



**MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
MONDAY, MAY 20, 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 6:30 p.m.

Roll Call

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

Present: Board Members Christopher Foster, Abby Arnold, Misti Kerns, Daniela Martin, Gray Bright, Carter Rubin.

Absent: Allan Lipsky

Also present: SMPC Executive Director Negin Singh, City of Santa Monica Pier Administrator Elana Buegoff, Santa Monica Pier Lessees Association Representative Cindy Pfeiffer, President of the Santa Monica Fire Firefighters Union, Local 1109 Dominic Bay. Santa Monica Landmarks Commissioner Barry Rosenbaum

1. Special Agenda Items - None

2. Reports of Staff/Members

A. Staff and Programming Update

Executive Director Negin Singh spoke about May and April. The three week long children's program, Wake up with the Waves, started last weekend on May 18th. The program features the Story Pirates, a group of improv actors who act out stories written by children. Feedback has been positive and businesses on the pier have also been benefitting due to our morning programming, including both Wake Up with the Waves and ROGA. Pier 360 is fully funded, while

Twilight still needs 100,000 in funding, which the team is working hard to get. Twilight acts are close to being fully booked, and the theme is the same as last year, which is Local meets Global. Jim Harris spoke about Buddha's Birthday Celebration at the West End of the Pier on Saturday, May 25th. Other activations include the 11th annual Pedal on the Pier, a Snap private event on June 15th and a Stranger Things private party and event activation for the Netflix TV show, which will last 5 days total.

B. Office of Pier Management Update

Elana Buegoff from the Office of Pier Management reminded everyone that on April 9th the new vending ordinance went into effect on and around the Pier. Code Enforcement also began making their presence on the Pier, confiscating illegal items and working with vendors to ensure the Pier is a safe place for all visitors. She announced that Negin Singh's Colorado Esplanade marketplace idea has been met with great enthusiasm. Code Enforcement officers will officially begin to have full-time presence on the Pier on May 19th. Public Works has been working with designers who have worked with Disneyland as well as cruise ships to design public safety operating systems in order to get a public safety system for the Pier; the project completion date is currently expected for the Summer of 2020. The Pier Feasibility Study as well as the Pier's Budget will be discussed in length on June 25th.

Public Input was heard from the President of the Santa Monica Firefighters Local 1109, Dominic Bay. He voiced concerns regarding safety on the pier and what the Santa Monica Fire Department is working towards in order to make the pier a safer environment in the future.

C. March Budget & Financials

Deputy Director Jim Harris reported that the Pier has had a particularly good month in April event deck rentals, including a great weekend filled with events presented by the Chargers, Jacob Jonas Dance Company, and Wanderlust. It has been a popular year for the Pier and the numbers reflect so. 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 issues with the parking system on the Pier Deck and the overflow of traffic. The tenants are excited about the upcoming PRIDE celebration, and the Pier corporations calendar helped the tenants plan for the coming month.

F. Landmarks Commission

Commissioner Barry Rosenbaum had nothing new to report.

4. **Consent Calendar**

A. April 15, 2019 Special Pier Corporation Board Meeting Minutes

Motion by Board Member Carter Rubin, seconded by Board Member Kerns, to approve of the minutes as submitted. The motion passed unanimously.

5. **New Business**

Chair Foster moved Item 5.B SAMO Pride Presentation up on the agenda.

B. SAMO Pride Presentation

Executive Director Negin Singh spoke about SAMO Pride and how it has bloomed into a city-wide celebration with events going on all during all but three days in the month of June. Pier-specific events include Smorgasburg, LGBTQ-identifying yoga instructors for ROGA, a Pier Bridge lighting ceremony, Wake Up with the Waves, House Aquatic, which is an experiential cocktail speakeasy taking place at the Aquarium, and hosted by members of the LGBTQ community from the Happy Hour Agency.

A. Pier Corporation Annual Plan of Work and Budget for FY2019-20

Negin Singh presented the FY2019-20 Workplan and Budget. Topics she went over for the Workplan included Revenue Stream Development, Programming and Curation Refinement, Brand Positioning and Opportunities, Pier Campaign Development, Organizational Growth, Development of City-Wide Programs.

Biggest changes in Budget plan will be the way the budget is organized. Negin Singh spoke about how the budget organization is split between each member of the Pier Corporation, which gives each member ownership of that particular segment.

Motion by Board Member Rubin, seconded by Board Member Arnold, to adopt the proposed workplan and budget with noted changes.

6. Continued Items

A. Board Study Groups

Carter Rubin gave an update regarding the Pier Bridge Study Group. There are 10 new alternative designs, the E.I.R timeline is 15 months, which is a critical timeline.

7. Future Agenda Items

Christopher Foster advised staff to draft a document regarding concerns voiced by the Board after hearing public comment made by Firefighter Dominic Bay, Negin Singh announced that she will present a Twilight overview during next month's meeting.

Adjournment

Chair Foster adjourned the meeting at 8:29 PM.

ATTEST:

APPROVED:

Board Secretary Carter Rubin

Board Chair Christopher Foster