

**Minutes of the Pico Improvement Organization Board Meeting  
September 1, 2021  
ZOOM Teleconference**

\*The September 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, Sam BJORAKER, Keyssel Soriano

**Residential Members:** Yolanda Lewis

**PIO Employee:** Dana Moorehead

**SM City & Affiliates:** Halima Barreto (SMPD), Jessica Medina (SMPD),  
Danny Melendez (SMPD), Erika Cavicante (SM EDD)

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:30pm.
- II. Public Comment
  - a. **Lois Bostwick:** the Morgan-Wixon has live performances in September and October.
  - b. **Dana Moorehead:** Rite-Aid is offering free COVID vaccinations and testing.
- III. Approved the August 2021 & August 2021 Email minutes.
- IV. David Ruiz Marquez presented the Secretary's Report.

1. Halima Barreto provided crime report. Coffee with a Cop event had positive feedback from the community. Future in-person event ideas are welcome. Domestic assaults occurred in Walgreens and 99c Store. SMPD advises to call the police to avoid confrontation in public. 1 burglary at Z Garden. Robbery at 7-11, including an assault. Business Watch is always available for merchants that want information on how to protect their business. Officer Melendez reported on the demonstrations that recently occurred on the SM Pier. Prior to the demonstration, the SMPD informed demonstrators about the public safety ordinances that prohibited particular clothing and potentially harmful items. Scuffles occurred, but no acts of violence.

2. The Pico Spotlight guest, Ivannia Perez-Schlammm (Buy Local Santa Monica), was unable to attend. **Agenda item will be rescheduled.**

3. Sharon Town Lee/Dana Moorehead presented a proposal for a Pico Merchant-centric mural map and brochure that interweaves the history of Santa Monica and some of its classic landmarks and businesses. The map will provide itineraries on how to visit Pico Blvd. **Approved \$4,000.**

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4. Dana Moorehead presented a proposal for new professional photography highlighting classic Pico landmarks and businesses for use on brochure, website, advertising and social platforms to support mural/classic sign messaging 'Welcome to Historic Pico Blvd.' **Approved \$2,500.**

5. Sharon Town Lee/Dana Moorehead presented a color palette for the Door to Adore project. 5 colors were presented.

6. Sharon Town Lee/Dana Moorehead presented a final round of the new streetlight banners design.

7. Dana Moorehead updated on Merchant Engagement & Pico Pop Up. The current location has been leased, so the PIO will search for a more permanent location when the current lease expires. Beautify Earth painted a mural at the Morgan-Wixon.

8. Sharon Town Lee (Kamran Najibi absent) presented the Treasurer's Report for August 2021. The Board accepted the Treasurer's Report for August 2021.

ADJOURNED 6:36pm