



**MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
JANUARY 28, 2019
SANTA MONICA PIER AQUARIUM
1600 OCEAN FRONT WALK
SANTA MONICA, CA
6:35 PM**

Call to Order

Chair Abby Arnold called the meeting to order at 6:35 p.m.

Roll Call

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

Present: Board Members Abby Arnold, Alan Lipsky, Christopher Foster, Gray Bright, Misti Kerns, Daniela Martin Carter Rubin (*arrived at 6:42*)

Absent: None

Also present: SMPC Executive Director Negin Singh, SMPC Deputy Director Jim Harris, City of Santa Monica Pier Administrator Elana Buegoff, City of Santa Monica Office of Pier Management Staff Michael Barboza, Vice President of Premier Partnerships Bryan Stewart, Santa Monica Police Captain Bob Almada, and Santa Monica Pier Lessees Association Representative Cindy Pfeiffer.

1. **Special Agenda Items - None**
2. **Reports of Staff/Members**

A. Staff and Programming Update

Executive Director Negin Singh spoke about Wonderland by the Water and how the Pier was able to offer free and open to the public programming to an upwards of 1000 people. With events like Bob Baker Marionette Theater, Storytime with the SM Library and photos with mermaids, the pier was able to

capture the essence of the Holidays with lots of great feedback. Unique LA as well as Smorgasberg also did well and will be returning next year. Love Month is coming up with Valentine's day, with 30 stories from those who hold the pier dear to their hearts. A photo booth installation will be put in for Valentines day which will help capture how many people engage with the installation, helping the pier to generate more information to give to future sponsors and partners. Family Pride Month planning is underway with light installations as well as diversity focused programming. Meetings surrounding the planning of Pier 360 Summer Kick will be in February. ROGA will be one group of 18 consecutive weeks as opposed to 3 separate 6 week sessions. Wake Up With the Waves will be taking place once again with Story Pirates, a storytelling collective in late May. Twilight meetings have been set into place, and the pier staff is hoping to move the concerts up two weeks in order to get more opportunity for summer sponsorships. Team reviews will be taking place within the next few weeks. The organization parted ways with Paul Phootrakul.

Premier Partnership VP Bryan Stewart gave a presentation on research he's done regarding marketing the pier.

B. Office of Pier Management Update

Pier Administrator Elana Buegoff shared some notable City Council items including the potential date change for Twilight Concert Series. The Board supported the Police Departments request to put doors at the observation deck. The proposal will be presented Coastal Commission next. Rusty's has reopened with a new menu. A representative from the Office of Sustainability will be coming in next meeting to give a presentation about the City's climate action plan. The Office of Emergency Management is going to send out a test SMS regarding emergency evacuation to test it out. Board Member Alan Lipsky commented on the lack of progress on the Pier Bridge Project, and suggested putting together a subcommittee to get ahead of the issues. Board Members Carter Rubin and Christopher Foster mentioned that they have already put together a study group regarding the subject. Executive Director Negin Singh spoke about the danger of so many sounds on the pier and is going to work with the City on how to best address it.

Chair Arnold moved item 4F up on the agenda

F. Santa Monica Police Department / Harbor Patrol

Captain Almada spoke about the State of California's recent decriminalization of street vendors, and the concerns associated with non-criminal activity. The areas of concentration being worked on are issues of congestion on the pier as well as fire access and cleared walkway signage which are in the works. There is a working group concentrating on non-criminal activity and vendor issues. Executive Director Negin Singh asked about what the police substation is being used for, and Captain Almada said it is being used as an information hub / lost property station as well as a place where people can put in reports.

C. Selection of Officers

Board Member Misti Kerns nominated Board Member Carter Rubin as Secretary Treasurer. Christopher Foster nominated Abby Arnold for Vice Chair, Abby Arnold nominated Christopher Foster for Board Chair.

Motion by Board Member Kerns, seconded by Board Member Gray to elect the nominated slate. Motion passed unanimously

D. Reschedule of February Board Meeting

Newly elected Chair Christopher Foster directed staff to change the February meeting because the 18th of February is a holiday.

E. November / December Financials

Deputy Director Jim Harris reported that the organization has continued to perform well in almost all areas. Notably in December the event deck rentals had gone up, and January seems to also exceed expectations for rentals. Negin Singh reported to the Board that for event rentals and activations the organization has reached the expectations and exceeded the initial goals. Jim Harris noted that the Pier shop is not meeting goals, and Negin Singh elaborated. The organization continues to be in good financial standing.

G. Santa Monica Pier Lessees Association

SMPLA Representative Cindy Pfeifer spoke on the BID report, and the association put together ideas for funding with examples of raising rates from the 1550 Lot, Pier parking structure, as well as looking for funds from Pier Corporation, SMTT and the tenants. The tenants want to work with the Pier Corp to start a working group in order to make sure the summer dates for Twilight Concert Series would be more lucrative for the tenants.

H. Landmarks Commission

No Report

4. **Consent Calendar**

A. December 3, 2018 Special Pier Corporation Board Meeting Minutes

Board Member Abby Arnold motion to approve, Board Member Daniela Martin seconds. The motion passed unanimously.

3. **Public Input No Public Input**

5. **New Business**

No New Business updates

6. **Continued Items**

A. Board Study Groups

Chair Foster and Board Member Carter had a discussion on the Pier Bridge and are waiting to hear back from the city engineers for updates.

7. **Closed Session**

A. PERSONNEL

Executive Director Review

The Board adjourned to Closed Session at 8:13 PM.

The Board reconvened from Closed Session at 9:29 PM.

Adjournment

Chair Foster adjourned the meeting at 9:29 PM.

ATTEST:



Board Secretary Carter Rubin

APPROVED:



Board Chair Christopher Foster