

**Minutes of the Pico Improvement Organization Board Meeting**  
**August 4, 2021**  
**ZOOM Teleconference**

\*The August 2021 Pico Board Meeting was conducted on the ZOOM teleconferencing platform due to the current Covid-19 guidelines to practice social distancing.

ATTENDANCE

**Directors:** Sharon Town Lee, Lois Bostwick, Nick Adamczyk (Sherwin-Williams),

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

**PIO Employee:** Dana Moorehead

**SM City & Affiliates:** Halima Barreto (SMPD), Officer Medina (SMPD),  
Officer Melendez (SMPD), Natalie Verlinich (City Liaison), Mandy Eck (SMTT),  
Erika Cavicante (SM EDD)

Pico Merchants & Guests: Chavel Safron (Gilbert's El Indio Restaurant), Gina Baca

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:32pm.
- II. Public Comment
  - a. **Mandy Eck:** Collecting business specials to promote on the SMTT website.
  - b. **Lois Bostwick:** A new play for the Fall has been chosen.
  - c. **Amy Bishop-Dunbar: Suggested highlighting sandwich specialties on the boulevard.**
- III. Approved the July 2021 minutes.
- IV. David Ruiz Marquez presented the Secretary's Report.

1. Halima Barreto provided crime report. 2 commercial burglaries occurred at All Vegan Café and El Texate on the same day, possibly connected. Shopliftings occurred at Rite-Aid and Walgreens. Thefts of catalytic converters continue to occur (SMPD is holding an event to address this issue). This Saturday, Lemonade at the Park at Clover Park 10am-2pm. LaLa Land Café will hold Coffee with a Cop on August 17<sup>th</sup>.

2. Chavela Safron of Gilbert's Restaurant, was appreciative of the PIO's ongoing support. The restaurant is fully staffed, thanks to the loyal, longtime employees. Chavela enjoys the marketing benefits that social media provides and the fun interaction with the patrons. The inside dining area is now open. The outdoor dining that emerged during the pandemic has been successful and allows patrons to stay longer. The restaurant is hopeful that the City will allow the outdoor dining space to continue. The board suggested using QR code for menus and to go orders. Parking for employees and customers is a priority that needs to be addressed.

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3. Sharon Town Lee/Dana Moorehead presented a Door to Adore project, encouraging Pico merchant's to make a cohesive color statement with color coordinated painted doors, requesting approval of \$1,400. **No Quorum.**

4. Sharon Town Lee/Dana Moorehead presented an update on the proposal for a new mural/classic sign to be painted on a merchant wall at the eastern entrance to Pico Blvd, 'Welcome to Historic Pico Blvd.' The Inter Dental Group is an alternative option for a wall. A vote to approve \$6,000. **No Quorum.**

5. A Recap of the New Fiscal Year budget that was presented at the July meeting. **No Quorum.**

6. Dana Moorehead presented an update on Merchant Engagement & Pico Pop Up. A skateboard shop, Intuition, will open in mid August. The board reached out to the new Pico merchants to assist them with marketing. The PIO will be in the current Pop Up space till October.

7. Kamran Najibi not present to present the Treasurer's Report for July 2021 for approval. **No Quorum.**

ADJOURNED 6:32pm