MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
SPECIAL MEETING
VIA TELECONFERENCE PURSUANT TO
EXECUTIVE ORDER N-29-20
BY GOVERNOR GAVIN NEWSOM
SEPTEMBER, 19, 2022
6:30 PM

Call to Order

Vice-Chair Nicholas Rolston called the meeting to order at 6:32 PM.

Roll Call

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

Present: Board Members Dan Hall, Jeff Jarow (at 7:45 PM), Chris Foster, Carter Rubin, Misti Kems, Nicholas Rolston, and 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, 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 recently reached out to Tom Ford the ERA for the Pier Bridge Replacement at a fall meeting. Earlier this week he had a farewell/hello lunch with outgoing Executive Director Linda Greenberg and and incoming Executive Director Mikko Sperber from SMMT Education Foundation. SMPC is doing a $2500 match for donations to the Santa Monica Education Foundation and included in an email notifying parents about Locals’ Night on the day prior to the October 20 Locals’ Night. Also, the City recently offered a $700 Buy Local Grant toward the creation and installation of light pole
banners for the Pier Bridge celebrating the PTC #62 Carousel horse and its 100th Birthday. Mr. Harris thanked Pier Administrator Elena Buegoff for her role in envisioning the banners as well as finding funding.

Mr. Harris continued by sharing that Event Specialists Leo Erickson and Corey Hart continue to execute events and other activities very effectively, accomplishing many duties well prior to the event days and making day-of preparation much easier.

Operations Director Aurora Piña is beginning to lay out the groundwork on the next audit for the 2021/2022 fiscal year. Activations Manager Anne Railsback has been very busy with a sudden uptick with bookings for promotional activations and parties in the Merry Go-Round.

He and Brand Manager Julieta Giner are working closely with artists on the Dia de los Muertos special celebration in the Merry Go-round Building. As a bonus, Mariasol reached out with interest in hosting activities at the west end of the Pier, including an altar within their restaurant. Their will be three altars inside the building, plus on Tuesday, November 1 & Wednesday, November 2 — days in which the Merry Go-Round would typically be closed — the 100-year-old carousel will be fully decorated. Other plans include Aztec dancers parading from the West End to the Merry Go-Round, plus ballet folklorico and mariachi performances inside.

Last month, The Class finished its second annual run on the Pier, consisting of three-monthly fitness sessions. The Class is based in New York but have recently opened a venue on Main Street in Santa Monica. The relationship with them has been fantastic and, and we are looking to expand offerings and opportunities.

Locals’ Night in September was a great success; and continues to build in both popularity and programming. The addition of Jennifer Rice now handling the booking and production has made a positive impact, especially with the children’s activities in the Merry Go-Round building. Other activities included a car show, nickel rides on the Merry Go-Round, bands at Pacific Park, and Bollywood dancing at the west end. It has been particularly great to see the Pier businesses getting involved, including a band inside Rusty’s and Marisol offering a 15% discount. At the next Locals’ Night, Blazing Saddles is offering a bike valet; and the Save The Pier play will kick-off and continue through the weekend. There will be a mixer at Marisol and ongoing efforts to promote mixers at Pier businesses.

ii. Office of Pier Management Update
Pier Administrator Elana Buegoff reported that the City Council is going to be asked to authorize negotiation of an amended and restated lease with Pacific Park at their next meeting. For operational updates, the news reports are stating that the water quality around the Pier continues to be listed on LA County’s health advisory list for exceeding state standards for bacteria; posing danger for swimmers and surfers and all-around bad news for the Pier. The City is going to be undertaking a project to improve water quality. The underside of the Pier is a haven for pigeons to roost and bird droppings are thought to be a major source of pollution in the water. The City is working to install a new netting that will cover the underside of the Pier and hoping to have installed well before next summer. The funding for this project is from the Clean Beach’s Grant Program which provides funding for projects that help restore and protect the water quality which is considered a priority.

Ms. Buegoff then announced that the Spirit Awards is returning to Santa Monica in 2023. The show will take place in the 1550 Lot on March 4, 2023 with set up starting in late February. Every year the Spirit Awards’ team presents SMPLA with an update on their show and looking to get them back on the SMPLA agenda.

The mobile food outlet called The Lobby, located on the southeast corner on Ocean Avenue by Tonga Park has permanently closed. The City will be looking to lease the space to another user. Updates will be forthcoming.

iii. August/September 2022 Budget and Financials

Executive Director, Jim Harris summarized the written financial reports as distributed in the Board Packt, noting that it is a very good report and the balance sheet looks great, with corporate promotions, event deck rentals and merry go-round rentals exceeding all expectations. Filming admittedly lags right now, which is not unusual for this time of year, but will begin to pick up. The organization continues to be in good financial standing.

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

City of Santa Monica Sergeant Woodhams shared that there have been a number of Pier jumpers. There is also trespassing under the Pier and encampments. Officers are waiting for “no trespassing” signage. Most people will leave when requested, however, the signage will help as a visible reminder and deterrent.

Sergeant Woodhams shared his thoughts on keeping the Pier closure time at 10PM. As it gets later evening, the level of intoxication increases and party-goers gather, along with bad-intentioned individuals. If they are going to entertain a later closing hour business owners would need to assist officers with the closing as it makes
easier for them. It is possible to entertain the idea of looking at a later closing on Fridays and Saturdays.

City of Santa Harbor Officer Katherine Ahlers reported several updates since the last meeting: (75) calls for service; (35) medical calls; (9) ocean rescues/pier jumpers. Assisted Heal the Bay with a recent Beach Clean-up and (49) divers assisted in cleaning up trash beneath the water.

v. Santa Monica Pier Lessees Association

Pier Lessees Representative Cindi Pfeifer reported that the hot weather has taken a toll on overall business; but still better than most months of September. Lessees are excited to have Locals' Night start up again and look forward to having it the whole winter season through next spring. Blazing Saddles is excited to participate with their bike valet. Still a lot of disappointment in the recent Unite for Life Festival There are concerns on how to control these type-of-events and what is deemed appropriate for the Pier and not promoting or inviting controversy or violence.

vi. Landmarks Commission

Landmarks Commissioner Amy Green shared they are anxiously awaiting the Environmental Impact Report on the Pier Bridge Replacement Project. Still meeting bi-monthly and interested in the bridge.

Landmarks Commissioner Roger Genser shared Amy's sentiment with regards to the Environmental Impact Report. There is great expectation for the report we will be reviewing. Not sure there will be time to get back to the Commission as the meeting is not until November.

2. Consent Calendar

a. Approval of Minutes from August 22, 2022 Santa Monica Pier Corporation Board Meeting.

Board Member Dan Hall noted an error in which "Nicholas" Rolston's first name was mistakenly listed as "Christopher"

Board Member Jeff Jarow made a motion, seconded by Board Member Nick Rolston, to approve the August 22, 2022 minutes with noted correction.

3. Study Session
4. Continued Items

None

5. Staff Administrative Item

a. Proposed Amendment to the Lease of 1600 Ocean Front Walk

Jim Harris summarized the memo put together by Pier Administrator Elana Buegoff in regards to the Heal the Bay Aquarium Summary of Lease Modification. The Leasing Committee met with Elana and Marslaidh Ryan of Heal the Bay to discuss the proposed lease modification.

Board Member Randi Parent presented the committee’s findings. A meeting was held and all were in agreement that this amendment was appropriate and necessary to make sure Heal the Bay remains a healthy and a vital part of the Pier experience, even during the proposed pier bridge project.

Board Member Jeff Jarow made a motion to authorize this new amended lease, seconded by Board Member Randi Parent. The motion passed unanimously.

6. Public Hearing

None

7. Resolutions

None

8. Written Communications

None

9. Santa Monica Pier Corporation Discussion Items

Chair Nick Rolston shared his goals for the next 10 months. Plans include to optimize and involve the Pier Corporation and Board to help ensure the long-term sustainability of our Pier as a relevant community asset and as a pillar.

The four goals include the following:

1) Re-establishing the Pier Corporation role of mission and support by looking at the service agreement with the City, talking with all of the Board, tenants, Harbor
Patrol, Office of Pier Management and stakeholders; and what the role should be to the Pier Corporation. This outcome will define the mission statement.

2) Increasing the purpose and the impact of the Board. Looking to work with everyone individually and collectively.

3) Maximizing the relationship between the Pier and the residents. But also giving a voice to the Pier and the residents; so, the residents feel that relationship, and can express their voice regarding the Pier but also the Pier feels the relationship with the residents and can communicate back to the residents.

4) Reviewing and considering various options and formalizing the long-term role and usage of the Pier parking deck and what is the best use whether it's event or parking or a hybrid of both.

To accomplish this, he announced the creation of three new study groups, each of us will include representation from the Board, the Pier Lessees Association, City Staff and members of the community. The three study groups are:

- Large Projects
- Policy & Planning
- Community Engagement & Communication

10. Public Input:
   None

11. Closed Session

   a. PUBLIC EMPLOYMENT
      Title: Executive Director Position

   Chair Rolston adjourned the meeting to Closed Session at 8:00 PM.

   Chair Rolston reconvened the public meeting at 8:02 PM and announced that the Board discussed the status of recent contract negotiations with Executive Director Jim Harris. No formal action was taken.

   Adjournment

   Chair Rolston adjourned the meeting at 8:02 PM

ATTEST:  

[Signature]
Board Secretary Jeff Jarow

APPROVED:  

[Signature]
Board Chair Nicholas Rolston