MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
SPECIAL MEETING
VIA TELECONFERENCE PURSUANT TO
EXECUTIVE ORDER N-29-20
BY GOVERNOR GAVIN NEWSOM
JULY 11, 2022
6:30 PM

Call to Order

Vice-Chair Nicolas Rolston called the meeting to order at 6:41 PM.

Roll Call

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

Present: Board Members Christopher Foster (reported presented at 6:51 PM), Dan Hall, Jeff Jarow, Carter Rubin, Misti Kerns, and Nicholas Rolston

Absent: Randi Parent

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 Katherine Ahlers, and Santa Monica Pier Lessees Association Representative Cindy Pfeifer

1. Special Agenda Items

   a. Selection of Officers

      i. Board Member Daniel Hall nominated Board Member Nicholas Rolston for CHAIR; seconded by Board Member Jeff Jarow. There were no other nominations. Board Member Rolston was elected unanimously.

      Board Member Carter Rubin nominated Randi Parent for VICE CHAIR. Seconded by Board Member Jeff Jarow. There were no other nominations and Board member Randi Parent was elected unanimously.
Board Member Misti Kerns nominated Jeff Jarow for SECRETARY/TREASURER. Seconded by Board Member Daniel Hall. There were no other nominations. Board Member Jeff Jarow was elected unanimously.

*Board Member Foster reported present to the meeting.*

**b. Reports of Staff Members**

i. Jim Harris reported that he is continuing work with the City’s Community Events Office on the City’s new online event permit process. There are some kinks but it is a great program. He then announced the hire of Leo Erickson as the Pier Corporation’s new Office & Events Specialist. Leo has been a vital part of the company as-needed staff for several years; and has a wide range of skills and a deep appreciation for all aspects of the Pier. He too will be working closely with the Community Events Office on the new online permitting system.

Mr. Harris continued by recapping some of the recent events on the Pier including Botox Cosmetic, Chuck E. Cheese, then announced the upcoming schedule of events, including the Major League Baseball All-Star Oceanfront Experience, RESY Boardwalk event and a roller rink sponsored by Benefit Cosmetics.

Pier Corporation Operations Director Aurora is still working with the auditor for the FY2020-2021 audit. They are very close to completion and it is scheduled to be ready for Board review and approval in August.

Mr. Harris then reminded that Board that in the recently approved Work Plan it was a goal to establish a relationship with the Brighton Pier and Navy Pier this year. Right after announcing that to the Board, Board Member Kerns shared with Mr. Harris that Santa Monica Travel & Tourism already has plans in the works for Jim, members of SMMT, and several others to visit Brighton Pier for the official Friendship Partners Agreement signing ceremony in late July 2022.

ii. Office of Pier Management Update

Pier Administrator Elana Buegoff announced Council’s recent approval of the Pier Corporation’s budget and work plan for the new fiscal year. Staff is targeting Council’s August 23rd meeting to present updates on the Sidewalk Vending ordinance. It will look for opportunities to expand permitting and vending in Santa Monica following feedback the City has received from licensed and permitted vendors. It will likely result in more vending opportunities in Palisades Park; a bit closer to the Pier than is currently allowed under the
ordinance. As the staff report gets developed, it will be shared with Jim and the Pier Board if they choose to communicate with Council verbally or in writing.

Elana addressed a question that was asked at the last Board Meeting regarding the blank directory structures located on the north and south side of the Pier. The project management team shared that the directories were part of the City's north beach improvement project. That was the project that widened the bike and pedestrian pathways and other improvement projects. There are still aspects of that project that have not been completed, and staff is in process of preparing a contract modification that will include the map directory for the kiosks. They are slated to be completed in the next several months.

iii. April 2022 Budget and Financials

Jim Harris summarized the written financial reports as distributed in the Board Packet. Due to an oversight, a revised financial report for May 2022 was sent to all Board Packet recipients by email prior to the meeting, with the revision specifically in reference to the City refund for the Pier Parking Deck. Inadvertently, some June numbers were included in that particular line item, and that is now properly reflected in the revised version. May was slightly slower in some areas but deck rentals were busier and June numbers when completed will reflect a very good close to the fiscal year. Due to the timing of this meeting, the June 2022 financial report is not quite ready for review. The June and July numbers will be on separate reports at the August Board Meeting. The organization continues to be in good financial standing.

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

Katherine Ahlers reported that Harbor Patrol responded to over 150 calls for service over the past month, with 35 of those being for medical needs. 12 calls were ocean-rescues and 4 of those being Pier jumpers. While doing the Pier Closure on 4th of July, there was a person in cardiac arrest which turned out to be a drug overdose. Harbor Officers administered CPR and medication and the victim was fortunately okay.

A couple of small fires were extinguished at the Pier's West End, which appeared to be from cigarettes.

v. Santa Monica Pier Lessees Association

Pier Lessees Representative Cindy Pfeifer shared that the MLB event team is purchasing some gift cards from many of the Pier businesses that they will give away at the event. The cards are averaging out between $500 to $1,500 per business, which has been a nice and unexpected bonus. She mentioned the City’s recently announced special premium $30 parking rate due to the MLB event would be a
burden to many of the pier patrons and, as a result, to Pier businesses. She suggested that the City provide the Pier tenants advanced notice regarding increased parking fees and alternatives for parking.

Chair Rolston asked Elana Buegoff if the City is doing anything to let people know of other options for parking. Ms. Buegoff shared they are using digital boards when exiting the 10 Freeway and signage on Appian Way to let people know there are alternate parking lots.

vi. Landmarks Commission

No report. Jim Harris informed the Board that the Landmarks Commission is holding their monthly meeting at the same time as this particular meeting.

2. Consent Calendar

a. Approval of Minutes from May 16, 2022 Santa Monica Pier Corporation Board Meeting

Board Member Carter Rubin made a motion, seconded by Board Member Jeff Jarow, to approve the May 16, 2022 minutes as submitted. The motion passed unanimously.

3. Study Session

None

4. Continued Items

None

5. Staff Administrative Item

a. Recap of Pier 360

Jim Harris summarized the annual Pier 360 event held on June 25th. He shared that it was a huge success and emphasized its uniqueness by being the only event that ties the Pier, the Ocean and the Beach together, along with a special history component with an on-site museum. For future events, he suggested more musical acts and possibly a recognizable “beachy” artist that potentially draws even more people to the event.

6. Public Hearing
7. Resolutions

None

8. Written Communications

None

9. Santa Monica Pier Corporation Discussion Items

Chair Rolston will be reaching out to Board Members to discuss the upcoming year including Board goals, Pier goals and personal goals. He will try to set up an informal happy hour mixer somewhere on the Pier at the end of the month.

Board Member Jarow inquired about the popular seafood festival that was held at the Pier in the past. Jim Harris shared that the producers of the Off The Hook event have it already booked for this October.

10. Public Input:

None

11. Closed Session

   a. PUBLIC EMPLOYMENT
      Title: Executive Director Position

Chair Rolston adjourned the meeting to Closed Session at 7:45 PM

Chair Rolston reconvened to the public meeting at 7:51 PM

Adjournment

Chair Rolston adjourned the meeting at 7:52 PM.

ATTEST:                APPROVED:

Board Secretary Jeff Jarow.  Board Chair Nicholas Rolston