



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**

**TUESDAY, MAY 19, 2020
6:00 PM**

Call to Order

Chair Carter Rubin called the meeting to order at 6:09 PM

Roll Call

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

Present: Board Members Carter Rubin, Christopher Foster, Randi Parent, Misti Kerns (6:12 PM), 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,
and Landmarks Commission Representative Amy Green.

Chair Rubin moved Item 4-A. Closed Session: Public Employment – All Staff Positions up to the top of the agenda.

4. Closed Session

A. PUBLIC EMPLOYMENT

Title: All Staff Positions

Chair Rubin adjourned the meeting to Closed Session at 6:09 PM.

Chair Rubin reconvened the meeting to Public Session at 6:49 PM.

1. Reports of Staff/Members

A. SMPC Staff and Programming Update

Executive Director Negin Singh informed the Board that, in spite of the long-term closure that the Pier has been going through of late, staff has been busier than ever in trying to determine what reopening the Pier will entail. Staff has been working with the Police Department, Pier stakeholders, City Staff, Pier businesses, Pier Maintenance and Santa Monica Travel & Tourism, and is currently in the process of compiling everyone's plans and needs into one document. She then shared the document online so that all attendees could see while she summarized the draft plans as they currently stand. Reopen date is tentatively believed to be in early July, likely after the July 4 holiday weekend.

Board Member Parent asked if directional paths will be part of the reopen plan, to which Ms. Singh replied that staff is looking at that possibility.

Board Member Martin noted that, in her own experience, sanitizer supplies are widely backordered and difficult to obtain.

Board Member McCowan asked if staff is working directly with the LA County Health Department regarding reopening details, to which Ms. Singh replied that staff is currently working directly with the City of Santa Monica Emergency Operations Center (EOC), who is working with those at the county level and disseminating information to her.

Negin Singh added that she has been in direct touch recently with the Executive Director of Pier 39 to share notes; they are basically in the exact same situation as the Santa Monica Pier.

Pier Administrator Elana Buegoff informed the Board that the EOC's Logistics Operator is securing hand sanitizer supplies for the Pier.

Pier Lessees Association Representative Cindy Pfeiffer announced that the Lessees Association appreciates the work that the Pier Corporation has done so far, but is disappointed that their organization did not get to review the document before it was presented tonight. She emphasized that this document needs to be recognized as a work in progress. Ms. Singh confirmed that it is indeed a work in progress.

Chair Rubin thanked the Pier Lessees for their feedback and directed staff to continue working with the Pier Lessees on updating the document.

Ms. Singh continued with her report by announcing that Lyft is planning to continue their partnership with the Pier Corporation, with terms and details still pending. Staff continues to reach out to other current, past and prospective partners as well.

B. Office of Pier Management Update

Elana Buegoff addressed the Board's concerns expressed at previous meetings regarding the status of the Pier Bridge Replacement Project and its funding. She is happy to report that the project is still in the environmental impact phase and that, from the City's communications with CalTrans, the federal funding money is not in jeopardy as the City is expected to receive an extension. Target for construction to commence is now 2025. With regard to other CIP projects, Elana is scheduled to meet with City Engineers tomorrow for updates. She then announced that the Fire Department will be conducting emergency training drills on the west end of the Pier during the mornings of May 20, 21 and 22.

Board Member Jarow asked if he and other Board Members could be included in City Staff meetings regarding the Pier Bridge Replacement Project, to which Ms. Buegoff responded that the City plans to return to the Board with a full updated at one of the next upcoming Board Meetings.

Board Member Foster pointed out that the last time that City Engineers addressed the Board regarding the Pier Bridge was on June 17, 2019, emphasizing that an update is prudent.

C. April 2020 Budget and Financials

Deputy Director Jim Harris briefly summarized the financial report as distributed in the Board Packet. Negin Singh noted that 2019-2020 was a really good year up until the point of the "Safer at Home" closure, and that tonight's agenda item for the 2020-2021 budget proposal will address plans for both the end of this fiscal year as well as the next.

D. Santa Monica Police Department / Harbor Patrol

No report.

E. Santa Monica Pier Lessees Association

Cindy Pfeiffer reported that the Lessees have been working on each of their respective reopening as well as looking at the metrics as to when the optimal day for reopening might be. The Lessees have been paying particular attention to the City's changes outlined in the Interim Zoning Ordinance, noting that the Pier does not have any residential neighbors. Other topics of concern regarding

the reopening include plans for vendor deliveries and marketing for individual businesses, with a special emphasis that the SMPLA is not looking for a liaison until later in the process.

F. Landmarks Commission

No report.

2. **Public Input:** Public input is permitted only on items on this agenda. No other business may be discussed at this special meeting.

No public input.

3. **Approval of Minutes**

A. April 23, 2020 Special Santa Monica Pier Corporation Board Meeting

Recommended Action: Approve the April 23, 2020 board meeting minutes.

B. April 30, 2020 Special Santa Monica Pier Corporation Board Meeting

Recommended Action: Approve the April 30, 2020 board meeting minutes.

C. May 5, 2020 Special Santa Monica Pier Corporation Board Meeting

Recommended Action: Approve the May 5, 2020 board meeting minutes.

Board Member Jarow moved and Board Member Kerns seconded a motion to approve the April 23, 2020; April 30, 2020 and May 5, 2020 minutes as presented. The motion carried unanimously.

4. **New Business**

A. FY2020-2021 Budget and Workplan

Negin Singh presented the proposed FY2020-2021 workplan as submitted in the board packet, noting that the plans call for leaner operations due to the COVID-19 pandemic and highlighting the Pier Corporation's prospective upcoming role with helping the City market the surrounding beach area.

Board Member Jarow commended Ms. Singh for her focus upon keeping in the moment with what is currently a "moving target".

Board Member Parent asked Ms. Singh to elaborate on the prospective new role on the beach, to which Ms. Singh replied that the initial role is to help with communications, then possibly marketing and sponsorships.

Ms. Singh then presented the proposed FY2020-2021 budget, noting that the approach will be a “spend as we go; spend as we make” budget with no grand expenditures planned unless full funding for those is secured first.

She concluded her presentation by recommending that the Board take no action at this meeting, but instead wait for her to re-present the workplan and budget at the June Board Meeting, at which time the hope is that staff knows more of what the impacts of COVID-19 will be. Elana Buegoff has confirmed that the Pier Corporation’s workplan and budget will not be reviewed by City Council until July, so there is still time for any adjustments not yet foreseen at this meeting.

5. Future Agenda Items

Board Member Jarow requested that the City present and update about the Pier Bridge Replacement Project at a near-future meeting.

Meeting was Adjourned at 8:13 PM.

ATTEST:



Board Secretary Daniela Martin

APPROVED:



Board Chair Carter Rubin

