



SANTA MONICA
— PIER —

**MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
SPECIAL MEETING
THURSDAY, FEBRUARY 20, 2020
SANTA MONICA HISTORY MUSEUM
1350 7TH STREET
SANTA MONICA, CA
6:30 PM**

Call to Order

Chair Christopher Foster called the meeting to order at 6:40 p.m.

Roll Call

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

Present: Board Members Christopher Foster, Jeff Jarow, Misti Kerns, Daniela Martin, Kristin McCowan, Randi Parent and Carter Rubin

Absent: None

Also present: Santa Monica Pier Corporation Executive Director Negin Singh, Santa Monica Pier Corporation Deputy Director Jim Harris, City of Santa Monica Pier Administrator Elana Buegoff, Santa Monica Landmarks Commissioner Amy Green, Santa Monica Pier Lessees Association Representative Cindy Pfeiffer

1. Reports of Staff/Members

A. Swearing in of Newly Appointed Board Members

Pier Administrator Buegoff swore in newly appointed Board Members Jarow, McCowan and Parent and re-appointed Board Member Foster

B. Selection of Officers

Chair Foster nominated Board Member Rubin for BOARD CHAIR; Board

Member Kerns seconded. There were no other nominations. Board Member Rubin was elected unanimously.

Board Member Martin nominated Board Member Foster for VICE-CHAIR; Board Member Rubin seconded. There were no other nominations. Board Member Foster was elected unanimously.

Board Member Carter nominated Board Member Martin for SECRETARY/TREASURER; Board Member Parent seconded. There were no other nominations. Board Member Martin was elected unanimously.

C. SMPC Staff and Programming Update

Negin Singh reported that the holiday “Cheer on the Pier” campaign was a great success, especially the Pip & Pop art installation in the Merry Go-Round Building windows, which inspired over 30 publication writeups. The carousel experienced a 17% increase in November visitors as compared to 2018, and the art installation is believed to have directly contributed to that. The Pier Corporation has received an unusually high rate of event requests for the late-winter/early-spring season, which has added to the office’s regular workload of planning for Pier 360 and ROGA. Pier 360 has progressively gotten bigger and better over the past two years and the team is currently working on how to make it even better, with a focus on enhancing the beach experience. This year’s ROGA series begins on March 21st and, like last year, will enjoy another 18-week run. Staff is currently working on Twilight programming and will attending this year’s South by Southwest conference in Austin, TX with a focus on meeting with prospective sponsors and partners for Pier 260, Twilight and Pride. Annual staff reviews will be conducted in the upcoming month. Staff has received the draft economic impact study results from Beacon Economics and provided feedback, with the intent to present their final report at the March 2020 Board Meeting. Staff has also been working with the City’s Information Systems Department on developing an automated space allocation system for street performers and eager to present to the Board in the near future.

D. Office of Pier Management Update

Elana Buegoff reported that the City Council recently extended the electric scooter pilot program to 2022, then updated the Board about the status of the emergency public address system, which is 75% developed and will go out to bid for installation soon. City engineering staff will update the Board about other capital improvement projects, including the

Pier Bridge Replacement Project, parking deck upgrades and the fire suppression system, at the March 2020 Board Meeting. She then announced that voting in this year's Buy Local Most Loved contest will continue through February 29th and the BID consultant's draft management plan is complete and will be presented to the Pier Lessees next week.

Chris Volaski, owner of Oatman Rock Shop, asked whether the scooters and other shared mobility devices are allowed on Ocean Front Walk, to which Ms. Buegoff replied that Ocean Front Walk and other City sidewalks are all to be geo-fenced so that the devices will not operate on them.

Board Member Kerns asked whether the pilot for the fire station on the beach has ended or is still ongoing. Ms. Buegoff confirmed that it is still ongoing.

E. January 2020 Budget and Financials

Jim Harris summarized the written financial report that was distributed in the Board Packet and noted that the organization remains in good financial standing. Negin Singh noted that two factors have had an impact on sponsorship income for this fiscal year: the absence of the \$360,000 partnership with Snap, Inc. and the absence of the VIP Tix daily activation. Staff is working hard to make up for those absences.

F. Santa Monica Police Department / Harbor Patrol

Sergeant Brent Crafton announced to the Board that it has been one full year since the new California state bill de-criminalized street vending and that the City and his office have been working hard to respond in a way that best suits the Pier and beach. The City's policy regarding vendors obstructing emergency accessways has drawn the attention of the American Civil Liberties Union (ACLU), but recent meetings between his office and the ACLU have been productive and progressing very well. The Police Department anticipates that the redirection of traffic that will result from the North Beach Trail Project will result in the emergence of new vendor locations which will need to be addressed. Already the construction detour through Ocean Front Walk has created new vendor issues which the Police have had to address.

G. Santa Monica Pier Lessees Association

Cindy Pfeiffer announced that Playland Arcade will be switching from quarters to electronic play cards, which is a big step for their operations. The SMPLA is eagerly anticipating the presentation of the draft BID management plan next week, which is scheduled to take place Tuesday, February 25th at Mariasol restaurant.

Negin Singh inquired as to whether there has been any feedback from the Pier business tenants about the recent Spirit Awards event in Beach Lot 1 North, to which Ms. Pfeiffer replied that there were no negative issues. Chris Volaski added that she received phone calls from north beach residents praising the execution of the event and its low impact on the neighborhood.

Board Member Parent asked whether the Spirit Awards event has been extended for future years, to which Board Member Kerns confirmed that the event is on contract through 2021 with a request in to the City for extension beyond that.

H. Landmarks Commission

Commissioner Amy Green was in attendance, but announced that she had nothing currently to report.

2. Public Input

Longtime president of the Santa Monica Pier Lessees Association announced that she would be taking leave for the next several months.

3. Approval of Minutes

A. December 16, 2019 Regular Santa Monica Pier Corporation Board Meeting

Board Member Foster moved and Board Member Kerns seconded a motion to approve the December 16, 2019 meeting minutes as presented. The motion carried unanimously.

4. New Business

A. Presentation of Pacific Park's New Attractions for 2020

Nathan Smithson of Pacific Park announced and presented details of the upcoming new Route 66 theme for their roller coaster, including brand new train cars. A special promotional trip is being planned, with Pacific Park staff driving the lead train car on the real Route 66.

B. Reschedule March Board Meeting Date to Thursday, March 19, 2020

Board Member Kerns moved and Board Member Foster seconded at motion to reschedule the March 2020 monthly Board Meeting to Thursday, March 19th at the usual meeting location, Santa Monica Pier Aquarium. The motion passed unanimously.

C. Board Study Groups

None.

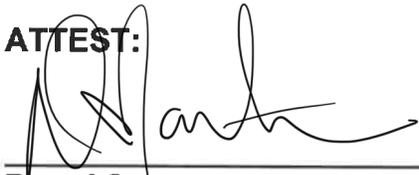
5. Future Agenda Items

The Board listed the following items to be discussed at future Board Meetings: Santa Monica Pier BID, Capital Improvements, Beacon Economics Report, Safety & Security and the Twilight Concerts.

Adjournment

Chair Rubin adjourned the meeting 7:40 p.m.

ATTEST:



Board Secretary Daniela Martin

APPROVED:



Board Chair Carter Rubin

