

**Minutes of the Pico Improvement Organization Board Meeting
October 5, 2022
In Person and ZOOM Teleconference**

*The October 2022 Pico Board Meeting was conducted on the ZOOM teleconferencing platform.

ATTENDANCE

Directors: Sharon Town Lee, Angie Zubia, Lois Bostwick

Residential Members: Yolanda Lewis

PIO Contractor: Dana Moorehead

SM City & Affiliates: Mandy Eck (SMTT),

Ava Lee (City Liaison), Halima Barreto (SMPD), Edgar Navarro (SMPD),

Jessica Medina (SMPD), Don Girard (SMC), Ma'am, Donna Gentry

MINUTES

I. Chair Sharon Town Lee called the meeting to order at 5:30pm.

II. Public Comment.

a. **MandyEck:** Santa MoniCares is hosting a volleyball tournament in October. SMTT is partnering with new publishers to work on the SM map, making advertising opportunities available. The AFM is returning to Loews: November 1-6. The Extra Bedroom program returns in November, exclusively for SM residents.

b. Lois Bostwick: The Wild Party is playing at the Morgan-Wixon.

III. Approved the September 2022 minutes and Email Special Meeting.

IV. Don Girard (SMC) complimented the mural on Urban and Pico.

1. Police report provided by Halima Barreto. 2 commercial burglaries were reported on the Blvd. 1 strong arm burglary occurred at Rite-Aid then moved to 99 Only Store. On October 7, Encanto will be screened at Colorado Center Park. Next week, Churro with a Cop will be held at Douglas Park. On October 18, Coffee with a Cop will be held.

2. Our October guest speaker was merchant Ma'am, owner of Pico's Ma'am International Market, who unexpectedly lost her longtime lease. With a boost from the PIO, Ma'am managed to secure a new location at 308 Pico Blvd.

3. Ava Lee, City Liaison, provided update on City activities. Ava is reviewing the next installment of funds for approximately \$78-80,000 payable to the PIO. Employee parking is being discussed for businesses on Pico.

4. Ines Flack-Martinez, Pico intern, will update on the Pico Podcast. Ines was not present. It was announced that Ines will resign due to her academic schedule.

5. Dana Moorehead presented PIO Marketing content ideas for SMDP's 'Tis the Season Guide. A budget of \$4k was requested for holiday lights, trees and Pico Culture House window decorations. ^L_{SEP}**No Quorum.**

Minutes Submitted by: David Ruiz Marquez, Secretary

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6. Dana Moorehead/Sharon Town Lee – Holiday/Marketing/Events.

a. Presented Art of Recovery Proposal “Meet Me On Pico’ to Board and timeline for approval^[L]_[SEP].

b. Pico Merchant Holiday Kickoff Celebration, tentatively scheduled for first week in November at Pico Culture House^[L]_[SEP]

c. Provided Powerpoint update on Pico Planters. The merchants are displaying the planters on the Blvd.

7. Sharon Town Lee presented the Treasurer’s Report for Sept 2022. No Quorum for approval.

ADJOURNED 6:50pm