

## Minutes of the Pico Improvement Organization Board Meeting

August 9, 2023

ZOOM Teleconference

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

### ATTENDANCE

**Directors:** None, due to vacations and illness

**Residential Members:** Amy Bishop Dunbar

**PIO Contractor:** Dana Moorehead

**SM City & Affiliates:** Ava Lee (City Liaison), Halima Barreto (SMPD), Edgar Navarro (SMPD), Mandy Eck (SMTT), Ken Premo (GoSaMo)

### MINUTES

I. Dana Moorehead called the meeting to order at 5:30pm.

II. Public Comment – none

III. July 2023 minutes not approved due to lack of quorum.

1. Police report provided by Halima Barreto. There were 2 burglaries, one at the 26<sup>th</sup> Street Liquor Store & Market, the other at The Brixton. Six shoplifting incidents were reported at the 99 Cent Store.

2. Guest speaker Ken Premo, Program Manager, GoSaMo Transportation Management Organization, updated attendees on GoSaMo priorities, including encouraging senior ridership, reminding merchants that parking spots should be saved for customers, and encouraging merchants to subsidize bus passes for employees to promote public transportation. Ken also encouraged attending transit events to stay up to date. Mandy Eck of SMTT shared that the #1 selling piece of merch in the SMTT Tourism Center is the stuffed Big Blue Bus keychain.

3. Mandy Eck, Director of Marketing at SMTT, strongly encouraged Pico merchants to think outside the box and share offers for SMTT to promote to the 8,000 film professionals attending the American Film Market event at the Hotel Delphina from all over the world, Oct. 31 – Nov 3<sup>rd</sup>. Examples included free appetizer with purchase, priority seating for AFM attendees, offering To Go lunches, 10% off meal with AFM badge, \$5-20 off regular prices, offering booking for private meetings, promoting special offerings, like a breakfast, offering patio seating priority to attendees, private classes for AFM attendees, and so on. Merchants should submit offers for SMTT to promote to attendees via this link by Oct. 6<sup>th</sup>.

4. Ava Lee, City Liaison, provided an update on City planters being adopted by Pico merchants. She will share information on sidewalk clearance ordinances to share with merchants ahead of the planned delivery, still TBD.

5. Dana Moorehead updated that the Art of Recovery Merchant Portrait Project is set to shoot on Aug 17-Aug 19, and twelve Pico merchants are included. A mid-to late October gallery opening & reception is planned, and

Minutes Submitted by: Dana Moorehead, Merchant Engagement Director.

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multi-platform social and press outreach will support it.

6. Dana Moorehead tabled the Treasurer Report for July 2023 due to lack of attendees.

ADJOURNED 6:40pm