

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 6:30pm - Aug 7, 2019
The Patio Room - Virginia Ave. Park

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
- III. Public Comment (Limited to two minutes per person.)
- IV. Minutes from the June and July 2019 monthly board meetings will be presented for approval.
- V. Treasurer's Report for July 2019 will be presented for approval.
 1. Community Police Report with special guest speaker Police Chief Cynthia Renaud to update on the Restaurant Burglary Ring prevention, and Officer Navarro (15 min.)
 2. Sharon Town Lee will recap sales training to offer to Pico members and employees, and present costs. Motion will be presented to purchase program, up to a max of \$600, which includes training for up to 30 people for 3 months. (10 min.)
 3. Dana Moorehead - Discussion of Beautification Projects. (5 min.)
 4. Donna Gentry - Present update on Marketing/Events. (10 min)
 5. Dana Moorehead - Present update on Promotional materials and plans. Motion will be presented to pay \$3500 to hire a designer to finish the website.(10 min.)
 6. Dana Moorehead - Present update on Engagement and interaction on Pico. (5 min.)
 7. David Ruiz Marquez - Secretary's report (5 min.)

ADJOURNMENT

Next meeting dates: September 4, October 2, November 6.
Please mark your calendars!