



CITY OF SANTA MONICA  
REGULAR MEETING AGENDA  
OF THE  
SANTA MONICA PIER CORPORATION

SANTA MONICA  
— PIER —

SANTA MONICA PIER AQUARIUM  
1600 OCEAN FRONT WALK  
SANTA MONICA, CA

MONDAY, OCTOBER 21, 2019

6:30 PM (PST)

**Call to Order**  
**Roll Call**

(Please note that Agenda Items may be reordered during the meeting at the discretion of the body.)

**1. Reports of Staff/Members**

- A. SMPC Staff and Programming Update – SMPC Executive Director Negin Singh
- B. Office of Pier Management Update – Pier Administrator Elana Buegoff
- C. September Budget and Financials – SMPC Deputy Director Jim Harris
- D. Santa Monica Police Department / Harbor Patrol – Santa Monica Police Sergeant Brent Crafton
- E. Santa Monica Pier Lessees Association – SMPLA Representative Cindy Pfeiffer
- F. Landmarks Commission – Landmarks Commissioner Amy Green

2. **Public Input:** Public input is permitted only on items not on the agenda that are within the subject matter jurisdiction of the body. State law prohibits the body from taking any action on items not listed on the agenda, including issues raised under this agenda item.

**3. Approval of Minutes of**

- A. September 16, 2019 Regular Santa Monica Pier Corporation Board Meeting  
Recommended Action: Approve the September 16, 2019 board meeting minutes.

## 5. **New Business**

- A. Santa Monica Fire Department Pilot Deployment Update  
(10 min) Recommended Action: Receive update from Dom Bei of the Santa Monica Fire Department about this summer's pilot beach-area deployment and provide feedback.
- B. Santa Monica Pier Corporation Marketing Guidelines  
(5 min) Recommended Action: Review and approve the proposed Marketing Guidelines for submittal to City Council.
- C. "Cheer on the Pier" Holiday Campaign Presentation  
(5 min) Recommended Action: Receive presentation from Negin Singh about the Pier Corporation's upcoming holiday campaign and provide feedback.
- D. Board Study Groups  
(5 min) Recommended Action: Receive reports from each of the newly-formed study groups.

## 6. **Future Agenda Items**

Prospective Santa Monica Pier BID, Annual Executive Director Review

## **Adjournment**

### **STANDARDS OF BEHAVIOR THAT PROMOTE CIVILITY AT ALL PUBLIC MEETINGS:**

- Treat everyone courteously;
- Listen to others respectfully;
- Exercise self-control;
- Give open-minded consideration to all viewpoints;
- Focus on the issues and avoid personalizing debate;
- Embrace respectful disagreement and dissent as democratic rights, inherent components of an inclusive public process, and tools for forging sound decisions

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