



Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – August 3, 2022
via Zoom

*The August 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 2022 monthly board meeting will be presented for approval.
 - IV. Don Girard - SMC Report (2 min.)
1. Update by Neighborhood Resource Officers Jessica Medina & Danny Melendez and Halima Barreto, Crime Prevention Coordinator (10 min).
 2. We are thrilled to have as our August Spotlight guest City of Santa Monica Resource, Recovery & Recycling Manager (aka trash expert!) Christopher Celsi and his team members, Yvonne Yeung and Neal Shapiro, to offer tips, strategies and advice on keeping our street cleaner in these trying times. A clean street means more customers. (15 min).
 3. Ava Lee, City Liaison, Update on City activities. (5 min.)
 4. Sharon Town Lee presented the Budget for fiscal year 2022/2023 at July's Board Meeting. The budget was posted on the Pico website and will be presented to the board for approval tonight.
 5. Dana Moorehead to update from last month on the proposal for the Pico/Centinela Off Ramp Drought Garden for \$4000 to have mulch delivered, purchase and plant a drought garden and tended to. (5 min)
 6. A new Pico Off Ramp proposal of \$3000 to install attractive golden night lights to create a welcoming ambiance, protect the garden and make the area safer (10 min)
 7. Dana Moorehead to present a Marketing Update (5 min)
 - a. Expansion of the Pico Volunteer Litter Crew beyond Off Ramp
 - b. Installation of Pico Culture House signs at 3018 Pico Blvd
 - c. Update on Art of Recovery Grant Submission and Partnership with artist Sam Comen to photo Pico merchants/workers and create a street studio.
 - d. Plan an Opening Night Reception at 3018 Pico Blvd.
 8. Kamran Najibi will present the Treasurer's Report for July 2022 for approval. (5 min)

ADJOURNMENT

Next meeting dates: Sept 7, Oct 5, Nov 2

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