

**Minutes of the Pico Improvement Organization Board Meeting
November 3, 2021
In Person and ZOOM Teleconference**

*The November 2021 Pico Board Meeting was conducted on the ZOOM teleconferencing platform due to the current Covid-19 guidelines to practice social distancing.

ATTENDANCE

Directors: Sharon Town Lee, Lois Bostwick, Kamran Najibi, Pam Stollings.

Residential Members: Yolanda Lewis, Amy Dunbar Bishop

PIO Employee: Dana Moorehead

SM City & Affiliates: Edgar Navarro (SMPD), Danny Melendez (SMPD), Ava Lee (SM Liaison), Mandy Eck (SMTT), Ivannia Perez (Buy Local), Dina Araniva (SMDP)

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:30pm.
- II. Public Comment
 - a. **Mandy Eck:** The SMTT will promote holiday events for local businesses.
- III. Approved the October 2021 Minutes (one abstention).
- IV. Accept the October 2021 Treasurer's Report. **NO QUORUM**
- V. No Secretary's Report.

1. Neighborhood Resource Officer, Danny Melendez, reported no increase in crime since last report. Suspicious activity has been reported involving a vehicle driving along the boulevard. 1 burglary at a Pico business. A recurring shoplifting incident at the Rite-Aid involving the same individual. Officer Navarro reported multiple arson incidents involving different suspects. On November 10, Pastry with a Cop on Main Street. Holiday events will be held at the Police Kiosk on the 3rd Street Promenade (events will be distributed via email).

2. Dina Araniva presented a proposal for Santa Monica Daily Press, 'Tis the Season Guide 2021. Requesting \$3,000 for advertising participation. **NO QUORUM. The vote will be moved to special email meeting.**

3. Ava Lee, City Liaison, provided an update on City activities. The City and the PIO are moving forward on the approval of installing new banners on Pico. David White is the new City Manager. A card will be sent to Mr. White to introduce him to the PIO. Ramon Batista is the new Police Chief. The City Urban Forester is willing to walk the Caltrans off ramp site/median to assess the location for landscaping. The City will extend outdoor dining permits for businesses that submit renewed applications.

4. The Pico Spotlight guest, Ivannia Perez (Buy Local) provided news from Buy Local Santa Monica. Membership to Buy Local requires a business to be physically located in Santa Monica, and a current SM business license. The Small Business event is November 27. Buy Local provides promotion to participating events. The Most Loved campaign is coming up in February 2022. Sustainable Works provides info on how to certify for green business.

Minutes Submitted by: David Ruiz Marquez, Secretary

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5. Dana Moorehead provided updates on Marketing projects: a). The PIO participated in the Halloween Trick or Treat Costume Contest at Farmer's Market. The pet prize was sponsored Paws & Effect Pet Spa. b). Messaging plans for the Wishing Tree and holiday lights at Virginia Ave. Park. This year's message is Celebrate Pico and Buy Local. The tree goes up on December 3rd. c). Continued work is being done on The Celebrate Pico Itinerary for visitors to enjoy recommended activities and merchants along Pico Blvd. d). Landscape plan for the Centinela Off Ramp is approved and adopted. A landscape designer is working with the PIO, which includes a drought tolerant garden. The Pico color palette is anticipated to be part of the garden color scheme. e). The dental office has been secured as the mural wall. The Unurban is being considered as a location to celebrate the opening/revealing of the mural. f). The Door to a Door project will continue to be promoted and encouraged. g). The PIO will be featured in an upcoming edition of Seascape. h). The creation of a Weekly Pico Podcast is being developed.

ADJOURNED 6:35pm