

**Minutes of the Pico Improvement Organization Board Meeting  
December 13, 2023  
The Patio Room, Virginia Ave Park**

ATTENDANCE

**Directors:** Sharon Town Lee, Tom Zehnder, Lois Bostwick, Pam Stollings

**Residential Members:** Amy Bishop Dunbar

**PIO Contractor:** Dana Moorehead

**SM City & Affiliates:** Ava Lee (City Liaison), Robert Galvan (SMPD)

**MINUTES**

I. Sharon Town Lee called the meeting to order at 5:30pm. The Chair briefly explained Board meeting protocol. The Chair expressed the necessity for Board members to track hours spent on PIO matters, and to encourage more participation from Board members.

II. Public Comment.

- a. **Amy Dunbar:** Ms. Bishop suggested PIO take a position on the Outdoor Seating Tax.
- b. **Pam Stollings:** Street lights on Pico near UnUrban area seem to be fixed.
- c. **Tom Zehnder:** Invited all to the Holiday Show at McCabe's on Saturday, December 23.
- d. **Lois Bostwick:** The Wixson is finishing casting for the upcoming show Pinkalicious.
- e. **Tim Heritage:** Merchant presented his concerns on usage of PIO's merchant engagement director's time.

III. Nov 2023 minutes were Approved.

1. Tom Zehnder (Treasurer Interim) presented the PIO financial report and it was approved.

2. Police report provided by Officer Galvan. November Statistics: 1 aggravated assault; 1 burglary; 1 residential burglary; 2 larcenies; 7 shoplifting; an assault on the Big Blue Bus; and an anti-Semitic flyer at VAP.

3. The Chair informed the Board that Alesha Madison, the new Sherwin-Williams general manager, will finish the board member term of former general manager Angie Zubia.

4. Introduction and vote for new Resident Board member Ashley Dean tabled until January meeting, due to illness.

5. Merchant Board members Lois Bostwick and Pam Stollings were re-elected to new terms at PIO's Annual Board of Directors Election.

6. The Board approved a proposal by the Chair to pay former PIO Secretary David Ruiz \$300 per month to report meeting minutes.

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7. The Board approved the PIO Merchant Communication Best Practices document.

8. Ava Lee, City Liaison, provided an update on City activities. Pico Library is planning a 10 Year Anniversary Celebration event in June 2024. Ms. Lee reminded that the City of Santa Monica has simplified zoning and permitting rules for new and existing businesses, enabling businesses to open faster and focus on making their businesses successful in Santa Monica.

9. The Board approved a \$1300 year-end bonus to Merchant Engagement Director Dana Moorehead.

10. Dana Moorehead provided a marketing update, recapping the Pico Holiday Celebration event at the Pico Farmers Market, and suggesting a February Marketing Committee meeting for annual planning.

ADJOURNED 7:00pm