MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
SPECIAL MEETING
VIA TELECONFERENCE PURSUANT TO
EXECUTIVE ORDER N-29-20
BY GOVERNOR GAVIN NEWSOM
OCTOBER 17, 2022
6:30 PM

Call to Order

Chair Nicholas Rolston called the meeting to order at 6:35 PM.

Roll Call

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

Present: Board Members Dan Hall, Jeff Jarow arrives at 6:40 PM), Chris Foster, Misti Kerns, Nicholas Rolston, and Randi Parent

Absent: Board Member Carter Rubin

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 City Engineer Omeed Pour, Tom Ford Santa Monica Bay Foundation, Landmarks Commissioner Amy Green and Roger Genser and Santa Monica Pier Lessees Association Representative Nathan Smithson.

1. Special Agenda Items

a. Reports of Staff Members

i. Executive Director Jim Harris reported the light banners celebrating the 100th birthday of Philadelphia Toboggan Company Carousel #62 have been installed on the Pier Bridge. Many thanks to the City for their Buy Local grant to aid in funding, and thanks, again, go to Elana Buegoff for making this happen. Worked with Santa Monica Police Sergeant Woodhams to welcome bicyclist Renee Jean end her 22-day ride on Route 66 on October 13.
The purpose of her ride was to bring awareness to those lives impacted by PTSD.

A street performer recently made headlines for racist remarks toward South Korean signer Jungwoo. Anne Railsback and Corey Hart have informed performers at recent lotteries that nobody should want to be subject of a story like that. The performer in question is no longer in the and LA area and has been roasted heavily on Twitter. Other performers have noticed, and agree this is unacceptable.

The next Local’s Night is October 20 and will include expanded children’s activities, car show, bands and DJs, vaccine clinic, bike valet and FAM Tour with SMMT.

"Save the Pier" will kick off October 20 and run through the weekend. Working on having them at 4th of July parade, but alternative to marching.

"Dia de los Muertos" is November 1 and 2 in the Merry Go-Round. Activities include a Chumash prayer at the west end; Aztec dancer lead parade from west end to Merry Go-Round; Mariachis and Ballet Folklorico. Several tenants will participate: Marisol will have an altar and offer specials; The Albright will offer hand-made tamales and Rusty’s will offer drink specials and finally Soda Jerks will have hot chocolate and their usual menu items.

Recent rental events: Motorcycle Cannonball Cross Country Chase; and Unite for Life. Upcoming rental events: Mucinex Activation; Making Strides Against Breast Cancer; UCLA Mattel Children’s Hospital "Party on the Pier" annual with Pacific Park; Veterans Day celebration with US Army (w/City of Santa Monica); and Dooz Fam Fest. SMMT will host a Volley-Ween event with a mixer, costumes and volleyball.

Finally, we are able to have in-person Board Meetings, with a hybrid teleconference option and we would love to start for the November 21 meeting.

ii. Office of Pier Management Update

Pier Administrator Elana Buegoff shared some City Council action of note. Last month council authorized negotiations and execution of an amended lease with Pacific Park which was approved by the Pier Board at its May meeting. And staff is aiming to bring the HTB Aquarium lease and license to council at its December meeting. And will include the boards’ action to support the recommendation which was approved at the board meeting last month. On October 11, council adopted a number of economic recovery interim zoning
ordinance regulations as permanent regulations to support several and continue business recovery efforts in streamlining permitting processes.

The Santa Monica outdoors pilot program expired on September 30 and has transitioned into a new permanent program and staff is working with Pier restaurants to transition into new license agreements, with regards to outdoor patios. Several restaurants have expressed interest in continued outdoor dining – specifically the ones on the Pier Parking Deck and Bubba Gump on the north beach plaza area. The City does receive a monthly license fee for use of those areas.

Ms. Buegoff shared that the Pier Parking Deck is expecting to reopen no earlier than November 14. The Parking Deck operation is still envisioned to be limited to Mon-Thurs with the Deck closing to incoming vehicles at 8pm to help prepare for the Pier-wide nighttime closure at 10pm. Updates will be shared with tenants, and, of course, SMPC to help get the word out via social media and all of the platforms.

As mentioned previously, The Lobby food truck located at Ocean and Colorado closed in early September. And the City is now welcoming Kona Ice on Thursdays through Sundays for the next two months along with a DTSM Ambassador Cart. DTSM has a license agreement with the City to activate this corner. Since The Lobby food truck closed, the City is implementing a temporary activation and hopes to issue a new RFP for opportunities soon. And, hopefully by the early part of the upcoming year issue an RFP for permitted vending cart opportunities as well on the Pier.

Lastly, the Buy Local Holiday Gift Guide 2022 is currently in production. The Gift Guide is widely-promoted widely throughout the community. They are inviting all business partners to help promote and share possible gifts for the community and submit to the Guide. The Buy Local Committee is also creating a master holiday event calendar.

iii. September 2022 Budget and Financials

Executive Director Jim Harris summarized the written financial report as distributed in the Board Packet. September was a quiet month after an extraordinary summer and for September this is typical. Mr. Harris pointed out that on the budget vs actual in People Benefits that $18,000 number is due to a lapse in billing for Corey Hart’s benefits as he was brought back to full-time. It took time for the insurance to kick in. Also, the People Services Audit and Insurance for the numbers that show up in actual far exceed the budget numbers. The numbers were distributed funky throughout the year but will be
adjusted to correct the monthly budget number to better reflect what expenses are. The organization continues to be in good financial standing.

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

City of Santa Harbor Officer Katherine Ahlers reported several updates since the last meeting: (56) calls for service: (20) medical calls of (9) of which were Advance Life Support Calls; (10) ocean rescues and (5) pier jumpers and (4) rescued vessels. Last week, the dive team went out and did extensive dive training for two days; including technical dives, night dives, close space dives and dealing with currents and strong conditions.

v. Santa Monica Pier Lessees Association

Pier Lessees Representative Nathan Smithson reported that he was pleased to see a continued presence of new SMPD officers on the Pier. Also, he shared with Officer Doug Woodhams that there is a rise in selling of trinkets, light up balloons, and Churros on the Pier so that everyone understands the importance of SMPD presence.

vi. Landmarks Commission

Landmarks Commissioner Amy Green shared they are still meeting bi-monthly and continued interested in the bridge.

2. Consent Calendar

a. Approval of Minutes from September 19, 2022 Santa Monica Pier Corporation Board Meeting.

Board Member Randi Parent made a motion, seconded by Board Member Dan Hall, to approve the September 19, 2022 minutes.

3. Study Session

None

4. Continued Items

None

5. Staff Administrative Item

None

6. Public Hearing
a. Presentation of Pier Bridge Replacement Draft EIR by City Engineer Omeed Pour, P.E.
Recommended Action: Receive presentation and provide feedback.

Mr. Pour presented a summary of the pier bridge replacement project to-date. And a brief update of the current recirculated draft of the EIR.

Chair Nicholas Rolston stated that he hopes during construction, the pier sign still be placed somewhere where people, including residents and tourists, can still take photos, by possibly using the parking deck, West End of the Pier or Palisades Park. He understands that it need refurbishment and costly. Board Member Dan Hall seconded Chair Ralston’s this pier sign recommendation.

Chair Nicolas Rolston inquired that if the sidewalk can’t be the same height as the road, is that ADA issue or what drives that? Mr. Pour explained that they need to be at different grades or a barrier in place. However, they could be same level if a K-rail is installed. And the solution is to change the grades.

Board Member Misti Kerns asked if the Fire Chief and SMPD are weighing in on any of this from an emergency and accessible standpoint? Mr. Pour answered that they have met with the Fire Chief and Harbor Patrol and walked them through the process. Board Member Kerns stressed the importance of having the SMPD Chief Batista included in the process, and Mr. Pour will make a note to include Chief Batista in future discussions.

Chair Rolston directed the Large Projects Study Group to further research the Pier Sign, its landmark status, and the necessity for it to be over the vehicular lanes.

b. Presentation of Santa Monica Bay Foundation’s Breakwater Restoration Plans by Tom Ford.
Recommended Action: Receive presentation and provide feedback

Mr. Ford presented a summary of the Santa Monica Bay Foundation’s Breakwater Restoration Plan with an exciting to opportunity to provide ongoing protection for the Pier and neighboring infrastructure; from wave-related energy that effects the sea level rise and continues to advance dramatically through the coming years. This approach started developing a couple of years ago both to provide the protection to the pier and surrounding infrastructure but to also use the opportunity of offshore nature of the Breakwater as a place to preserve the organisms we share our coastline with.

Chair Rolston highlighted this project as another for the Large Projects Study Group to discuss.

7. Resolutions

None

8. Written Communications
None

9. Santa Monica Pier Corporation Discussion Items

10. Public Input:
    None

11. Closed Session

    a. PUBLIC EMPLOYMENT
        Title: Executive Director Position

    Chair Rolston adjourned the meeting to Closed Session at 8:19 PM.

    Chair Rolston reconvened the public meeting at 8:25.

    Board Member Foster made a motion, seconded by Board Member Parent to approve the
    contract for employment for Executive Director Jim Harris, which has been reviewed by
    attorneys at Arent Fox. The motion passed unanimously.

Adjournment

Chair Rolston adjourned the meeting at 8:27 PM

ATTEST:

[Signature]
Board Secretary Jeff Jarow

APPROVED:

[Signature]
Board Chair Nicholas Rolston