MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
SPECIAL MEETING
VIA TELECONFERENCE PURSUANT TO
EXECUTIVE ORDER N-29-20
BY GOVERNOR GAVIN NEWSOM
AUGUST 22, 2022
6:30 PM

Call to Order

Vice-Chair Nicolas Rolston called the meeting to order at 6:38 PM.

Roll Call

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

Present: Board Members Dan Hall, Jeff Jarow, Carter Rubin, Misti Kerns, Nicholas Rolston, and Randi Parent

Absent: Christopher Foster

Also present: Santa Monica Pier Corporation Executive Director Jim Harris, City of Santa Monica Pier & Beach Administrator Elana Buegoff, City of Santa Monica Harbor Patrol Christopher Camp, City of Santa Monica Police Department Officer Doug Woodhams, Landmarks Commissioner Amy Green and Roger Genser and Santa Monica Pier Lessees Association Representative Cindy Pfeiffer

1. Special Agenda Items

a. Reports of Staff Members

i. Executive Director Jim Harris reported that he and Julieta, are currently going on “field trips” to other local beach festivals and sports events for potential ideas, sponsorships, etc. Recent visits included the National Lifeguard Championships in Hermosa Beach and Manhattan Beach Open.

He continued by recapping some of the recent events on the Pier including MLB All-Star Oceanfront Experience, The Class, and Benefit
Cosmetics Roller Rink Water. Also, announced the upcoming schedule of events; including Disney Jr Glow Webs, PYFC Santa Monica Classic Car Show, Santa Monica Classic 5K/10K and Motorcycle Cannonball. Several recent activations included Smart Water, Netflix "Sea Monster", KIND Ice Cream Bar and Amazon Prime.

He added that plans are in the works for a return of the special “Dia de los Muertos” event as well as this year’s holiday Merry Go-Round window box displays in conjunction with the school district. Locals Night will return in September with bands, Bollywood dance, deejays, more children’s activities, and a car show.

Board Member Misti Kerns asked if staff could research fees for the Roller Rink. Mr. Harris responded that he could and that he’s very interested in having a roller rink for Pride Month; and Ms. Kerns added that it would also be great for the holidays.

ii. Office of Pier Management Update

Pier Administrator Elana Buegoff reported recent Council actions including modifying the City’s sidewalk vending ordinance to make changes to allow for stationary vending, by permitted vendors, in Palisades Park. Currently, under the Municipal Code, only roaming vending is permitted in this area. Staff is recommending a small change to the vending ordinance that would also allow for certain stationary vending locations within specific perimeters, and proposing to identify several locations in Palisades Park by the end of the year.

She further shared a recent pedicab ordinance modification. If approved, it will allow permitted pedicabs on the beach bike path starting in September. Currently, part of the Municipal Code, prohibits human-powered and motorized pedicabs from the bike path and Ocean Front Walk. Under the modification, pedicabs are still not permitted on Ocean Front Walk, however, human-powered pedicabs, in good standing, will be able to apply for a decal through a lottery to operate on the beach bike path. Unlicensed operators will need to obtain a Business license from the City.

She then shared operational updates: including the structural upgrades and restriping of the Pier Parking Lot Deck. The City is working toward a limited reopening after Labor Day, Monday through Thursdays from 9am to 9pm, and the lot will not allow new vehicles to enter after 8pm. The bridge and lot will be closed Friday through Sunday for event rentals. Logistics are underway to compensate for the restaurants that have extended outdoor patios. There will be updates to the traffic signaling, black out boxes, and directional signage for the soft-reopening with all standards in place when the bridge and parking lot is re-opened. The overnight closure will remain at 10pm and cars will need to be removed from the pier lot.
She wrapped up her report by sharing that the City's Buy Local Program and SMTT recently funded and designed umbrellas and flags for the licensed vendor operators. The vendors feel special that they have cohesive branding.

iii. June/July 2022 Budget and Financials

Jim Harris reviewed the written financial reports as distributed in the Board Packet, highlighting the overall success of the previous fiscal year which just ended on June 30, as well as the promising start of the new fiscal year that began on July 1, highlighted by the recent Major League Baseball event. The organization continues to be in good financial standing.

iv. Santa Monica Police Department/Harbor Patrol/Code Enforcement

Santa Monica Police Sergeant Woodhams shared that he along with City and SMPC representatives are reviewing pier access points for accessing a plan to control traffic and make the gates more visually appealing than bike racks. Assisting the carousel employees with safety issues and transients causing a ruckus. And provided the employees his cell number to help mitigate further incidents.

Sergeant Woodhams addressed the Lessees request to keep the pier open past 10pm. Sergeant Woodhams explained the difficulties with extending the hours due to shortages in staffing and the increase in criminal activity during the later evening hours.

Santa Monica Harbor Patrol Officer Christopher Camp shared several updates since the last meeting: (4) ocean rescues/pier jumpers; involved in (8) arrests on or around the pier; (28) medical calls including a couple of stabbings and one survived from cardiac arrest with the help of Harbor performing CPR; (2) arrests including a transient that has been troubling the pier and recently assaulted someone.

v. Santa Monica Pier Lessees Association

Pier Lessees Representative Cindi Pfeifer expressed concerns that not every activation is suited for the Pier, noting that some activations take advantage of the Ferris wheel and Pier Sign photo usage when often unrelated to the activation.

vi. Landmarks Commission

Landmarks Commissioner Amy Green shared that interest continues to focus on the pier bridge.
Landmarks Commissioner Roger Genser mentioned that they had a presentation from the City Engineer regarding the pier bridge.

Commissioner Genser reiterated the importance of the "Santa Monica Yacht Harbor" sign remaining installed and accessible to the public, just as the Board has expressed in the past.

2. Consent Calendar

   a. Approval of Minutes from July 11, 2022 Santa Monica Pier Corporation Board Meeting

   Board Member Jeff Jarow made a motion, seconded by Board Member Misti Kerns, to approve the July 11, 2022 minutes as submitted. The Board passed the motion as follows:

   **AYES:** Jeff Jarow, Misti Kerns, Randi Parent, Nicholas Rolston and Carter Rubin
   **NAYS:** None
   **ABSTAIN:** Daniel Hall
   **ABSENT:** Christopher Foster

3. Study Session

   Board Member Nick Rolston shared that there is no report for the Study Sessions. Looking to get them reviewed and restarted in Q4 of this calendar year and will be reaching out to Board Members.

4. Continued Items

   None

5. Staff Administrative Item

   a. Recap of Friendship Cities Signing Between Santa Monica and Brighton & Hove, UK

   Jim Harris shared a presentation summarizing the recent Friendship Cities trip to Brighton Pier in England which he attended along with Santa Monica Travel & Tourism CEO (and current SMPC Board Member) Misti Kerns, Santa Monica Sister Cities Association President (and current SMPC Board Member) Jeff Jarow and Santa Monica City Council Member (and former SMPC Board Member) Kristen McCowan. It was a very productive, educational and inspiring visit, with each member of the delegation noting many similarities between the two communities and their respective piers. He added that he and staff are looking forward to a great partnership with their contemporaries at the Brighton Palace Pier.
b. Presentation, Review and Approval of FY2020-2021 Annual Audit

Jim Harris presented the prepared audit for FY2020-2021 to the Board, noting that the fiscal year was a very difficult for the organization financially due to the pandemic, which severely hampered traditionally reliable revenue streams from event rentals as well as resulted in a dramatic cut in the annual City grant to the organization. Ultimately the organization drastically cut staff down to a bare minimum. By the end of the fiscal year, though, signs of recovery began to materialize. The SMPC Audit Committee reviewed the audit and are prepared to make a motion to the rest of the Board.

Board Member & Audit Committee Member Jeff Jarow made a motion, seconded by Board Member Misti Kerns, to approve the FY2020-2021 audit as submitted. The motion passed unanimously.

6. Public Hearing

None

7. Resolutions

None

8. Written Communications

None

9. Santa Monica Pier Corporation Discussion Items

Chair Rolston shared that he and Jim Harris will email the Board for any items they would like added to the agenda.

Chair Rolston reminded everyone that Locals Night relaunches September 15.

10. Public Input:

None

11. Closed Session

a. PUBLIC EMPLOYMENT
Title: Executive Director Position

Chair Rolston adjourned the meeting to Closed Session at 8:10 PM. The Board reconvened to the public at 8:15 PM. No formal action was taken during Closed Session.
Adjournment

Chair Rolston adjourned the meeting at 8:16 PM.

ATTEST:

[Signature]

Board Secretary Jeff Jarow.

APPROVED:

[Signature]

Board Chair Nicholas Rolston