



**MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
MONDAY, JULY 15, 2019
SANTA MONICA PIER AQUARIUM
1600 OCEAN FRONT WALK
SANTA MONICA, CA
6:32 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 Christopher Foster, Abby Arnold, Misti Kerns, Gray Bright and Carter Rubin.
Absent: Allan Lipsky and Daniela Martin.

Also present: SMPC Executive Director Negin Singh, City of Santa Monica Pier Administrator Elana Buegoff, Santa Monica Pier Lessees Association Representative Cindy Pfeiffer, Santa Monica Police Sergeant Brent Crafton, Santa Monica Police Neighborhood Resources Officer Stephanie Tovar and Santa Monica Code Enforcement Officer Armando Rangel.

1. Special Agenda Items - None

2. Reports of Staff/Members

A. Staff and Programming Update

Executive Director Negin Singh spoke about ROGA, and the new dog-centric edition named DOGA that will be taking over the pier the following weekend, in partnership with Healthy Spot. Twilight announcements have been made and the feedback has been good overall. Twilight is almost fully funded, and the team is waiting on a final sponsor to sign their deal. The Stranger Things activation was very successful and brought great press to the Pier from not only

fans but also brand influencers. The Economic Impact Study is going to be under way sometime during the end of July. The Pier will be celebrating its 110th Birthday in September, and the team is working on the celebration. Halloween celebrations have not been funded yet but planning is under-way.

B. Office of Pier Management Update

Elana Buegoff from the Office of Pier Management updated the board on a number of things including the Budget Approval that took place on June 25th. In regards to the parking increase, the percent increase will go toward the BID. Updates on Vending include website information that includes rules and regulations, making it easily accessible for those needing more information.

C. May Budget & Financials

Deputy Director Jim Harris reported that June was an extraordinary month financially, especially for Corporate Promotions and Event Deck Rentals. Close to 3 Million dollars in income throughout the past year has set a record for the Pier Corp. Negin Singh chimed in mentioning that the Corporation is underfunded, in comparison to similar corporations, although the aggressive plans the team have will hopefully get them to a better, more balanced place.

Chair Christopher Foster motioned to move Item 5B up on the agenda, Abby Arnold seconded. Board approved unanimously.

D. Santa Monica Police Department / Harbor Patrol

Police Sergeant Crafton brought his team to discuss updates regarding patrolling on the Pier. Issues of decriminalization of ending, access issues, enforcement all over the Pier and taking over the Pier Police Substation to have a larger role in protecting the Pier. Negin Singh spoke about the daily lottery that takes place at the Pier, of which the Pier Corporation team manages, and the issues they run into.

Motion by Chair Foster, seconded by Board Member Arnold, directing the Pier Corporation staff to create an email address that will keep track of what happens on the Pier, one of which the tenants can email and keep track, called "safety@santamonicapier.org." approved unanimously.

E. Santa Monica Pier Lessees Association

SMPLA Representative Cindy Pfeifer announced that the SMPLA has not recently met, however, everyone is very happy with the development of the new pilot Fire Department deployment specific to the beach and Pier.

F. Landmarks Commission

No Input

3. **Public Input**

Nathan Smithson from Pacific Park inquired about the entrances through Rusty's and The Albright being open for Twilight on the Pier, which Negin Singh confirmed they will be.

4. **Consent Calendar**

A. June 17, 2019 Special Pier Corporation Board Meeting Minutes

Motion by Chair Foster, seconded by Board Member Arnold, to approve the minutes as submitted. The Board approved unanimously.

5. **New Business**

A. Pier Bridge Replacement Status and Potential of Public Meeting

Chair Foster and Board Member Rubin presented to the Board the concept of inviting members from local stakeholders such as the Landmarks Commission, Santa Monica Conservancy and Disabilities Commission, as well as the Santa Monica Pier and neighborhood merchants, to an organized meeting with City Engineers in which the Pier Bridge Replacement may be discussed and areas of common ground can be agreed upon so that the project can finally move forward.

Public comment by a legal representative of the Mink family – owners of the Ocean Front Walk parcels next to the Pier on Ocean Front Walk, addressed the Board regarding the public process the Pier Bridge Replacement.

The Board as well as Executive Director Negin noted the importance of keeping the Pier bridge looking presentable, as the process of replacement will likely take 5 years.

Motion by Board Member Arnold, seconded by Chair Foster, to start the process of getting public agreement with a meeting that involves representatives of all local stakeholders and interests to discuss the Pier Bridge Replacement. The motion passed unanimously.

Board Member Rubin recommended that staff draft an agenda and list of meeting attendees prior to the September SMPC Board Meeting.

Motion by Chair Foster, seconded by Board Member Kerns, to have staff set the date, draft an agenda and determine a list of invitees to the agreed upon Pier Bridge meeting. The motion passed unanimously.

6. Continued Items

A. Pier 360 Recap

Negin Singh gave an overview of how successful the strategies put forth by the Pier team for Pier 360 were. The outreach, amount of sponsorship visibility and 30k attendees made the 10th annual Pier 360 a widespread success.

B. Board Study Groups

Board Member Rubin reported that he and Chair Foster met to discuss the Pier Bridge earlier that month.

7. Future Agenda Items

Executive Director review will be moved to November.

Adjournment

Chair Foster adjourned the meeting at 8:31 PM.

ATTEST:

APPROVED:

Board Secretary Carter Rubin

Board Chair Christopher Foster