



SANTA MONICA
— PIER —

**MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
MONDAY, DECEMBER 16, 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 6:47 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, Carter Rubin and Gray Bright.

Absent: Allan Lipsky

Also present: Santa Monica Pier Corporation Executive Director Negin Singh, Santa Monica Pier Corporation Deputy Director Jim Harris, Santa Monica Pier Corporation Events and Office Specialist Lara Talatinian, City of Santa Monica Pier Administrator Elana Buegoff, Santa Monica Landmarks Commissioner Amy Green, Santa Monica Pier Lessees Association Representative Nathan Smithson, Special Guest Frank Gruber

1. Special Agenda Item

A. Donation of Artwork by Shirley Moskowitz from her son, Santa Monica resident Frank Gruber to Santa Monica Pier Corporation.

Board Member Rubin moved and Board Member Arnold seconded that the Board accept the gift and hang it in a prominent place in the Santa Monica

Pier Corporation office. The motion carried unanimously.

2. Reports of Staff/Members

A. SMPC Staff and Programming Update

Santa Monica Pier Corporation Deputy Director Harris gave a report on behalf of Executive Director Negin Singh. Since the November meeting the “Cheer on the Pier” holiday programming began with the opening of Australian artists Pip n Pop’s installation in the Merry Go-Round Building. Cheer on the Pier programming also included events such as Snow Day, Bob Baker Marionette Theater, Surfer Santa photo opportunity, Storytime with the Santa Monica Library, and the Unique Holiday Market. More events including a weekend long performance from *The Noelles* as well as one final Marionette show are coming up to end the series, with the Pip n Pop installation running until January 6, 2020.

B. Office of Pier Management Update

Elana Buegoff from the Office of Pier Management updated the Board on a number of things including the 2020 approval of the City's budget to include funding for Twilight on the Pier and capital improvement projects including the bike path reconstruction, fire suppression CIP, and finally the Pier Bridge scoping project with drafts to be completed and circulated by Spring 2021. The Public Address System is continuing design meetings, and the hope is that it will be set up by Summertime 2020.

C. November Budget and Financials

Deputy Director Harris reported that November was a great month for Carousel rentals, with December also shaping up to be a big month. The organization continues to be in good financial standing.

D. Santa Monica Police Department / Harbor Patrol

No report

E. Santa Monica Pier Lessees Association

Pier Lessees Representative Nathan Smithson reported that the Pier Lessees did not meet in December, but did add that the BID process is moving forward and once they bring the assessments to the tenants in the next 6-8 weeks he will give the board an update.

F. Landmarks Commission

Landmarks representative Amy Green distributed an information pamphlet about the commission and its role and responsibilities.

3. **Public Input**

Outgoing Board Member Gray Bright's wife thanked the Pier for playing such a monumental part in their marriage and life.

4. **Consent Calendar**

A. November 18, 2019 Regular Pier Corporation Board Meeting Minutes

Board Member Rubin moved and Board Member Kerns seconded a motion to approve the November 18, 2019 minutes as presented. The motion carried unanimously.

5. **New Business**

A. Presentation of Santa Monica Pier Corporation 2019 Year in Review

Deputy Director Harris presented the Santa Monica Pier Corporation Year in Review for 2019. Statistics include 10 million guests from around the world, a city-wide SaMo PRIDE, organic growth with both Instagram followers (20k in 2019) and the Pier's newsletter (5k in 2019), 18 consecutive weeks of ROGA, 22 new partners to support our events, 39 rental events, 106 carousel children's birthday parties, 18 private rentals in the Carousel, 71 film and photo shoots and 19 activations, making this our busiest rental year yet. Pier programming featured on KTLA, NBC LA, LA Times, as well as LA Magazine with over 7,500 press hits.

B. Determination of Special Board Meeting Dates for January and February 2020

It was agreed among the Board that January 23rd and February 20th would be the new dates for the following two meetings due to Martin Luther King Day in January as well as Presidents Day in February. The January meeting will likely take place at the Santa Monica History Museum and the meeting in February will take place at the Santa Monica Pier Aquarium. Board member Kerns moved to motion, Board member Rubin seconded, the motion was passed unanimously.

C. Board Study Groups

Board member Kerns suggested we update the list of study groups with the help of Executive Director Singh.

6. **Closed Session**

A. PERSONNEL

Executive Director Review – Government Code Section 54957

Chair Foster adjourned the meeting to Closed Session at 7:18 PM.

Chair Foster reconvened the meeting from Closed Session at 8:03 PM.

Adjournment

Chair Foster adjourned the meeting at 8:03 PM.

ATTEST:

APPROVED:

Board Secretary Carter Rubin

Board Chair Christopher Foster