



**MINUTES
SANTA MONICA PIER CORPORATION
REGULAR MEETING
OCTOBER 21, 2019
SANTA MONICA PIER AQUARIUM
1600 OCEAN FRONT WALK
SANTA MONICA, CA
6:30 PM**

Call to Order

Chair Foster called the meeting to order at 6:33 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.
Absent: Allan Lipsky, Carter Rubin, Gray Bright

Also present: Santa Monica Pier Corporation Executive Director Negin Singh, Santa Monica Pier Corporation Deputy Director Jim Harris, Santa Monica Pier Corporation Events & Office Specialist Lara Talatinian, City of Santa Monica Pier Administrator Elana Buegoff, City of Santa Monica Fire Chief Bill Walker, City of Santa Monica Deputy Fire Chief Tom Clemo, City of Santa Monica Fire Fighter Dominic Bei, City of Santa Monica Police Sergeant Brent Crafton, City of Santa Monica Landmarks Commissioner Amy Green, Santa Monica Pier Lessees Association Representative Cindy Pfeifer

Chair Foster moved Item 5.A. Santa Monica Fire Department Pilot Deployment Update up on the agenda.

5. New Business

A. Santa Monica Fire Department Pilot Deployment Update

Santa Monica Fire Chief Walker addressed the board regarding the pilot program assembled by the Santa Monica Fire Department to deploy first responders closer to the Pier. As a result of this program, response times to Pier-area emergencies have been reduced by 4 minutes, and lives have been saved due to the close proximity of new deployment. Firefighter Bei added that timing has been a key in situations that require help from medics, and the proximity has helped save a number of lives both young and old.

1. Reports of Staff/Members

A. Staff and Programming Update

Executive Director Singh announced that the Pier's new Creative Director, Lindi Koprivnikar came on board with ease. Twilight on the Pier ended very successfully, with the City as well as tenants very happy with the outcome. Halloween programming for this year includes a themed Speakeasy called "Rated R," and discussions for Halloween 2020 are already underway with Rated R as well as Witches Market (a Halloween Themed Marketplace). Cheer on the Pier, the Pier's Holiday programming, will be announced within the next month, with art installations from Australian based artists Pip n Pop, a Pier Snow Day and Unique Holiday Market. The Pier team will be going on their yearly retreat at the Biltmore in downtown Los Angeles to review the last year and strategically plan for 2020.

B. Office of Pier Management Update

Pier Administrator Buegoff updated the board on a number of things including the publishing of the Pier Bridge Replacement Environmental Impact Report (EIR), scheduled for October 22nd, followed by a public hearing on October 30th. This will kick off the 30-day public review and commentary, which is a part of the EIR process. 60 percent of the PA System design and construction plans should be submitted to the city by mid-November.

C. July and August Budget & Financials

Deputy Director Harris reported that October was a good month, with income from carousel rentals being a particular highlight. The organization continues to be in good financial standing.

D. Santa Monica Police Department / Harbor Patrol

Police Sergeant Crafton addressed the Board regarding some high profile incidents that took place at the pier in the last week, including a physical confrontation between protesters and counter-protestors that took place on Saturday, as well as a shooting in Beach Lot 1 North, better known as the 1550 lot.

Chair Foster suggested an email address be made to help track issues on the Pier. Sergeant Crafton gave a counter solution involving an app called "One Call Now" that can efficiently send out information internally.

E. Santa Monica Pier Lessees Association

Pier Lessees Representative Cindy Pfeifer mentioned that the Pier merchants are very happy with the direction Twilight on the Pier is going in. The Civilized Games caused a few complaints amongst tenants because of possible CBD edibles being passed out during the event. Executive Director Singh explained that it is illegal to give out samples of THC/CBD enhanced food, noting that Santa Monica Police Officers were assigned to the event.

F. Landmarks Commission

Landmarks Commissioner Amy Green updated the board that she has been distributing information for the 10 plans for the Pier Bridge Project in anticipation of the upcoming release of that project's EIR.

2. Public Input

None

3. Consent Calendar

A. September 16, 2019 Regular Pier Corporation Board Meeting Minutes

MOTION

Board Member Arnold moved and Board Member Martin seconded a motion to approve the September 16, 2019 minutes. The motion carried unanimously.

6. Continued Items

B. Santa Monica Pier Corporation Marketing Guidelines

Executive Director Singh presented the newly formulated Marketing Guidelines to the Board..

MOTION

Board Member Arnold moved and Board Member Martin seconded a motion to approve the Marketing Guidelines as presented and submit them to City Staff. The motion carried unanimously.

C. Cheer on the Pier Holiday Campaign Presentation

Executive Singh presented “Cheer on the Pier” to the Board, the Holiday campaign formerly known as “Wonderland by the Water.” This campaign includes Snow Day, the return of Bob Baker Marionette Theater, Santa Monica Library Story Time, a photobooth with Surfer Santa and a doo-wop themed holiday caroling group called The Noelles.

7. **Future Agenda Items**
Executive Director Singh’s Board Review

Adjournment

Chair Foster adjourned the meeting at 8:15 PM.

ATTEST:

APPROVED:

Board Secretary Carter Rubin

Board Chair Christopher Foster