



MINUTES
SANTA MONICA PIER CORPORATION
BOARD OF DIRECTORS REGULAR MEETING

Heal the Bay Aquarium
1600 Ocean Front Walk
Santa Monica, CA 90405

Monday, March 20, 2023

6:30 PM

Call to Order

A handwritten signature in blue ink, appearing to be "Nicholas Rolston".

Vice-Chair Nicholas 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: Chris Foster

Also present: Santa Monica Pier Corporation Executive Director Jim Harris, City of Santa Monica Pier & Beach Administrator Elana Buegoff, City of Santa Monica Police Sergeant Doug Woodhams, Executive Director Jim Harris, Heal the Bay Aquarium Director Marslaidh Ryan, Santa Monica Pier Lessees Association Representative Nathan Smithson, and Landmarks Commissioner Amy Green.

1. Special Agenda Items

a. Reports of Staff Members

i. SMPC Staff and Programming Update:

Executive Director Jim Harris announced that a new, part-time social media intern has been hired.

Locals' Night has added a Salsa demo and partnered with World of Sound Productions adding a Silent Disco. The next Locals' Night will be April 20th and there will be a best Santa Monica Pier Tattoo Competition.

Pier 360 partner APP had to drop out due to their own funding but may still bring the pool. Pier Corp. is looking into having a sandcastle competition as a part of Pier 360. Sponsorships are currently at \$45k with many other prospects. There are meetings taking place to try and expand the History Museum adding more on volleyball and honoring long-retired SM Lifeguard Harold Dunnigan.

Planning for Pride, alongside DTSM, Santa Monica Place, and the City is going well. CG Events has been hired to help planning. The Pier will act as a Pride HQ Popup with Colors of Pride Photo Booths and Musical Performances. Still waiting to hear back if we've been awarded grants to help produce Pride from the We Are Santa Monica Fund. A presentation for Pride will be planned for the next board meeting.

History book 2nd edition – Outline has been approved by the editor. Doc talk continues; Learning about funding & production models – Might be good to include in FY 23-24 Work Plan.

History Tour research has been going well. Plan to launch at least a test version of a new in-person tour at May Locals' Night. Will include a full ticketed program, with paid tour guides, for FY 23-24.

Filming & photo shoots rebounding well.

Activations heating up, and while no event bookings in February or March, April, May & June will be great months.

Board Comments: Board Member Hall mentioned a Drag Show would be a great addition for Pride Programming and Nick Rolston mentioned it would be nice to get local LGBT orgs involved. Nick also asked how the Board can help with Pier 360 and Jim responded finding a replacement for APP is needed.

ii. Office of Pier Management Update

Pier Administrator Elana Buegoff announced that nominations for BuyLocal end March 15th then voting will take place until June 1st when the winners will be announced.

Chief Batista has requested to be on the April Agenda

iii. February 2023 Budget and Financials

Executive Director Jim Harris announced that it's been a fantastic month for corporate promotions.

Board Comments: Board Member Kerns would like to see comparisons of past quarterly financial statements and Board Member Hall wonders if staff has room to grow. Jim responded that there are plans to build in a new position as a part of the new fiscal year.

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

Officer Doug Woodhams reports the Police Department is trying to increase overtime staffing as summer approaches. They expect more Pier jumpers and are prepared to act quickly and prosecute fully to deter future jumpers.

Officer Doug Woodhams started conversations with Brighton Pier about how they prepare for emergencies, and they suggested rope hook ladders. Officer Woodhams will talk with HSO and see if that's an affordable option.

v. Santa Monica Pier Lessees Association

Nathan Smithson reports rain has affected business, but east coast spring breakers have helped some. Saturday March 25th Pac Park will turn off the lights on the Ferris Wheel for Earth Hour. 8:30-9:30pm. The Sea Dragon farewell event went really well, and the official opening will be March 26th.

vi. Landmarks Commission

Commissioner Amy Green announced that there have been very few meetings.

2. **Consent Calendar:** All items will be considered and approved in one motion unless removed by a member for discussion.

a. Approval of Minutes of February 23, 2023 Santa Monica Pier Corporation Board Meeting

Board Member Carter Rubin moved, and Board Member Jeff Jarow seconded a motion to approve the February 23, 2023 Minutes. The Motion carried unanimously.

3. **Study Session** – None

4. **Continued Items**

a. **Beach Bike Path Ramp Connection to Santa Monica Pier**

Board Member Comments: Board Member Rubin weighs the idea of it going to a study group.

Board Member Hall would like to know when this will go to Council to be awarded to a contractor. He added the bridge would work better on the other side of the Pier and that it being on the South side will delay lifeguards in emergencies as the bridge will block their access to the beach and will hurt events on the Pier Parking Deck if there is a bike lane running through the space+active parking lot.

Board Member Jarow shared concerns that the bridge will become a new place for the unhoused to camp out under and allowing more bikes access to the Pier will create more dangerous situations for cyclists to go off the path on the Pier and cause accidents with pedestrians.

Board Member Kerns doesn't understand how it will help cyclists and it will increase accidents. Misti would like to hear from Parks & Rec on their perspective.

Chair Rolston added that the concrete structure will aesthetically not match the Pier/area and would like clarification on if bikes are allowed to ride on the Pier at all.

Public Comment: Amy Green commented that it's clumsy and ugly and Nathan Smithson believes it will be dangerous as it will attract electric scooters/bikes to speed up and down.

Sergeant Woodhams will get to the bottom of whether bikes can ride on the Pier and commented he doesn't see a major demand for this bridge from his daily interactions with the public.

5. **Staff Administrative Items**

a. **Request from City Manager's Office for Support Letter for City of Santa Monica FY24 Federal Appropriations Request**

On behalf of the City Manager's office Santa Monica Pier & Beach Administrator Elana Buegoff is requesting a letter of recommendation from the Board on a set of projects the City is sending to the Federal Delegation. The City Manager believes these projects affect all of Santa Monica.

Project One: Alternative crisis response outreach, an alternative crisis response outreach system for the unhoused/vulnerable population. Pilot Project costing \$1.8m. This will be an alternative to the current first responders.

Project Two: LINK, Lincoln Neighborhood Core Project, upgrading crosswalk locations costing \$2.2m.

Project Three: Fire Training Center Upgrades allowing better training for firefighters costing \$

Project Four: Storm Order Retention Project at Memorial Park costing \$15m constructing a new underground water retention tank, harvesting up to two million gallons of stormwater ready to be released, helping keep the City's drainage system and Bay clean.

Board Comments: Board Member Hall wants to make sure Project three isn't increasing pollution in the City in an underprivileged area. Board Member Kerns believes all of these projects are positive and help the Pier.

Public Comment: Heal The Bay Aquarium Director Marslaidh Ryan is in full support of Project Four.

Board Member Kerns made a motion to direct Jim Harris to write a letter of support in these projects. Seconded by Board Member Jarow.

Board Member Hall proposes a sub motion to only support projects 1, 2, and 4. No second.

Pier & Beach Administrator Elana Buegoff will reach out to City Staff to help clear up whether project three will increase pollution.

Chair Rolston made the motion, seconded by Board Member Jarow, to have a letter written in support of all projects and to highlight that projects one, two and Four are Pier related. The motion is approved unanimously.

b. Proposal by Board Chair Rolston for a Letter from the Board to the City Manager and City Council Regarding Future Involvement of Santa Monica Pier Corporation Board and Staff at All Meetings Related to the Pier in General.

Board Chair Rolston believes any City meetings having to do with the Pier should have a board member/Jim Harris present as representation.

Elana Buegoff comments that City meetings regarding operations are internal and Board meetings are for public comment.

Board Member Rubin comments that the board is a policy advisor and doesn't need to be present at every operational meeting. We can reach out to the City manager if there are issues the board sees.

Board Member Hall agrees with Carter fully and thinks if City staff wants to invite the Pier Corp. to a conversation that it should be through Jim. The role of the board is to act as a sounding board to Council.

Board Member Parent agrees with Carter and Dan. Randi adds that Jim should be kept in the loop more with the City.

Board Member Kerns adds that the board is here for oversight. They then added that Jim and Elana should meet more frequently. If the tenant would have invited Jim to be there that would have been appropriate.

Board Member Hall adds The Executive Director should attend meetings open to the public that have Pier policy on the agenda and be prepared to speak during public comment.

Chair Rolston finishes by commenting that The Pier Corp. should be involved in all policy meetings regarding the Pier.

No motion made.

Public Comment: Nathan Smithson comments that Chair Rolston is not alone in thinking that the City is making decisions without the Pier Community's input.

6. Public Hearing

a. Presentation of Proposed Digital Wayfinding Kiosks by BIG Outdoor

Postponed until April Board Meeting.

7. Resolutions - None

8. Written Communication - None

9. Santa Monica Pier Corporation Member Discussion Items

a. Study Group Updates

i. Large Projects

Board Member Rubin comments they will discuss the Pier Bike Bridge Plan and what type of CIP is needed before the Olympics.

Board Comments: Misti Kerns would like to know if a PA system and signage plan still exists for the top of the Pier Bridge condensing and cleaning up what is there.

Public Comment: Heal The Bay Aquarium Director Marslaidh Ryan asks if there has been any advancement on the Aquarium expansion ideas and what are the next steps.

ii. Policy & Planning

Board Member Hall recommends that Policy & Planning and the Board direct the Executive Director to return the board with a multi year strategic plan for the Pier Corp. The plan should have the time horizon of 3-5 years and include a 10 year north star vision. It should propose a mission and vision statement, long term key objectives, key results, and key performance indicators across all departments of the corporation to build upon current momentum to drive community engagement.

Board Comment: Board Member Rubin comments if there's room in the budget that we should hire someone to help Jim facilitate creating this plan.

Chair Rolston made a motion to move forward with the project and Board Member Jarow seconds to vote. The motion passed unanimously.

iii. Community Engagement & Communications

Board Member Parent says that they will be meeting March 24th that will discuss possible community mixers for Locals' Night and having an 8th graders day on the Pier. Letter on that to be sent out soon.

10. Public Input:

Board Member Kerns comments that she just visited our sister City in Japan called Fujinomiya that has an amazing Santa Monica themed park. Misti adds that we need to figure out how to highlight how amazing the park is.

Visit California is coming to film on the Pier soon to highlight what we have to offer.

Board Member Jarow comments that 2024/25 will be the 50th anniversary with Fujinomiya so

Future Agenda Items

Board Member Rubin would like to share the Capital Improvement Projects recommendation at the next meeting.


Chief Batista has requested to be on the April Agenda

The meeting was adjourned at 9:02pm

Attest:


Secretary Jeff Jarow

Approved:


Nicholas Rolston