

**Minutes of the Pico Improvement Organization Board Meeting
November 2, 2022
In Person and ZOOM Teleconference**

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

ATTENDANCE

Directors: Lois Bostwick

Residential Members: Yolanda Lewis

PIO Contractor: Dana Moorehead

SM City & Affiliates: Mandy Eck (SMTT), Tom Zehnder (McCabe's)
Ava Lee (City Liaison), Edgar Navarro (SMPD), Jessica Medina (SMPD),
Don Girard (SMC)

MINUTES

I. Dana Moorehead called the meeting to order at 5:30pm.

II. Public Comment.

- a. **MandyEck:** The AFM is going on at Loews: November 1-6. Buy Local SM is requesting merchant submissions for advertising in the 'Tis the Season publication.
- b. Lois Bostwick: *Matilda* has been extended at the Morgan-Wixon.

III. Approved the October 2022 minutes.

IV. Don Girard (SMC) announced that the League of American Bicyclists awarded a silver medal of recognition to SMC for being a bike friendly campus. The journalist department received several national pinnacle awards and one of the students was recognized for their excellence. A student film won first place at the Russo Italian American Film Foundation.

1. Police report provided by Officer Navarro. 4 vehicle burglaries. 2 larcenies. 2 auto part thefts. 3 retail thefts. 1 vehicle theft. 2 vandalism crimes. The next Coffee with a Cop will be held November 9 at the Colorado Center.

2. Our October guest speaker, Steve Mitchem (DCG), was unable to attend. Mr. Mitchem will return at a later date. Mandy Eck, SM Travel & Tourism, discussed the advertising packages and its components. The cost for advertising is \$3750, which includes a visitor guide and map, ½ page editorial, a URL, a week-long digital takeover on SMTT website.

3. Ava Lee, City Liaison, provided update on City activities. On November 3, the Chamber of Commerce is holding the Future of Business in SM at the Fairmont.

4. Dana Moorehead –Holiday/Marketing/Events.

A. A \$35,000 grant was awarded to the PIO for outdoor photography to be presented on merchant windows along Pico.

Minutes Submitted by: David Ruiz Marquez, Secretary

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B. Off Ramp Garden Update: CalTrans approved the upgrade of the garden. Lights were installed to illuminate the murals. CalTrans removed bushes as part of a much needed clean up.

 C. Pico Planters: merchants are encouraged to participate in displaying planters in front of their businesses.

D. The Pico Pop-Up window display will be called *Winter Wonderland*.

5. The Treasurer's Report for Sept 2022 will be presented next month.

ADJOURNED 6:25pm