

**Minutes of the Pico Improvement Organization Board Meeting
June 2, 2021
ZOOM Teleconference**

*The June 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, Keyssel Soriano, Kamran Najibi, Pamela Stollings

Residential Members: Amy Bishop-Dunbar, Yolanda Lewis

PIO Employee: Dana Moorehead

SM City & Affiliates: J Medina (SMPD), D Melendez (SMPD)
Natalie Verlinich (City Liaison), Mandy Eck (SMTT)

PIO Merchants & Guests: Dina Araniva (SM Daily Press)

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:30pm.
- II. Public Comment
 - a. **Mandy Eck:** The City is in recovery mode and looking forward to reopening to full capacity.
 - b. **Natalie Verlinich:** June 8 Council will discuss the outdoor program.
- III. Approved the April 2021 minutes.
- IV. Accepted the May 2021 Treasurer's Report.
- V. David Ruiz Marquez presented Secretary's Report.

1. Officer Medina and Officer Melendez provided crime update on Pico: Burglary 1, DUI 1, Fraud 1, Larceny 1, Robbery 1, and Vandalism 3.

2. Dana Moorehead updated plans for Pico Banner replacement. Dana researched costs to perform single banner replacement before the holidays. No increase for the cost of new banner design and reprinting of banners (no new hardware required). A Sub-Committee Meeting will discuss ongoing development of design and progress. **Approved a total \$14,000 for design, printing and hanging.**

3. Sharon Town Lee/Dana Moorehead provided update on the new Pico Pop Up art gallery, collaboration with Art of Recovery, Cognate Collective and planned support for merchants at 2917 Pico Blvd. The opening reception will be held on Friday, June 4th from 4:30pm-7:30pm. The board was asked for suggestions on how to utilize the space for events, meetings, etc.

4. Dana Moorehead provided update on Marketing & Engagement: ^{SEP} a. Pico Most Loved 2021 Contest Winners and planned promotion. The SM Daily Press will announce winners and finalists after their publication goes live on June 17.

ADJOURNED 6:18pm

Minutes Submitted by: David Ruiz Marquez, Secretary