

# PICO BLVD

## *Santa Monica*

Pico Improvement Organization  
Board of Directors Meeting

Wed., 5:30pm – Aug 5, 2020  
via Zoom Teleconference Call\*

\*The August 5th Pico Board Update is being conducted on the ZOOM teleconferencing platform due to the Covid-19 current guideline to shelter in place. 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 2020 monthly board meeting will be presented for approval.
  - IV. Treasurer's Report for June & July 2020 will be presented for approval.
  - V. David Ruiz Marquez - Secretary's report (3 min.)
- 
1. Community Police Report from new Neighborhood Resource Officer Robert Galvan and Halima Barreto, Crime Prevention Coordinator (5 min)
  2. Natalie Verliniich, Update on City activities. (5 min.)
  3. Pico Pop Up concept at 2802 Pico Blvd. is open week of Aug. 3<sup>rd</sup>, with an 'official' opening celebration being planned! Preparing the space for visitors and making it attractive and usable is complete and included air conditioning, electrical, internet, paint and window fixes. A request of \$1,500 to pay for programming and incidentals in the space will be presented. Music, art experiences, free coffee and tea, poetry readings, copies of mural maps, a possible pet project, a guestbook, an 'Instagrammable' art piece for memento of visits, a Prompt Board and other resources are planned. (10 min)
  4. Dana Moorehead update on Marketing (10 min):
    - a. Progress on Mural Art Project
    - b. Update on Pico Recovery Priorities Survey Results – Residential Parking Permits
    - c. Update on advertising, including community mailer postcard and Most Loved ad in SMDP
  5. Dana Moorehead - Update on Engagement with to merchants. (5 min)
  6. New Business (5 min)

ADJOURNMENT

Next meeting dates: Sept 2, Oct 7, Nov 4  
Please mark your calendar