

## **Ananda, Renee@Coastal**

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**From:** Brian Waters <brian@cartel-management.com>  
**Sent:** Friday, October 14, 2016 2:35 PM  
**To:** Ananda, Renee@Coastal  
**Subject:** Titans of Mavericks follow up  
**Attachments:** CCC Permit Ext Request (9-14-16) .pdf

Renee,

Thanks for the time today. Please find the updated plan for your review.

Happy Friday to you!

**Best regards,**

**Brian Waters**

**Cartel Management**  
(m) 408-348-5508  
(p) 323-790-7333  
(w) cartel-management.com

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September 9, 2016

**CALIFORNIA COASTAL COMMISSION**

North Central Coast District Office  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105

**RECEIVED**

OCT 14 2016

**CALIFORNIA  
COASTAL COMMISSION  
NORTH CENTRAL COAST**

Attention: Renee Ananda  
Coastal Program Analyst

**Re: Permit Extension for Operation of Titans of Mavericks Event**  
Permit Application No. 2-15-1458

Dear Ms. Ananda:

As you know, on or about November 17, 2015, the California Coastal Commission issued a Corrected Coastal Development Permit (the "CDP"), pursuant to Permit Application No. 2-15-1458, to Cartel Management Inc. ("Cartel") as the organizers of the "Titans of Mavericks" big-wave surf event (hereafter referred to as "Titans" or the "Event"), an event that, as you know, is scheduled annually to take place at Pillar Point near Half Moon Bay. (A copy of the CDP Permit is enclosed for your reference.)

The purpose of this letter is two-fold: (1) to formally request an extension of that CDP pursuant to Section 7 thereof; and (2) to put forth Titans of Mavericks' "Plan for Inclusion of Women Competitors in Future Events," pursuant to Section 8 of the CDP.

**(1) Extension of Permit**

Under the terms of the CDP, and specifically Section 7 thereof, CDP Permit No. 2-15-1458 expires on October 31, 2016 "unless prior to that time the Permittee requests an extension of the expiration date of this CDP via a CDP Amendment." Thus, the initial purpose of this letter is to formally seek an extension of the expiration date for CDP Permit No. 2-15-1458, for activities related to the one-day 'Titans of Mavericks' surf contest (to be held sometime between November 1, 2016 and March 31, 2017 through the 2021 season) near Pillar Point Harbor, including to have exclusive use of the offshore surfing area, to close the West Trail and the Pillar Point Marsh parking lot, to limit use of Harbor shoreline areas, and to implement traffic and parking controls throughout the Princeton-by-the-Sea in San Mateo County, as more specifically described in the application filed in the Commission offices.

As we believe the Commission is aware, the Event is generally held between November 1 and March 31 of each winter surfing season. Cartel and/or Titans of Mavericks has an exclusive

use permit from the San Mateo County Harbor District (“SMCHD”) for the staging of the Event through the November 1, 2020/March 31, 2021 season. (A copy of SMCHD permit is enclosed for your reference.) Other applicable permits required of other agencies, per Special Condition 2 of the CDP, were obtained for the past year’s event. (Permit Application No. 2-15-1458.) The Event was then successfully staged on February 12, 2016.

In addition, pursuant to Special Condition 6 of the CDP, Cartel submitted a “Post-Event Report to the Commission on or about April 15, 2016. (A copy of the post-event report is attached/enclosed herewith.) Similarly, the Commission reported no issues as well from the supporting agencies. Thus, it would appear that Cartel has successfully satisfied all requirements for the requested extension, save for the provisions of Special Condition 8. However, as set forth more fully below, that condition has also been addressed.

**(2) Plan for Inclusion of Women Competitors in Future Events**

Special Condition 8 of the CDP provides:

The Permittee shall submit a plan for the inclusion of women surfers as competitors in future Mavericks surf events, as part of an amendment application pursuant to Special Condition 7.

It should be noted at the outset that a central precept of Titans of Mavericks has always been one of inclusion and equal opportunity. Surfing is a sport that crosses all cultural spectrums. Titans of Mavericks has never discriminated on the basis of gender, creed or ethnicity. Consistent with that ethos, Titans of Mavericks did in fact include Savannah Shaughnessy, who was invited to the 2015/2016 Event as an Alternate.

Competitors in the Event are invited by the “Committee 5.” The Committee 5 is made up of five well-recognized big wave riders that have shaped Mavericks’ history. The Committee 5 represent the decision making process for all potential selectees. As set forth on the Titans of Mavericks website, criteria for inclusion in the Event (regardless of age, gender, or race) include:

- Dedication to surfing Mavericks.
- A person who is athletically in top, peak physical condition to handle the rigorous conditions and hazards of Mavericks.
- An accomplished big wave surfer that has surfed Mavericks before or whom has put recent time in that proves eligibility.
- A person that has dedicated a portion of their life staying involved with the ocean.
- A person who promotes ocean conservation and lives a healthy lifestyle.
- A person who is drug free and doesn’t take performance enhancing drugs.
- A person who is respectful to his/her peers and has Character in and out of water.

- A person who puts time in at Mavericks during the pre-season.
- A person who understands the water safety rules, and is knowledgeable on the inherent dangers of Mavericks.
- A person who provides community service efforts in their local community.
- A person who is associated with one or more community organizations.
- A person whom is educated on the ecosystem, waterway, and cold water conditions surrounding Mavericks.
- A person that understands that participation in the event is a privilege, not a right.

In addition, the C5 collectively watches every potential athlete, male and female, throughout the season at Mavericks. They not only judge their skill in the waterway, but they weigh their character out of the water as well. The Committee 5 spends the pre-season compiling a list of names as possible Titans, and brings those names to multiple committee meetings which are held every fall for deliberation. Once the votes are cast, they are sealed and professionally counted offsite. The C5 process was and is designed to be inclusive of all big wave surfers, including female competitors, as evidenced by Ms. Shaughnessy's invitation to the 2015/2016 Event.

Notwithstanding the inclusive intent of the organizers of the Event, moving forward Titans of Mavericks will hold its first women's heat consisting of six female competitors starting in the 2017/2018 season. The female competitors must abide by the same criteria expected in and out of the water as all other potential competitors. A total of six women must meet the criteria in order to perform in the event. Performance and safety are required to hold a safe and successful women's heat.


All potential Titans will be evaluated equally, on the basis of merit, using the criteria described above.

### **Conclusion**

For all the foregoing reasons, Cartel Management Inc., on its own behalf and on behalf of the entire "Titans of Mavericks" organization, requests that Permit Application No. 2-15-1458 and the expiration date referenced in the CDP dated November 17, 2015 be extended through 2021.

Thank you for your kind attention to this matter. Should you have any questions with regard to the foregoing, please do not hesitate to contact the undersigned.

Very truly yours,



**California Coastal Commission**

Re: Mavericks Surf Event

September 9, 2016

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Enclosures:

SMCHD permit

Post-Event Report