

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – April 7, 2021
via Zoom Teleconference Call*

*The April 7th Pico Board Meeting is being conducted on the ZOOM teleconferencing platform due to the Covid-19 current guideline to limit gathering size. 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.
 - II. Public Comment (Limited to two minutes per person).
 - III. Minutes of the March 2021 monthly board meeting will be presented for approval.
 - V. David Ruiz Marquez - Secretary's report (3 min.)
1. Update by Neighborhood Resource Officer Navarro and Halima Barreto, Crime Prevention Coordinator (10 min).
 2. Pico Spotlight guest is Steve Jaffe, VP at Saltwater Software, on the collaboration with the Santa Monica Chamber of Commerce is launching a loyalty program called Santa Monica Rewards for local merchants. (15 min)
 3. Sharon Town Lee/Dana Moorehead to update on an Art of Recovery Grant valued at \$9k that has been awarded to the PIO to collaborate with Cognate Collective on a project in the new Pico Pop Up art gallery. (5 min)
 4. Sharon Town Lee/Dana Moorehead to update on the new Pico Pop Up at 2917 Pico Blvd. A request of \$3,000 to pay for finished floors, signage, electric will be presented, offset by rent start date delay.(10 min)
 5. Sharon Town Lee/Dana Moorehead to update on plans for the May 5th Annual Meeting w/special guest Mayor Sue Himmelrich hosted from the new Pico Pop Up. Decide the 2021 Magic Paintbrush Award recipient. (10 min)
 6. Dana Moorehead to update on the Pico Pride Pet Festival at VAP in partnership with the City, to be part of the City-wide slate of events in June to celebrate Pride Month. (10 min)
 7. Dana Moorehead to update on Marketing and Board Recruitment (5 min):
 - a. Pico Most Loved 2021 Contest finalists
 - b. Introduction of Keyssel Soriano, the Pico Blvd Rite Aid Acting Manager, potential Board Member
 8. Kamran Najibi will present the Treasurer's Report for March 2021 for approval. (5 min)

ADJOURNMENT

Next meeting dates: May 5 (Annual Mtg), June 2, July 7
Please mark your calendar

*To be featured in Pico Spotlight at a future meeting, please contact us!