



**REGULAR MEETING MINUTES  
SANTA MONICA PIER CORPORATION**

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

**Monday, May 15, 2023**

**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, Carter Rubin, Misti Kerns, Chris Foster, Randi Parent, and Board Chair Nicholas Rolston.

Also present: Executive Director Jim Harris, Pier & Beach Administrator Elana Buegoff, Lessees Association rep. and Pac Park Marketing and Business Development Director Nathan Smithson, Landmarks Commissioner Amy Green, Heal The Bay Aquarium Director Marslaidh Ryan, SMP Sgt. Doug Woodhams, Harbor Safety Officer Kat Ahlers, and Harbor Safety Officer Henry Reyes.

**1. Special Agenda Items**

**a. Reports of Staff Members**

i. SMPC Staff and Programming Update – Executive Director Jim Harris- Discussed their trip to Chicago’s Navy Pier and its differences and similarities to the SM Pier. Learned from their staff that because the Merry Go-Round building is on the National Registry of Historical Places that it opens it up to many grant



opportunities. The Navy Pier is run by a nonprofit and owned by the State. They have resort status and a \$53 million dollar yearly operating budget. The SM Pier and Navy Pier plan on collaborating in some way to promote Route 66's 100th Birthday next year in November.

The Board agreed that the Navy Pier is much more intricate than the SM Pier and asked E.D. Harris what are the biggest similarities that we can look for inspiration to grow. E.D. Harris responded that they have great historical tours, community programming, and event spaces that we can look at for inspiration.

E.D. Harris Discussed his trip planned on May 16 to Sacramento for The California Travel Association's Tourism Advocacy Day to meet with our Reps. and Sens. and advocate for bills related to the tourism industry.

Discussed the upcoming programming for the last Locals' Night of the Season.

Discussed SAMO Pride event on June 3rd. Announced that the Pier received a \$2,500 grant from the City's We Are Santa Monica Fund for the event.

Discussed the launch of the new version of the Pier's Historic Walking Tour Program. There will be a preview of it June 17th. Full launch of the program will begin July 1st.

Discussed Pier 360 on June 24th/25th and other future upcoming Pier events.

Discussed possible future events such as possible concert's produced by SNAP/Rum & Humble and a Volleyball Tournament produced by Queen & King of the Court and possibly the Amatuer Athletic Union, AVP, and Teqball. The Volleyball Tournament will help prepare us for the upcoming Olympics.

Lastly E.D. Harris brought up that Board Chair Rolston and himself met with David White, Anuj Gupta, Jennifer Taylor, and Elana Buegoff and had a very productive conversation.

- ii. Office of Pier Management Update – Pier Administrator Elana Buegoff- Announced Engineering is aiming for June 15th to bring the EIR to Council for their final certification.

Announced there will be an event in the City Hall Courtyard on June 1st at 5:30pm to announce the Most Loved Business Winners.

- iii. April 2023 Budget and Financials – Executive Director Jim Harris- Brought up that the warmer months are coming up and things will get busy. Long term looking for more sponsorships and grants.



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

Harbor Safety Officer Reyes reported:

There were 64 calls for service since last month's meeting. 41 were EMS related, 23 of which the Fire Department were needed as well. 2 special assist calls out on the water.

The Monica 1 boat just completed its annual service and will be back in the water in a few days.

The first week of June they will provide free cpr instruction for the public.

SMP Sgt. Doug Woodhams reported:

2 of the calls were ODs and it's eye popping the proliferation of fentanyl related calls.

Working on clearing small encampments and vendors in unpermitted areas.

Reports there have been 3 crime reports between various Pier Performers who have had arguments. They have been informed that if they continue this behavior they will be arrested and ordered to stay away from the Pier for at least a year.

Reports there were two different days this past week that had protests on the Pier, one of which PD needed to get involved in separating groups with different opinions. There are more protests in the summer which sucks PDs resources.

Discussed the two week Extended hours trial.

Discussed Oct. 4th disaster response training.

Discussed the PAL Rick Crocker Run a part of the next Locals' Night.

Reminded the board that May 24th Council is meeting to discuss the renewal Security Contract for the Pier.

v. Santa Monica Pier Lessees Association – Representative - Lessees Association rep. and Pac Park Marketing and Business Development Director Nathan Smithson- Reports that Spring Break was good and staffing is getting prepped for summer.

Memorial Day Weekend the Ferris Wheel will be lit up with red, white, and blue.



- vi. Landmarks Commission – Commissioner Amy Green- Reports that last week they had their first meeting in person in three years

The board discussed how they want clarity on what will happen to the Pier’s neon sign during construction of the new Pier Bridge.

- 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 April 17, 2023 Santa Monica Pier Corporation Board Meeting

Board member Chris Foster moved and Board Member Randi Parent seconded a motion to approve the March 20, 2023 Minutes. The Motion carried unanimously.

- 3. **Study Session – None**

- 4. **Continued Items**

- a. Discussion of Test/Pilot Parking Program for Pier Parking Deck (continued from February 24, 2023 Board Meeting)

Board Chair Rolston discussed reimagining access to the Pier for residents.

The primary goal is increasing regional visitation during slower seasons on the Pier.

Proposes a pilot program where from 6pm to closing Monday through Thursday in February of 2024 there be free parking to drive economic awareness and relevance.

The board discusses options for the pilot program, its pros and cons, and how to reimagine the Pier Parking Deck.

They ask Pier Admin. Buegoff if this is viable for the City and they will be happy to evaluate the proposal.

- 5. **Staff Administrative Items - None**

- 6. **Public Hearing - None**

- 7. **Resolutions - None**



**8. Written Communication - None**

**9. Santa Monica Pier Corporation Member Discussion Items**

a. Study Groups

Chair Rolston announced group updates that were needed to be in compliance with the Brown Act.

b. Change of date for June 2023 Board Meeting (current regular date of June 19 is a holiday)

The Board agreed a June meeting is still needed

**10. Public Input -**

Walt Davis who has been a cartoonist on the Pier for over 20 years talks about how Code Enforcement doesn't have enough resources to monitor performers and vendors breaking many rules. He believes that nobody is paying attention to performers once they get a spot in the lottery and that they break many rules during performances that should have added up to many suspensions by now. He claims to have witnessed Officers walk right by people performing without a spot number and do nothing about it. They mention that crowds are getting too large during some performances that it leaves no room for walking. Walt ends with talking about how there's been an increase of people taking up large amounts of space filming Youtube/Tik Tok videos and that it is getting out of control.

E.D. Harris agrees that suspensions would set a strong example to all Pier Performers to follow the rules.

Pac Park Marketing and Business Development Director Nathan Smithson agrees the crowds are getting too large during some performances and that the content a part of the dancers acts can be inappropriate for children and tourists.

Misti Kerns makes the motion for adjournment, seconded by Carter Rubin. The Motion carried unanimously.

Adjourned at 9:51pm

Attest:

Approved:



Jeff Jarow  
Secretary

Nick Rolston  
Chair

