

**Minutes of the Pico Improvement Organization Board Meeting  
November 8, 2023  
ZOOM Teleconference**

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

ATTENDANCE

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

**Residential Members:** Yolanda Lewis, Amy Bishop Dunbar

**PIO Contractor:** Dana Moorehead

**SM City & Affiliates:** Ava Lee (City Liaison), Edgar Navarro (SMPD), Cayla Turain (SMTT)

**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 Bishop:** Acknowledged the time and effort put in by Dana Moorehead and Chair Town Lee. Ms Bishop suggested a job description of Dana Moorehead's position in order to exhibit the amount of work performed by Ms Moorehead.
- b. **Cayla Turain:** November 13 to begins the Extra Bedroom Program for SM residents that goes through January. A SMTT visitor map is being worked on. SMTT is requesting holiday specials to promote businesses.
- c. **Tom Zehnder:** Pre Holiday Show at McCabes on Friday, December 22.
- d. **Lois Bostwick:** The Wixon is extending dates on Novmeber performances.

III. April 2023 minutes were TABLED. The Board will review the minutes and submit comments.

1. Tom Zehnder (Treasurer Interim) presented the PIO financial report. Due to no quorum, the financial report will be emailed to board members for acceptance.

2. The Chair discussed the General Election and how the PIO will send out notifications to its members, City members, and the public.

3. The Chair informed the Board that there is a legal matter regarding the street banners. The Board will continue to seek legal counsel before announcing full details.

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4. Ava Lee, City Liaison, provided update on City activities. Ms Lee applauded the Pico Culture event. Salsa Dancing lessons with support of the Broad Stage will be held at Virginia Avenue Park in the upcoming weeks. Ms Bishop suggested cross promotion between Salsa lessons with Gilbert's and Lares. United Against Hate Week is November 12-18<sup>th</sup>.

5. Dana Moorehead provided marketing update:

a. 'Tis the Season: Hidden Gems will be presented.

b. Pico Holiday event: The PIO will have a booth at Virginia Avenue Park with a gratitude tree, hot chocolate, and gifts. Pico businesses will be invited and encouraged to participate and promote. A request of \$2500 to budget holiday events will be sent to board members for vote via email.

c. Opening Reception recap: The reception was a success and well attended, including the City Council and Mayor. A professional photographer was hired to work the event. The images will be utilized to promote the PIO and the boulevard.

d. Lincoln Area Beautification: The PIO collaborated with the SM Travel & Tourism, businesses, and property owners to work on beautification projects for storefronts on the western end of Pico Boulevard. Improvements were made through the collaboration. The beautification to Pico Blvd merchants was valued at \$32,800, but in real spend was under \$10k, and paid for by SMTT's AFM budget.

e. Pete's Auto: the PIO is assisting Pete's and other businesses to improve signage and other exterior assets.

f. Traffic Flow: Meetings are being held to discuss traffic issues and how to improve those issues that are beneficial to business and residents. The PIO will be diligent on informing all relevant parties.

7. Police report provided by Officer Navarro. October Statistics: 5 aggravated assaults; 2 residential burglaries; 2 larcenies; 4 shoplifting; 9 simple assaults; and 9 vandalism. Last month, there was a pattern of cell phones being stolen at Whole Foods. Coffee and Art with a Cop will be held in November at the Pico Culture House.

ADJOURNED 7:00pm