

Minutes of the Pico Improvement Organization Board Meeting
June 7, 2023
ZOOM Teleconference

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

ATTENDANCE

Directors: Sharon Town Lee, Tom Zehnder, Angie Zubia

Residential Members: Yolanda Lewis, Amy Bishop Dunbar

PIO Contractor: Dana Moorehead

SM City & Affiliates: Ava Lee (City Liaison), Chief Ramon Batista (SMPD), Halima Barreto (SMPD), Edgar Navarro (SMPD), Jessica Medina (SMPD), Mandy Eck (SMTT), Gina Baca

MINUTES

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

II. Public Comment.

- a. **Tom Zehnder:** Commented on the great quality SMTT video about the PIO.
- b. **Mandy Eck:** The American Film Market will be held Oct 31-Nov 5. Le Meridien Hotel will be the new venue.
- c. **Angie Zubia:** Sherwinn Williams is having a sale. Unfortunately, the store was vandalized with a broken window.

III. Approved the April 2023 minutes.

IV. The Board thanked David Ruiz for his 15 years of service as PIO Secretary.

1. The board discussed and approved moving the monthly meeting from the first Wednesday of the month to the second Wednesday of the month.

2. Police report provided by Halima Barreto. 1 incident at Rite-Aid involving a transient person harassing a by passer. At Trader Joe's, an employee was pepper sprayed by a passing car while assisting a delivery truck. No catalytic converters have been reported stolen. June 22 at Firestone on Lincoln will have etching available for catalytic converters.

3. Guest speaker, Santa Monica Police Chief Ramon Batista, checked in with the Pico community. The Chief reported on overall crime in the City. 39,000 calls of service have been reported this year, which is 4,000 fewer calls in previous years. To send a clear message to the community, there is zero tolerance for public drug use in the City with full custody arrests. The department is encouraging officers to diligently patrol the community to enforce and prevent crime. Up until March, the most serious crimes were spiking at 14 percent. Lesser crimes were spiking at 19 percent. From March to June, both crimes have dropped. In order to combat catalytic converter crime, a law is being put into place to make it an offense to be in possession of catalytic converters that don't belong to the person in possession. Chairperson Town Lee inquired about the issue regarding traffic stops. The Chief

Minutes Submitted by: David Ruiz Marquez, Secretary

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pointed out the importance of traffic stops as an effective practice to expose potential bigger crimes. Amy Dunbar shared an experience involving a person passed out on a neighborhood lawn. Ms Dunbar asked what can residents do to respond to this type of situation. The Chief suggested enacting the doorway policy which allows police to respond to individuals trespassing on private property. The Therapeutic Transport Van is a county service that dispatches a counselor and to assist a person in need without deploying a police officer. A third resource will be a partnership with the Salvation Army to assist with shelter.

4. Ava Lee, City Liaison, provided update on City activities. She congratulated the winners of the Most Loved campaign. The City announced the reimbursement program for PIO expenses up to \$8,000. There are 8 planters that need a home.

5. Dana Moorehead discussed the launch the Pico Parking Committee, dedicated to enhancing Pico ^{[[L]]}_{[[SEP]]} merchant employee parking opportunities. The kick off Zoom meeting will be held June 20th at 5:30pm.

6. Dana Moorehead provided marketing update:

a. Dana shared a sensational video about Pico Boulevard created by the SMTT.

b. Mandy Eck shared free ways to market Pico businesses, “Way to Partner with SMTT.” The SMTT offers businesses the opportunity to promote on the SMTT website, on social media, and user generated content.

c. Pico Most Loved 2023 winners are being promoted and celebrated on the PIO social media outlets.

d. The PIO received an Art of Recovery Grant to fund a photographic project to shoot portraits of Pico merchants to begin late June.

7. Sharon Town Lee presented the Treasurer’s Report for April 2023. ^{[[L]]}_{[[SEP]]}

ADJOURNED 7:02pm