

**Minutes of the Pico Improvement Organization Board Meeting
February, 2023
ZOOM Teleconference**

*The February 2023 PIO Board Meeting was conducted on the ZOOM teleconferencing platform.

ATTENDANCE

Directors: Sharon Town Lee, Lois Bostwick, Angie Zuniga

Residential Members:

PIO Contractor: Dana Moorehead

SM City & Affiliates: Judy Kruger (SM Chamber of Commerce), Ava Lee (City Liaison), Halima Barreto (SMPD), Edgar Navarro (SMPD), Jessica Medina (SMPD), Tom Zehnder (McCabes)

MINUTES

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

II. Public Comment.

a. **Lois Bostwick:** Freckleface Strawberry is running at the Morgan-Wixon. The Youth Program has 6 plays running this year.

III. Presented the January 2023 minutes for approval. **No Quorum**

IV. Don Girard (SMC) *not present*.

1. Police report provided by Officer Barreto. 1 aggravated assault at Burger King. SMPD performed safety/security assessments for Samo Pizza and Upperwest. Officer Navaro discussed the burglary at Upper West, explaining the challenges that the location presents. Neighbors are concerned that the encampments on Centinela might encroach into Santa Monica. Etch and Catch event completely booked. Coffee with a Cop at Starbucks at Ocean Park and 29th on February 22nd.

2. Ava Lee, City Liaison, provided update on City activities. The City is celebrating Black History Month throughout February. On February 7th, the State of the City will be livestreamed on YouTube. The City will sunset the COVID Emergency Order on March 1st. The City staff will transition into a hybrid model work schedule 50% of the time.

3. Guest speaker, Judy Kruger (recently appointed Santa Monica Chamber of Commerce President/CEO), shared her vision for the Chamber, Santa Monica and Pico Boulevard. A Womens Gala is happening on the Pier in April. The Chamber is looking to reinstating the BID leaders meeting.

4. Dina Araniva presented a proposal for SMDP Most Loved Businesses Contest 2023. Dana Moorehead is prepping emails to distribute guidelines for participation to the merchants. A motion was presented for \$3,000 for advertising. ^[L]~~[SEP]~~**No Quorum**

5. Sharon Town Lee/Dana Moorehead provided update on 2023 Pico Marketing priorities determined at the Marketing Committee Meeting in January. ^[L]~~[SEP]~~February

Minutes Submitted by: David Ruiz Marquez, Secretary

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and March will focus on promoting Most Loved, Valentine's Day and updating content on the website. The Annual General Meeting will be in April. In May and June, the Art of Recovery Pico Portraits Project will launch in windows along Pico. In Summer, the Pico Colored Balloon Sale will launch to promote sales on the boulevard. The end of the year holiday events are still being developed.

6. Sharon Town Lee/Dana Moorehead provided update on the timeline of the Art of Recovery Grant Project (RGP) involving photography of many Pico Merchants, planned to open in the Pico Culture House. [1] It was recently discovered that the RGP contract will be a 3-month process.

7. Sharon Town Lee was unable to present the Treasurer's Report for Jan 2023 due to the financial report was not available on the first of the month. A new Treasurer is needed to fill the position for Kamran Najib.

ADJOURNED 6:40pm