

# PICO BLVD

*Santa Monica*

Pico Improvement Organization  
Board of Directors Meeting

Wed., 5:30pm – August 9, 2023  
via Zoom

\*The August Pico Board Meeting is conducted on ZOOM. 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 Chairperson.
  - II. Public Comment (Limited to two minutes per person).
  - III. Minutes of the July 2023 monthly board meeting will be presented for approval.
1. Update by Neighborhood Resource Officers Edgar Navarro and Halima Barreto, Crime Prevention Coordinator (10 min).
  2. Welcome to Pico Spotlight guest Ken Premo, Program Manager, GoSaMo Transportation Management Organization, to update us all on current commuter programs and initiatives, and how they relate to Pico (15 min.)
  3. Update from Mandy Eck, Director of Marketing at SMTT, especially on FREE marketing opportunities for American Film Market Oct. 31 – Nov 3<sup>rd</sup> (5 min.)
  4. Ava Lee, City Liaison, Update on City activities. (5 min.)
  5. Dana Moorehead – Marketing Update (10 min)
    - a. Art of Recovery Grant project to shoot portraits of Pico merchants set for Aug 17-19
    - b. Marketing plans and opening reception for project mid-Oct at Pico Culture Gallery at 3018 Pico Blvd
    - c. Update on beautification efforts on Pico Blvd
    - d. Pico 'News from the Street' – tidbits you might like to know!
  6. Sharon Town Lee will present the Treasurer's Report for July 2023 for approval. (5 min)

ADJOURNMENT

Next meeting dates (2<sup>nd</sup> Wednesday of the month): Sept 13, Oct 11, Nov 8

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