



**SANTA MONICA**  
— PIER —

**MINUTES  
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS  
SPECIAL MEETING  
VIA TELECONFERENCE PURSUANT TO  
EXECUTIVE ORDER N-29-20  
BY GOVERNOR GAVIN NEWSOM**

**THURSDAY, APRIL 23, 2020  
6:00 PM**

**Call to Order**

Chair Carter Rubin called the meeting to order at 6:02 p.m.

**Roll Call**

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

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

Also present: Santa Monica Pier Corporation Executive Director Negin Singh  
City of Santa Monica Pier Administrator Elana Buegoff,  
Santa Monica Pier Lessees Association Representative Cindy Pfeiffer,  
Santa Monica Pier Corporation Deputy Director Jim Harris,  
Santa Monica Pier Corporation Marketing Director Elise Braun,  
Sergeant Brent Crafton, Landmarks Commission Representative Amy Green.

**1. Reports of Staff/Members**

**A. SMPC Staff and Programming Update**

Santa Monica Pier Corporation Executive Director Negin Singh spoke on the challenges the Pier faces during the COVID-19 pandemic. The Pier will be sending out a newsletter to its subscribers letting them know that the Pier and surrounding beaches are closed until further notice. Programming has taken a back seat, with events like Pier 360 being cancelled, while the team looks at ways to digitize the Twilight Concert Series experience.

The Pier Corporation Operations team has been tasked with finding new ways to program events, such as hosting Drive-In theaters, open picnic spaces and researching what a socially distanced event may look like in the future. Discussions of the PPP loan the Pier has applied for, funding from the City of Santa Monica, and pay and staff cuts were had throughout the entirety of the board. Board Member Kristin McCowen suggested that the flow of crowds, due to smaller capacity, should be funneled into the tenants' business as opposed to throwing events.

Chair Rubin moved Item 1-C. February & March Budget and Financials up to further discuss financials.

#### C. February & March 2020 Budget and Financials

Executive Director Singh spoke about the Pier helping the city with messaging regarding beach closures, and all news in the surrounding area because of the Pier's large social media presence. Money is not being spent on monthly subscriptions, and the only income available is the check provided by the City as well as the possibility of the PPP loan, which has not yet been approved.

#### B. Office of Pier Management Update

City of Santa Monica Pier Administrator Elana Buegoff gave updates regarding the BID plan, which prior to the lockdown had moved forward and was endorsed by SMPLA and Vending Cart association, prompting it to move forward with the legislative steps to make it happen. However plans have now been put on hold due to COVID-19. Bare-bone strategy focusing on maintaining essential city services, and help with recovery are both topics of great importance at the moment. Suspension of rent has been brought forth for April and May for all tenants of city owned properties. Pier PA system is at 100% design completion, with an anticipated installment by Fall 2020.

#### D. Santa Monica Police Department / Harbor Patrol

Sgt Crafton and his team have been working on a structured Pier-reopening safety act. Until the city's reinstitution of city resources is put back into play, his department is doing their best to keep things safe at the Pier during the closures. Santa Monica Police Department, Santa Monica Fire Department and Code Enforcement departments will be working together to put together the framework of how they believe the Pier should re-open, with plans being presented to city officials in the coming weeks.

#### E. Santa Monica Pier Lessees Association

Santa Monica Pier Lessees Association Representative Cindy Pfeiffer informed the board that the tenants have not met for a meeting and have been dealing with furloughing staff as well as waiting to hear from the city as to what the next moves are.

#### F. Landmarks Commission

No Input

**2. Public Input**

No Public Input

**3. Approval of February 20, 2020 Minutes**

Chris Foster Motioned, Randi Second, motion was approved.

**4. New Business**

The board circled back to the subject of fiscal affairs, with Board Member McCowan kicking off the conversation with a suggestion to have the Board be more involved in helping the Pier integrate beachfront responsibilities, comprehensive proposal in joining the two, realistic changes to financial over time as well as working closely with Pier tenants. Executive Director Singh to come up with a comprehensive financial plant to present to the city as a show of good faith, and will present the board with further financial cut proposals during the next Board meeting.

**5. Future Agenda Items**

Christopher Foster asked to get and update on the Pier Bridge reconstruction project.

**Meeting was Adjourned at 7:50**

**ATTEST:**

  
\_\_\_\_\_  
**Board Secretary Daniela Martin**

**APPROVED:**

  
\_\_\_\_\_  
**Board Chair Carter Rubin**

