



**SANTA MONICA PIER CORPORATION
BOARD MEETING MINUTES**

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

**Thursday, August 10, 2023
6:30 PM**

Call to Order

Board Chair Rolston called the meeting to order at 6:34 PM.

Roll Call

The following persons were recorded in attendance by the Recording Secretary: Board Members Randi Parent, Dan Hall, Jeff Jarow, Misti Kerns, Chris Foster and Nicholas Rolston.

Also present: Santa Monica Pier Corporation Executive Director Jim Harris, Heal The Bay Aquarium Director Marslaidh Ryan, Landmarks Commission rep. Roger Genser, Director of Marketing and Business Development for Pacific Park Nathan Smithson, Pier Lessees Association – Representative Cindy Pfeifer, and Harbor Safety Officer Chris Camp.

1. **Closed Session** started at 6:36 PM.

..a. PUBLIC EMPLOYMENT

Title: Executive Director Position

Closed session ended at 7:46 PM.

The public meeting was reconvened at 7:46 PM, at which time Chair Rolston announced that the Board had just met with Executive Director Jim Harris to present to him his annual performance review.



@cityofsantamonica

@santamoniacity

santamonica.gov/santamonicapier.org
(310) 458-8901

2. Special Agenda Items

Chair Rolston moved item 2.a. Selection of Officers to the end of the meeting agenda.

b. Reports of Staff Members

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

Reported that year end staff reviews went very well, Julieta Giner has been promoted to Director of Partnerships+Marketing+Brand, they are looking to hire Julieta an assistant, the audit will be ready for the next board meeting, they received \$43k grant from LA County for Creative Recovery in June, and discussed tactics to gain more donors for Pier 360.

They also announced they have met with SNAP as well as First Citizen Bank for potential sponsoring and a new grant writer for event funding.

The Pier Corp. Vision Development Committee met on Aug. 2nd where they identified prospective consultants and laid out some of the groundwork. They will meet again on Aug. 17th.

SMPC Launched the New Pier History Tour on Aug. 5th and are looking forward to watching it grow.

Lastly he presented a list of upcoming events on the Pier.

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

SMPC Executive Director reported for Pier Admin. Elana Buegoff that in June City Council approved SMPC's 2023-24 fiscal year work plan/budget, certified the Pier Bridge recirculated final EIR, and she looks forward to meeting with the leasing committee on Aug. 14th.

iii. June and July 2023 Budget and Financials – Executive Director Jim Harris

Summarized the financials of the last fiscal year and how the Pier Corporation finished ahead, then reviewed the July 2023 financials and reported that the Pier Corporation is off to a great start with many new and returning events.



Board Member Jarow moved to accept the report which was seconded by Board Member Parent and the Board unanimously approved.

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

In a report for the Police Department, Harbor Safety Officer Chris Camp discussed what the department has encountered recently and how it plans to enforce in the short and long run.

In a report for the Harbor Patrol, Harbor Safety Officer Chris Camp discussed statistics of recent calls, announced that the Evacuation Drill is now set for October 12th, and informed the board they have one vacancy for a part time Officer.

No Reports from Code Enforcement

v. Santa Monica Pier Lessees Association – Representative Cindy Pfeifer

Reported that they will also be writing letters in support of extending the Pier's operating hours and making sure the Pier's Neon Sign has a place to be on display for the public during the Pier Bridge's construction.

They also mentioned they are still disappointed they are not included in the initial screening of long term events in the 1550 Lot N1.

Lastly, they hope the City can find a way to keep the Trapeze School on the Pier as one of the great small businesses in the area.

vi. Landmarks Commission – Roger Genser

Landmarks Commissioner Genser stated that the Landmarks Commission is still trying to figure out who wants to put the Pier's Neon Sign in storage during Pier Bridge construction and that the Commission is all for keeping it on display to the public.

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

- a. Approval of Minutes of May 15, 2023 Santa Monica Pier Corporation Board Meeting
- b. Approval of Minutes of June 22, 2023 Santa Monica Pier Corporation Board Meeting



c. Approval of Minutes of July 10, 2023 Santa Monica Pier Corporation Board Meeting

Motion by Board Member Hall and seconded by Board Member Jarow, that the Bosard approves all minutes as presented. The motion passed unanimously.

4. Study Session

a. Presentation of FY2023-2024 Santa Monica Pier Corporation Marketing Plan

Director of Partnerships, Marketing & Brand Julieta Giner presented her 30-page report on how best the Pier can market and promote itself for the future.

5. Continued Items - None

6. Staff Administrative Items

- a. Review and approval of ad hoc committee letter to City Manager to express support of extended Pier operating hours and recommendation to continue extended hours beyond the summer season plus expression of support for the City's DART Team and desire for increased focus of services in the Santa Monica Pier area.

Motion by Board Member Hall, seconded by Board Member Kerns, to accept the letter with changes to match the SMPLAs request for time extensions and directed that the letter be submitted at the same time as SMPLA's. The motion passed unanimously.

- b. Board Chair Rolston Proposal for Letter to City Manager urging that the "Santa Monica Yacht Harbor" remain accessible for public view during the Pier Bridge replacement construction.

Motion by Board Member Foster, seconded by Board Member Jarow, to direct Executive Director Harris to write the proposed letter on behalf of the Board. The motion passed unanimously.

7. Public Hearing – None

8. Resolutions - None

9. Written Communication - None

10. Santa Monica Pier Corporation Member Discussion Items

11. Public Input: None



@cityofsantamonica

@santamoniacity

santamonica.gov/santamonicapier.org
(310) 458-8901

2. Special Agenda Items (Moved by Chair Rolston at beginning of public meeting)

a. Selection of Officers

CHAIR

Chair Rolston announced he will not be running for re-election as Chair.

Board Member Kerns nominated Board Member Jarow and Board Member Parent nominated Board Member Foster for Chair. The vote results were:

Board Member Parent voted for Mr. Foster, Board Member Jarow voted for Mr. Jarow, Board Member Kerns voted for Mr. Jarow, Board Member Hall voted for Mr. Foster, Board Member Foster voted for Mr. Foster, and Board Member Rolston voted for Mr. Foster.

Board Member Foster was elected Board Chair by a 4-2 vote.

VICE-CHAIR

Board Member Kerns nominated Board Member Jarow and Board Member Rolston nominated himself for Vice-Chair.

Board Member Parent voted for Mr. Rolston, Board Member Jarow voted for Mr. Jarow, Board Member Kerns voted for Mr. Jarow, Board Member Rolston voted for Mr. Rolston, Board Member Hall voted for Mr. Rolston, and Board Member Foster votes Mr. Rolston.

Board Member Rolston was elected Board Vice Chair by a 4-2 vote.

SECRETARY/TREASURER

Board Member Rolston nominated Board Member Jarow as Secretary/Treasurer. There were no other nominees.

Board Member Jarow was unanimously elected Board Secretary/Treasurer.

Outgoing Board Chair Rolston announced that his last act as Chair was to remind everyone they don't have to be on the Ex. Com. to get super involved.

Adjournment

Chair Foster adjourned the meeting at 9:16 PM.

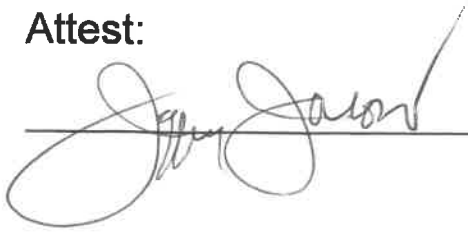


@cityofsantamonica

santamonica.gov/santamonicapier.org
@santamonicacity (310) 458-8901

Approved:

Attest:

A handwritten signature in cursive script, appearing to read "Jeff Jarow", written over a horizontal line.

Board Secretary Jeff Jarow

Approved:

A handwritten signature in cursive script, appearing to read "Nicholas Rolston", written over a horizontal line.

Board Chair Nicholas Rolston

