

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Aug 4, 2021
via Zoom Teleconference Call*

*The Aug 4th 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 July 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 Chavela Safron of Gilbert's Restaurant, to provide insight on the 'new' post-pandemic Pico customer, changes in dining behavior and what other Pico merchants can learn in marketing to them. (15 min)
 3. Sharon Town Lee/Dana Moorehead to re-present a Door to Adore project, encouraging Pico merchant's to make a cohesive color statement with color coordinated painted doors, requesting approval of \$1,400. (10 min.)
 4. Sharon Town Lee/Dana Moorehead to represent a proposal for a new mural/classic sign to be painted on a merchant wall at the eastern entrance to Pico Blvd, 'Welcome to Historic Pico Blvd', a version of which to be integrated into the new streetlight banners, requesting \$6,000 (10 min).
 5. Recap of Approval of the New Fiscal Year budget presented at last month's meeting.
 6. Dana Moorehead to update on Merchant Engagement & Pico Pop Up (5 min):
 7. Kamran Najibi will present the Treasurer's Report for July 2021 for approval. (5 min)

ADJOURNMENT

Next meeting dates: Sept 1, Oct 6, Nov 3
Please mark your calendar

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