



MINUTES
SANTA MONICA PIER CORPORATION BOARD OF DIRECTORS
SPECIAL MEETING
HEAL THE BAY AQUARIUM 1600 OCEAN FRONT WALK SANTA
MONICA, CA 90401
January 23, 2023
6:30pm

Call to Order

Chair Nicholas Rolston called the meeting to order at 6:37 p.m.

Roll Call

The following persons were recorded in attendance by the Recording Secretary:
List in order called during the meeting.

Present: Board Members Dan Hall, Jeff Jarow, Nicholas Rolston,
Randi Parent, Misti Kerns, and Chris Foster

Absent: Board Member Carter Rubin

Also present: Santa Monica Pier Corporation Executive Director Jim Harris, Heal
the Bay Aquarium Director Marslaidh Ryan, Pier Administrator Elana Buegoff,
Harbor Patrol Katherine Ahlers, and Santa Monica Pier Lessees Association
Representative Nathan Smithson.

Moment of silence for Monterey Park shooting Victims

1. Special Agenda Items

a. Reports of Staff Members

i. SMPC Staff and Programming Update – Executive Director Jim Harris

Locals' Nights:

- Cheer on the Pier - December 15 w/Mixer
- January Locals' Night larger stage, extended patios, no cold west end.
Oh, rain...
- TCU Pep Rally on January 8th
- Staff holiday retreat December 19 - Catalina o Tile making & local history

Write Out

Future plans:

- Lincoln MS "Peter Pan" in Feb, JAMS "Grease" in May
- Frieze art experience in Feb
- PAL Rick Crocker Memorial Run in May
- New Heroes - Police, Fire and Teachers
- Planning for Pier 360
- Also setting up meetings for sponsorship \$\$\$ for Pier 360, Wellness & Waves and Locals' Night
- Planning for Pride, alongside DTSM, Santa Monica Place and the City
- Historical tours meeting this week; likely taking other LA tours
- Film shoot drought..
-Aurora & Julieta - base camps outreach
- Experience Management Plan - Highlight & leverage Cultural Happenings

Write Out

Upcoming Rental Events

- Teqball event this coming weekend
- February 2 film-shoots, 2 multi-day activations (15 day new jersey promo & several day piano)
- March 4 after party for Independent Spirit Awards

ii. Office of Pier Management Update – Pier Administrator Elana Buegoff

- Heal the Bay agreement extended
- Phase 2 of 6 to replace sprinklers under pier underway
- Pier and Beach Bike Ramp update: Public Works is ready to circulate the concept plans for the Beach Bike Path Ramp Connection from the Santa Monica Pier to the Marvin Braude Bike Trail. Staff will present the concept to the Pier Board at its February meeting. A presentation will also be made to the Parks and Rec. commission at their January 26th meeting. Project (SP2447), utilizes federal Congestion Air Quality Mitigation (CMAQ) funds and Prop C and Measure M local return funds.
- New vending opportunities being considered for South East corner of Ocean and Colorado Blvd.
- Pier Parking Deck may extend it's hours to be open on Friday's
- Bird net project: The Pier bird netting installation project is underway. The objective of this project is to improve the water quality at the Pier by reducing opportunities for pigeons to roost under the pier. Council will also be asked to approve a modification to the Municipal code to address bird feeding at the pier and beach. The code currently prohibits feeding birds on public sidewalks and parks and staff will recommend amending the code to include the pier and beach as prohibited areas as well. I am not sure when the new ordinance will be presented to Council, but it would be ideal if it was in effect by the time the bird netting project is completed, which is estimated to take about 4 months.
- The 28th annual Spirit Awards will take place on March 4th in lot N1. Following the award ceremony there will be a private after party in the Carousel Building.

iii. December 2022 Budget and Financials – Executive Director Jim Harris

- Winter months have been light but expected
- March is just starting to pickup with interest in event bookings
- Projections are averaging out
- we cant depend on filming and need to try new revenue streams

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

Harbor Patrol - Katherine Ahlers

- 12 major med calls
- plane crash south of Pier 12/22/22
- Suggested that signage is needed to direct pedestrians walking the bridge to stay on the north side walk way and off the two south traffic lanes.

v. Santa Monica Pier Lessees Association – Representative Cindy Pfeifer

- TCU Pep rally helped business during this slow season
- Amplified sound from freedom of speech and some performers has caused disturbances to the businesses
- Locals' Night presents many opportunities for Pier businesses

vi. Landmarks Commission – Commissioner Amy Green

- Their next meeting will be some time in March

2. Consent Calendar- All items were considered and approved in one motion unless removed by a member for discussion.

a. Approval of Minutes of December 15, 2022 Santa Monica Pier Corporation Board Meeting Recommended Action: Approve the December 15, 2022 Board Meeting minutes.

Randi Parent moved and Jeff Jarow seconded a motion to approve the December 15, 2022 Board Meeting minutes. The motion carried unanimously.

3. Study Session- None

4. Continued Items- None

5. Staff Administrative Items-

a. Street Performer Compliance/Enforcement Issues Raised by Performer Walt Davis:

- Three strike citation rule is not being enforced
- Amplified sound has become a dueling match between certain performers
- Believes there is no consistency from Code Enforcement Fri-Sun

Response from Code Enforcement:

- Looking into building suspension process
- Unfortunately unable to be there 24/7
- There are only two officers available on the weekend
- Looking to fill two positions
- two officers have been hired and are getting trained

Recommended Action: Discuss issues as presented and direct staff with any determined actions.

b. Santa Monica Pier History Book 2nd Edition Proposal from Jim Harris

- It has been 14 years since the first edition was released and Angel City Press is interested in a second edition adding new info.
- An order of 3000 books is needed to print
- Printing costs will be split between SMPC and Angel City Press \$18 per book
- Angel City Press will provide editor and cover artist
- \$27k needed~ \$9k for contract, \$9k when book goes to print, and \$9k due when book is published
- SMTT has committed to purchase 168 copies + Heal the Bay and Pac Park expressed interest in purchasing copies

Board Member Jeff Jarow made a motion, seconded by Board Member Randi Parent, to enter an agreement with Angel City Press. The motion passed unanimously.

Recommended Action: Review proposal and direct staff to enter into contract for book release in Spring 2024.

6. Public Hearing-

a. Presentation of Pacific Park's Capital Improvements by Pacific Park Director of Marketing and Business Development Nathan Smithson

- The 1996 Sea Dragon Ride will be replaced with an opening ceremony aiming for March 9th.

7. Resolutions - None

8. Written Communication- None

9. Santa Monica Pier Corporation Member Discussion Items-

a. Study Group Updates

i. Large Projects - Chair Carter Rubin

- absent

ii. Policy & Planning – Chair Dan Hall

- Tom Ford should be present at the next meeting to discuss break water restoration
- UCLA student should be present at the next meeting to discuss his study on Alternatives to the Pier Parking Deck

iii. Community Engagement & Communications – Chair Randi Parent

- Mission statement from subcommittee coming soon
- In discussions with PAL Director Eula Fritz and Phil Brock brainstorming on how to bring down more organizations for mixers and Locals' Night engagement

10. Public Input-

Heal the Bay Aquarium Director Marslaidh Ryan:

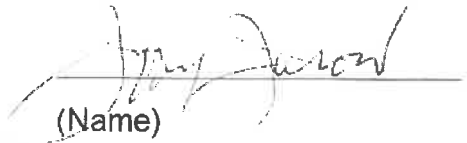
- Would love to collaborate with SMPC on Pride events/activities
- Hoping to present expansion project to the Pier Parking Deck soon

Adjournment

Chair Nicholas Rolston adjourned the meeting at 8:12 p.m.


Attest:

Approved:



(Name)

Secretary



(Name) NICHOLAS ROLSTON

Chair

