

Minutes of the Pico Improvement Organization Board Meeting
July 12, 2023
ZOOM Teleconference

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

ATTENDANCE

Directors: Sharon Town Lee

Residential Members: Yolanda Lewis

PIO Contractor: Dana Moorehead not present.

SM City & Affiliates: Ava Lee (City Liaison), Halima Barreto (SMPD), Edgar Navarro (SMPD), Cayla Turain (SMTT), Ken Premo (GoSamo)

MINUTES

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

II. Public Comment.

- a. Cayla Turain joined in place of Mandy Eck from SMTT: The American Film Market will be held Oct 31-Nov 3 at Le Meridien Hotel will be the new venue. SMTT is working on a parking initiative for all of Santa Monica and can work with PIO on its Parking Committee initiative and share learnings.
- b. Ken Premo from GoSamo joined the meeting, and is the new liaison for that organization. He was invited to be guest speaker at a future PIO meeting.

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

1. Police report provided by Halima Barreto. Officer Navarro will be Pico's Neighborhood Resource Officer going forward, as Officer Jessica Medina is returning to patrol. There was a burglary at Pico Car Wash. One catalytic converter was reported stolen, down versus last month. National Night Out is Tuesday, August 1st at City Hall, and a table available for Pico merchants if interested. The community service team is rearranging some assignments but we should not notice the change.

3. Guest speaker Dina Araniva, Advertising Manager at SMDP, shared new advertising offerings for businesses, including Summer discounts. SMDP offers various platforms, including print, digital newsletter (9k subscribers), and circulation makes it #1 news source on Westside, ahead of LA Times. Email Dina@smdp.com for any questions. Dina noted that there is a newly launched free calendar for merchants to submit events. Find it at smdp.com/calendar.

4. Ava Lee, City Liaison, provided an update on City activities. The City received the reimbursement paperwork from PIO for expenses up to \$8k and it should be approved without issue. Ava received the Pico merchant plant request list from

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Dana Moorehead, and will update the date in August the City will deliver, rather than the previously announced July. Bergamot Station has its fun Summer Event on Saturday, July 15th with food, art and family events. Le Great Outdoor was discussed as an excellent new restaurant at Bergamot. Sophia Klatzker is the new Cultural Affairs Manager for the City of Santa Monica. Ava Lee suggested having her be a guest speaker at one of PIO's upcoming meetings.

5. Sharon Town Lee discussed the first meeting of the Pico Parking Committee in June, attended by Sharon and Dana Moorehead. Initial research included learnings on an existing Employee Parking Pilot Program around Pico Blvd near 11th Street, which consists of approx. 20 employee parking permits for three businesses: Clare Foundation, and two other local firms. Next steps for the committee include determining the Pico merchants interested in employee parking permits, identifying a potential number of permits needed, and strategizing a plan and getting support from City Council members/Pico advocates to pursue the program. The next Zoom meeting will be held on July 25th at 5:30pm.

6. Sharon Town Lee reported that Dana Moorehead helped facilitate plant adoption by Pico merchants by targeting merchants who could place them at their storefronts. PIO has submitted a detailed list of merchants who can adopt all 59 plants. Ava Lee shared that other City merchants are also interested in some of the plants, which Sharon Town Lee acknowledged, and said merchants will be happy to take whatever the City determines.

7. The PIO Art of Recovery Grant to fund a photographic project to shoot portraits of Pico merchants to begin in mid August.

7. Sharon Town Lee presented the Treasurer's Report for May 2023.

ADJOURNED 6:00pm