

# PICO BLVD

*Santa Monica*

Pico Improvement Organization  
Board of Directors Meeting

Wed., 5:30pm – April 6, 2022  
**via Zoom**

\*The April 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 Mar 2022 monthly board meeting will be presented for approval.
  - IV. Don Girard - SMC Report (2 min.)
1. March's Spotlight guest is Susan DeRemer, Co-President of the SM-Pacific Palisades Lions Club that meets for social time bi-monthly at the BPO Elks Lodge at 1040 Pico Blvd. and fundraises to support non-profits, businesses and families on the Westside (15 min).
  2. Ava Lee, City Liaison, Update on City activities. (5 min.)
  3. Dana Moorehead announces participation at the annual Arts & Literacy Festival at Virginia Avenue Park on Sat., April 30<sup>th</sup> from 10am-2pm. The theme is Bugs! Bugs! Bugs! There will be workshops, performances, book readings, and a live bug show. A request of \$600 to pay for art supplies, fix a banner, and treats will be presented. (10 min)
  4. Dana Moorehead to update on Pico Improvement Annual Meeting theme and strategy. A request of \$2000 for marketing, catering and other outreach will be presented. (10 min)
  5. Dana Moorehead to present a Marketing Update (5 min)
    - a. Update on the Door to Adore Project and Painting Plan – April Push!
    - b. Update on PIO Social Media strategy
  6. Kamran Najibi will present the Treasurer's Report for April 2022 for approval. (5 min)

ADJOURNMENT

Next meeting dates: May 4, June 1, July 6

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