

**Minutes of the Pico Improvement Organization Board Meeting**  
**April 6, 2022**  
**In Person and ZOOM Teleconference**

\*The April 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

**PIO Contractor:** Dana Moorehead

**SM City & Affiliates:** Halima Barreto (SMPD), Edgar Navarro (SMPD), Jennifer Taylor (SM EDD), Mandy Eck (SMTT), Donald Girard (SMC), Elke Miller, Ines Flack-Martinez (PIO Intern), Susan DeRemer (Lions Club),

**MINUTES**

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

II. Public Comment.

- a. **Lois Bostwick:** The Brisk Theater Festival is underway at the Morgan-Wixon. The Youth Theater is performing *Frozen*.
- b. **Mandy Eck:** 30 Santa Monica restaurants are participating in Dine LA. Continuing to collect specials and events to post on the SMTT website.
- c. **Don Girard:** An SMC student has been appointed as a White House photographer. The SMC radio station is reaching out to discover new talent, Young Creators Project. The College received an award in recognition of reducing traffic and emissions.

III. Approve the March 2022 Meeting Minutes.

IV. Don Girard - SMC Report presented in Public Comment.

1. Halima Barreto, Crime Prevention Coordinator, informed the board that the crime stats system was down, so no numbers presented. Office Navarro announced that SafeWise rated Santa Monica as 223<sup>rd</sup> out of 230<sup>th</sup> as unsafe. Because Santa Monica is a destination, it includes a wide range of visitors that don't reside in the City, which means a majority of the crimes are committed by non-residents. It is important to note that SafeWise is a security company, so their report is based on their business perspective.

2. The April Spotlight guest was Susan DeRemer, Co-President of the SM-Pacific Palisades Lions, which meets once a month at the BPO Elks Lodge on Pico. The Lions are a social and service club that promotes community. They fundraise in order to provide scholarships for deserving students and programs that benefit the community.

**Minutes of the Pico Improvement Organization Board Meeting**  
**April 6, 2022**  
**In Person and ZOOM Teleconference**

3. Jennifer Taylor, substituting for Ava Lee (City Liaison), provided an update on SM Most Loved. The Most Loved winners will be announced at City Hall on June 7. This year, 75,000 votes were received. On May 10, the Council will discuss the outdoor dining program being extended throughout the summer. Surveys are being sent out to businesses to receive feedback on what businesses are looking for. The Virginia Avenue Park commercial kitchen program is still being developed. Shutters, Casa del Mar, and Viceroy are providing additional funding to the City to help with beach walk clean up.

4. Dana Moorehead announced the PIO's participation at the annual Arts & Literacy Festival at Virginia Avenue Park on Sat., April 30. There will be workshops, performances, book readings, and a live bug show. A request of \$600 to pay for art supplies, fix a banner, and treats will be presented. NO QUORUM.

5. Dana Moorehead provided an update on Pico Improvement Annual Meeting theme and strategy. The meeting will be held in June and McCabe's is being considered as the venue. A request of \$2000 for marketing, catering and other outreach will be presented. An email meeting will be conducted prior to the May meeting. NO QUORUM.

6. Dana Moorehead and Ines Martinez a presented a Marketing Update.

a. Update on the Door to Adore Project and Painting Plan – April Push! <sup>[L]</sup><sub>[SEP]</sub>The pop-up office was spruced up to brighten the space, and provides an example on how businesses can improve the presence of their storefronts.

b. Update on the off-ramp landscape project. The PIO is still waiting for Caltrans to give the go ahead with the beautification.

c. PIO social media strategy. Each month the PIO adds 70 followers.

7. The Treasurer's Report for March 2022 was presented. \$88,000 in the account with a surplus of \$45,000 after budgeted items.

ADJOURNED 7pm