

**Minutes of the Pico Improvement Organization Board Meeting
September 7, 2022
In Person and ZOOM Teleconference**

*The September 2022 Pico Board Meeting was conducted on the ZOOM teleconferencing platform.

ATTENDANCE

Directors: Sharon Town Lee, Lois Bostwick, Kamran Najibi

Residential Members: Amy Bishop, Yolanda Lewis

PIO Contractor: Dana Moorehead

SM City & Affiliates: Ines Flack-Martinez (PIO Intern), Mandy Eck (SMTT), Ava Lee (City Liaison), Edgar Navarro (SMPD), Halima Barreto (SMPD), Jessica Medina (SMPD), Dina Arvina (SMDP), Don Girard (SMC), Greg Amato (Bay Screens)

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:32pm.
- II. Public Comment.
 - a. **MandyEck:** The American Film Market is returning to Santa Monica (November 1). SMTT is updating the mural guide. Residents can enjoy the Extra Bedroom hotel program in SM (Nov 14-Jan 30).
 - b. **Amy Bishop:** Suggested marketing ideas for the AFM. Brixton has offered to have parties for the AFM. McCabes is hosting Americana in the Park on Sundays throughout September.
 - c. **Yolanda Lewis:** Ma'am International is leaving current location.
- III. Approved the August 2022 minutes (1 abstention).
- IV. Don Girard (SMC) presented an update for Santa Monica College. The Fall semester has returned to in-person attendance on campus. Project 562 is a photographic installation/performance being held at SMCs Performing Arts Campus documenting the Native American experience.

1. Neighborhood Resource Officers ^{[[[}_{SEP]} presented police update. Halima Barreto reported 1 commercial burglary at Walgreens; 1 robbery at gas station on Pico; 1 strong-arm robbery at AM/PM; 1 altercation involving a vehicle at the Elk's Lodge. Announced that Coffee with a Cop will be held September 17th on Montana Avenue.

2. This month's guest speaker was Santa Monica Daily Press Account Exec, Dina Araniva. Ms Araniva discussed circulation, special editions, digital components and pricing, and whether the SMDP is a good fit to reach customers to PIO businesses. Advertising bundles are being developed for the holidays that will be available for \$1,000 (approx). The SMPD podcast, Inside the Daily, will launch before the end of the year.

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3. Dina Araniva presented a proposal for SMDP 'Tis the Season Guide 2022 at a cost of \$3,000 for advertising in the holiday edition. Participation includes 4 pages with stories of the PIO's choice. 15,000 copies of the edition will be distributed throughout the city, including digital distribution. ***Due to no quorum, the board will conduct an email vote to approve \$3,000 for participation.***

4. Ava Lee, City Liaison, provided update on City activities. ^{L}_{SEP}Informed the PIO to submit updated insurance to the City. Dana Moorehead answered questions about the landscape/maintenance operation happening at the Pico/Centinela offramp.

5. Ines Flack-Martinez, Pico intern to update on Pico Podcast. Ines was not in attendance. Dana Moorehead presented some topics that are being considered for discussion on the podcast that promote the PIO and its merchants.

6. Dana Moorehead/Sharon Town Lee – Planning for Holiday/Marketing/Events.

A. Pico Merchant Holiday Kickoff Celebration, tentatively scheduled for Thursday, October 27. This event is for Pico businesses and might be held in the Pico Culture House at 3018 Pico Boulevard. A \$1,000 budget proposed. ***Due to no quorum, the board will conduct an email vote to approve \$1,000.***

B. Celebrate Holiday Event & Advertising flyer to promote our merchants' special events and holiday sales, tentatively scheduled for a Saturday in December. A \$3,000 budget proposed. ^{L}_{SEP} ***Due to no quorum, the board will conduct an email vote to approve \$3,000.***

C. Participation in the Tis The Season campaign was discussed. Ideas and story topics were requested for consideration.

8. Sharon Town Lee (Kamran Najibi not in attendance) presented the July 2022 Treasurer's Report for approval. ***Due to no quorum, the board will conduct an email vote to approve the July 2022 Treasurer's Report.***

ADJOURNED 6:55pm

Minutes Submitted by: David Ruiz Marquez, Secretary