

Minutes of the Pico Improvement Organization Board Meeting
March 1, 2023
ZOOM Teleconference

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

ATTENDANCE

Directors: Sharon Town Lee, Lois Bostwick, Angela Zubia

Residential Members: Yolanda Lewis

PIO Contractor: Dana Moorehead

SM City & Affiliates: Ava Lee (City Liaison), Halima Barreto (SMPD), Edgar Navarro (SMPD), Jessica Medina (SMPD), Mandy Eck (SMTT), Tom Zehnder (McCabes), Kiley Kmiec (Big Outdoor), Donna Gentry, Albin Gielicz (Big Outdoor)

MINUTES

- I. Sharon Town Lee called the meeting to order at 5:31pm.
- II. Public Comment.
 - a. **Tom Zehnder:** McCabe's will start Americana in September 2023
 - b. **Mandy Eck:** Encouraged businesses to participate in the Most Loved campaign. SMTT will update the mural map.
- III. Approved the February 2023 minutes.
- IV. Don Girard (SMC) *not present*

1. Sharon Town Lee introduced new merchant Board Member candidates Jesenia Garcia (GM of Trader Joe's) and Tom Zehnder (Community Liaison, McCabe's Guitar Shop). The Board elected Jesenia Garcia and Tom Zehnder to the board.

2. Police report provided by Halima Barreto: 3 petty thefts, 1 road rage incident (aggravated assault). Announced Coffee with a Cop March 9 at Urth Café and April 1 at Virginia Ave Park. Officer Medina noted that catalytic converter theft is still an issue in the City, so SMPD encourages residents to attend their Etch & Catch program to promote awareness of the issue.

3. Albin Gielicz and Kiley Kmiec (Big Outdoor) presented a PowerPoint of their Digital Wayfinding and Advertising Kiosk program, recently awarded by the City and resulting in 25 kiosks around Santa Monica. Forecasted to be installed in 8-12 months.

4. Ava Lee, City Liaison, provided update on City activities. In Santa Monica, the COVID State of Emergency ended in February. Funding for Homeless Resources are available to the City from the State and National level.

5. Dana Moorehead presented plans for the Pico Annual Meeting on May 3rd and requested a budget of \$3,500 for the event. **Approved \$3,500.**

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6. Dana Moorehead provided update on Engagement and interaction on Pico, social media and merchant news. Sharon Town Lee provided information on the PIO letter sent to the Council regarding zoning. Currently, zoning will remain until further notice. The PIO continues to work with CalTrans on the off-ramp project. The Board suggested recruiting volunteers from the community to assist in the maintenance of the off-ramp.

7. The Feb 2023 Treasurer's Report was not ready for approval. The report will be presented at the April meeting.

ADJOURNED 6:50pm