

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Update

Wed., 4:30pm – April 1, 2020
via Zoom Teleconference Call*

*The April 1st Pico Board Update is being conducted on the ZOOM teleconferencing platform due to the Covid-19 current guideline to shelter in place. Pico merchants and community members are encouraged to participate in the meeting. Please follow instructions in the email accompanying this Agenda.

The Pico Improvement Organization is a non-profit mutual benefit corporation, which has two main purposes: to collectively promote the merchants whose businesses front on Pico (from Centinela to the beach), and to encourage and foster good relationships between the merchants and the local residents.

- I. Introduction: Comments from the Chairman
- III. Public Comment (Limited to two minutes per person).
- IV. Delayed: Minutes of the March 2020 monthly board meetings will be presented for approval at our next meeting.
- V. Delayed: Treasurer's Report for March 2020 will be presented for approval at our next meeting.
 1. Community Police Report from Officer Navarro. (5 min)
 2. Kriss Casanova – Report on City Economic Relief Measures and Business Support & Resources
 3. Dana Moorehead - Update on Marketing and Events. (20 min)
 - a. PicoPassport.com live.
 - b. Merchant GoFundMe participation and update
 - c. Brainstorm interim and/or end of crisis outreach to merchants and community
 4. Dana Moorehead - Update on Engagement and interaction on Pico and social platforms, new and closing businesses. (5 min.)
 5. David Ruiz Marquez - Secretary's report (5 min.)

ADJOURNMENT

Next meeting dates: May 6, June 3, July 1
Please mark your calendar