

**Minutes of the Pico Improvement Organization Board Meeting**  
**April 7, 2021**  
**ZOOM Teleconference**

\*The April 2021 Pico Board Meeting was conducted on the ZOOM teleconferencing platform due to the current Covid-19 guidelines to practice social distancing.

ATTENDANCE

**Directors:** Sharon Town Lee, Lois Bostwick, Sam Bjoraker, Kamran Najibi

**Residential Members:** Donna Gentry, Amy Bishop-Dunbar, Yolanda Lewis

**PIO Employee:** Dana Moorehead

**SM City & Affiliates:** Chief Jacqueline Seabrooks (SMPD), Myesha Morrison (SMPD), Capt. Candice Cobarrubias (SMPD), Deputy Chief Darrick Jacob (SMPD), Rudy Flores (SMPD), Halima Barreto (SMPD), Robert Galvan (SMPD), Natalie Verlinich (City Liaison), Mandy Eck (SMTT), Christine Emhardt (SMTT)

**PIO Merchants & Guests:** Keyssel Soriano (Rite-Aid), Steve Jaffe (Saltwater Software), Elise Freimuith (Rustic Canyon)

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:30pm.
- II. Public Comment
  - a. **Amy Dunbar:** Pleased to see Laura's Nails reopened.
  - b. **Natalie Verlinich:** The City has entered a new tier. Outdoor dining program is being considered for continuation.
  - c. **Mandy Eck:** Shared Pico promotional write-up.
  - d. **Lois Bostwick:** Morgan-Wixon continues to offer short-term classes via Zoom.
- III. Approved the March 2021 minutes.
- IV. Accepted the March 2021 Treasurer's Report. **Tabled (No quorum)**
- V. David Ruiz Marquez presented Secretary's Report.

1. Chief Seabrooks updated the SMPD's activity and preparations during the trial in Minneapolis and its outcome. The Board stated concerns surrounding racial hate crimes. Chief Seabrooks informed that crime has been up during the pandemic lock down, but the extent of crime is lesser, making SM a safe place to live and work.

2. Steve Jaffe (VP at Saltwater Software) informed the board about his company's collaboration with the Santa Monica Chamber of Commerce in launching a loyalty program called, Santa Monica Rewards. The program is designed to encourage local residents to "Shop Local" businesses in a way that provides them access to promotional offers via a points-based App.

3. Sharon Town Lee/Dana Moorehead provided an update on an Art of Recovery Grant valued at \$9k that has been awarded to the PIO to collaborate with Cognate Collective (CC) on a project in the new Pico Pop Up art gallery. CC works with immigrant artists that create a variety of items. Pico Pop Up will host the CC starting the end of May. In addition, a restaurant experience influencer will visit Pico restaurants to create content for the PIO's social media platforms.

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4. Sharon Town Lee/Dana Moorehead provided an update on the new Pico Pop Up at 2917 Pico Blvd. Improvements have been made to the exterior/interior. No rent will be paid until June 2021. **A request of \$3,000 to pay for finished floors, signage, and electric was TABLED.**

5. Sharon Town Lee/Dana Moorehead provided an update on plans for the May 5th Annual Meeting w/special guest Mayor Sue Himmelrich. Dana requested that the board nominate recipients for the 2021 Magic Paintbrush. Nominees: A member of the Gilbert's El Indio family (creates decorative window displays). Sam Bjoraker (Mgr. Sherwin-Williams) for offering paint to merchants during civil unrest, and discounting paint costs for the Pico Pop Up.

6. Dana Moorehead to update on the Pico Pride Pet Festival at VAP in partnership with the City, to be part of the City-wide slate of events in June to celebrate Pride Month. **TABLED**

7. Dana Moorehead to update on Marketing and Board Recruitment **TABLED**

a. Pico Most Loved 2021 Contest finalists

<sup>[1]</sup><sub>[SEP]</sub>b. Introduction of Keyssel Soriano, the Pico Blvd Rite Aid Acting Manager, potential Board Member.

8. Kamran Najibi will present the Treasurer's Report for March 2021 for approval. **NOT PRESENT**

ADJOURNED 7:04pm