+ chefs, a VIP kickoff event, Happy Hour Agency pop up at the Santa Monica Aquarium, Queer Prom and Pier 360.

Board Member Abby Arnold gave an explanation about the history of Queer Prom.

6. **Continued Items**

A. Board Study Groups

There will be a Development Board Study Group in the upcoming month.

7. **Future Agenda Items**

Negin Singh to present the budget to the Board at next month's meeting.

**Adjournment**

Chair Foster adjourned the meeting at 8:04 PM.

**ATTEST:**

**APPROVED:**

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**Board Secretary Carter Rubin  
Foster**

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**Board Chair Christopher**