

Minutes of the Pico Improvement Organization Board Meeting

July 6, 2022

In Person and ZOOM Teleconference

*The July 2022 Pico Board Meeting was conducted on the ZOOM teleconferencing platform due to the current Covid-19 guidelines to limit gathering size.

ATTENDANCE

Directors: Sharon Town Lee, Lois Bostwick, Kamran Najibi, Angie Zubia

Residential Members: Yolanda Lewis, Amy Bishop Dunbar

PIO Contractor: Dana Moorehead

SM City & Affiliates: Donald Girard (SMC), Ines Flack-Martinez (PIO Intern), Ava Lee (City Liaison), Mandy Eck (SMTT), Edgar Navarro (SMPD), Halima Barreto (SMPD), Jessica Medina (SMPD)

MINUTES

I. Chair Sharon Town Lee called the meeting to order at 5:35pm.

II. Public Comment.

a. **Mandy Eck:** July 12 there will be a Job Fair for hospitality/tourism field. Launching a website on August 2nd.

b. **Lois Bostwick:** Cinderella and Bedtime Kid's Theater will be playing in July at the Morgan-Wixon.

III. The Secretary announced the Board Election results from the June Annual Meeting Celebration. The Board members re-elected to the board: Sharon Town Lee, Kamran Najibi, and Angie Zubia.

IV. Don Girard (SMC) announced that 60% of staff and student body will return to campus in Fall 2022. High School students will be attending classes on SMC campus starting in August for a 2-year period. The City is inserting bicycle lanes on Pico that pass by SMC.

1. Ava Lee, City Liaison, presented an update on City activities. UCLA graduate students are available for research projects throughout the City for organizations to apply for.

2. Kamran Najibi and Sharon Town Lee presented the Budget for fiscal year 2022/2023. The budget will be posted on the website and presented to the board for approval at next month's meeting. ^{[[}SEP

3. Halima Barreto provided the crime enforcement report. Security assessments are available to merchants to help with crime prevention in their place of business. Officer Navarro announced National Night Out on August 2 (5:30pm-8:30pm). Tables are available at the event.

4. Dana Moorehead shared the successful launch of the Pico Volunteer Litter Crew at the Pico/Centinela off ramp. The next scheduled litter removal will be Saturday, July 16th at 930am-1030am.

Minutes Submitted by: David Ruiz Marquez, Secretary

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5. Dana Moorehead provided update on the Pico/Centinela Off Ramp Drought Garden. A \$3,000 proposal was presented to work with a gardener to spread mulch (no cost) and 200 plants to be planted. ^L_{SEP}NO QUORUM.

6. Dana Moorehead presented the Marketing Update:

a. Requesting a search for additional Merchant Board Members.

b. Update on the Door to Adore Project and Power washing project. Still actively searching for merchant participation at no cost to the merchant. McCabes and the Scuba shop have already participated in the power wash program.

c. Updated the PIO Social Media strategy. Merchant specials and events are constantly posted to promote the Pico story. 3,000 followers combined on all social media platforms.

ADJOURNED 7pm