



MINUTES

SPECIAL MEETING AGENDA

SANTA MONICA PIER CORPORATION

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

Thursday, February 23, 2023 ~ 6:30 PM

Call to Order

Chair Nicholas Rolston called the meeting to order at 6:36 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 Nicholas Rolston, Dan Hall, Carter Rubin, and Chris Foster, Jeff Jarow arrived at 6:40PM.

Absent: Board Members Randi Parent and Misty Kerns.

Also Present: Santa Monica Pier Corporation Executive Director Jim Harris, Heal the Bay Aquarium Director Marslaidh Ryan, Santa Monica Pier Administrator Elana Buegoff, Santa Monica Harbor Patrol Fred Sardisco, Santa Monica Pier Lessees Association Representative Nathan Smithsonian, and Principal Civil Engineer Curtis Castle.

1. Special Agenda Items

a. Reports of Staff Members

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



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Pier Updates:

- Group photo of people who saved the Pier – SMDP Saturday & our social media on Monday Feb 27
- And on Monday Feb 27 – New intern to help with social media marketing & some design work
- Donation – very significant - from the Whiting family
- Roosevelt Elementary School 3rd Graders last Monday

Locals' Night:

- Continuing to grow. More Locals' with warmer weather.
- March 15th –
 - Free salsa lessons
 - Silent Disco
- Feb 16 –
 - Black History Month w/ artists & SM Black Agenda Mixer
 - Frieze Los Angeles art experience in MGR
- Upcoming March 16 – Silent Disco & Salsa lessons
- Jan 28th PYFC Hope & Unity Gala – Received a nice shout out for our Locals' Nights

Future Plans:

- Planning for Pier 360 Beach Festival
- Planning for Pride, alongside DTSM, Santa Monica Place and the City
- History book 2nd edition contract signed; now moving forward with an outline & sourcing images

Rentals/Bookings:

- Teqball in late January was a success; they've booked again for June and may come back again in the fall season
- February great for activations – Meta "Golden Hour" & LAFC new logo
- Zytec on March 20th
- Merry Go-Round continues to book well



- o Spirit Awards afterparty
- o Chamber Women's Gala
- Filming is picking up

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

- On Feb. 15th Council awarded the design and engineering contract for the Pier Bridge renovation project
- Two new vendors will be coming to the south east corner of Colorado and Ocean; Gelato and Coffee.
- The Spirit Awards are building out their tent in lot N1 creating a crunch for parking
- ByLocal Most Loved deadline to nominate your favorite business is Feb. 28th, top 5 in each category will then go to a public vote starting March 15th.

iii. January 2023 Budget and Financials – Executive Director Jim Harris

- Overall the month went well. the organization is in good financial standings
- Film shoots are picking up

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

Harbor Patrol - Fred Sardisco

- 15 major med calls
- 15 jumpers off the Pier
- 1 drowning

Santa Monica Police Department - Sgt. Douglas Woodhams

- PD will start maximum enforcement on anyone jumping off the Pier; new signage will be added to detour jumpers
- North Lot crimes
 - 1 carjacking; victim was Pier Employee
 - 1 major robbery
- Summer is almost here and crime is bound to go up
- Vendor task force trying to get unpermitted vendors off Pier; cat and mouse game
-

Santa Monica Pier Lessees Association – Representative Cindy Pfeifer



- Feb. 26th; Pistachio Eating Competition hosted by Joey Chestnut at 10AM in front of Pac Park
- Pac Park closed March 3rd for Kids Choice Awards Event
- March 9th there will be a farewell ceremony to the old Sea Dragon Ride and a welcoming of the new one

v. Landmarks Commission – Commissioner Amy Green

No report

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 January 23, 2023 Santa Monica Pier Corporation Board Meeting

Board Member carter moved and Board Member Chris seconded a motion to approve the January 23, 2023 Board Meeting minutes. The motion carried unanimously.

3. **Study Session – None**

4. **Continued Items - None**

Chair Rolston moved items 6.a and 6.b up on the agenda

6. **Public Hearing**

a. Presentation of Beach Bike Path Ramp Connection to Santa Monica Pier by City of Santa Monica Public Works Department Principal Civil Engineer Curtis Castle

- Board Member Carter Rubin asked if it will affect Pier Parking Deck Events and pointed out that it can bring great opportunities for muralists
- Board Member Chris Foster is concerned about people camping out under the bridge
- Police Sgt. Douglas Woodhams is hoping it can also hold Emergency vehicles for easier Pier access and also knows that adding a bike lane up to the Pier will invite cyclists to bike down the Pier which could be unsafe with large crowds in the summer.

Public Comment



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- Executive Director Jim Harris asked if it can be closed for events or over night
 - Heal the Bay Aquarium Director Marslaidh Ryan would like to see an economic study on how this will affect businesses on Ocean Front Walk
 - Santa Monica Pier Lessees Association Representative Nathan Smithsonian commented that a new business could be added underneath the bike bridge and
- b. Update from Representatives of Santa Monica Police Department's DART Team

Covered in item 1.iv

- Santa Monica Pier Lessees Association Representative Nathan Smithsonian asked if the 3 strike citation band is still in effect.
PD responded that it is out of their control and will check with Code Enforcement on how citations are being saved and recorded.

5. Staff Administrative Items

- a. Request from City Manager's Office for Support Letter to LA County Metropolitan Transit Authority (Metro) Regarding New End of Line Policy
Recommended Action: Review new policy and direct staff to write a letter of support to Metro.

Board Member Chris Foster made a motion, seconded by Board Member Jeff Jarow, to direct Jim Harris to write a letter in support to make the end of the line policy a collaborative matter.

Votes yes: Chris Foster, Carter Ruben, Jeff Jarow
votes no: Dan Hall

Abstaining: Nick Rolston

Not Present: Randi Parent and Misty Kerns

Motion does not pass

7. Resolutions - None

8. Written Communication - None



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9. Santa Monica Pier Corporation Member Discussion Items

b. Study Group Updates

i. Large Projects - Chair Carter Rubin

- Meeting with the The Aquarium on Feb. 24th to receive plans on facility upgrades
- Future plans to hear about the breakwater project

Board Comments: Nick Rolston would love to see an outdoor roller skating rink on the Pier

ii. Policy & Planning – Chair Dan Hall

- Today was the first meeting of the year for Policy & Planning where they settled on a mission statement to be announced at the next meeting

iii. Community Engagement & Communications – Chair Randi Parent

- May mixer being planned for Locals' Night
- Exploring the idea of having an 8th Graders Day on The Pier
- Board Member Nick Rolston adds that they've been reaching out to local organizations on the possibility of having mixers/fundraisers on the Pier and is looking into what it would take to have a Giant Holiday Sand Castle next to the Pier

c. Board Chair Rolston's Discussion Point: Potential Options for Beach Lot 1 North

Would like to create some sort of seasonal free parking program for Locals'

Board Comment

Carter Ruben suggests a pilot program and to figure out how this can be possible in a revenue neutral way

10. Public Input:

- None



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Adjournment

Chair Nicholas Rolston Adjourned the meeting at 8:50 p.m.

11. Closed Session

Started at 8:52 p.m.


Ended at 9:14 p.m

Attest:

Approved:



Jeff Jarrow
Secretary



Nicholas Wrolston
Chair



