

Minutes of the Pico Improvement Organization Board Meeting

March 2, 2022

In Person and ZOOM Teleconference

*The March 2022 Pico Board Meeting was conducted on the ZOOM teleconferencing platform due to the current Covid-19 guidelines to limit gathering size.

ATTENDANCE

Directors: Sharon Town Lee, Lois Bostwick

Residential Members: Yolanda Lewis, Amy Dunbar Bishop

SM City & Affiliates: Chief Ramon Batista (SMPD), Halima Barreto (SMPD), Danny Melendez (SMPD), Edgar Navarro ((SMPD), Jessica Medina (SMPD), Ava Lee (City Liaison), Mandy Eck (SMTT), Donald Girard (SMC), Elke Miller, Ines Flack-Martinez (PIO Intern)

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:30pm.
- II. Public Comment.
 - a. **Lois Bostwick:** The Morgan-Wixon re-opens March 12. In April, the Brisk Theater Festival opens.
 - b. Mandy Eck: SMTT is always accepting merchant special offers/promo to post on the SMTT website.
 - c. Yolanda Lewis: The SM History Museum will re-open on April 1.
- III. Approve the February 2022 Meeting Minutes. NO QUORUM.
- IV. Accept the February 2022 Treasurer's Reports. NO QUORUM.
- V. Don Girard - SMC Report. NOT PRESENT

1. March's Spotlight guest was new Santa Monica Police Chief, Ramon Batista. Chief Batista has been meeting with multiple sectors city wide to get an understanding of the community. The most pressing issue is to make sure that SMPD is properly staffed to provide safety throughout the city. The number of police officers that are deployed hasn't grown in over 15 years. Homelessness and mental illness is a pressing issue. An effort is desired to expand the number of staff that is deployed to respond to issues concerning homelessness and mental illness. Board members asked how SMPD can provide resources to assist businesses with safety and security, and wants to know if it possible for the SMPD to deploy officers and social service workers to respond to homelessness and mental illness.

2. Sharon Town Lee introduced Ines Flack-Martinez, the new PIO intern. Ines will focus on the creation of the PIO podcast and the door-to-door campaign on Pico.

3. Ava Lee, City Liaison, provided an update on City activities. The Most Loved SM contest closed the nomination process, and voting will follow.

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4. Sharon Town Lee provided to updates on Beautification & Marketing projects:
- a. Waiting for Cal-Trans to send a rep to review landscaping at Pico Centinela Off Ramp^[SEP]
 - b. The Door to Adore Project and Painting Plan will deploy PIO reps to recruit merchants to participate.
 - c. Adriana's Hair Studio and Nostalgia Bar and ^[SEP]Lounge ^[SEP] are new businesses on Pico. Wienerschnitzel has officially closed.
 - d. PIO Social Media strategy: encouraged members to promote and #hashtag activity on the boulevard. ^[SEP]
 - e. PIO Annual Meeting Planning: Looking to schedule the meeting in May, hopefully, in person. ^[SEP]
5. The Treasurer's Report for February 2022 was presented. \$102, 000 was the income for last year. NO QUORUM.

ADJOURNED 6:35pm