

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 6:30pm – Dec 4, 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 of the Nov 2019 monthly board meetings will be presented for approval
 - V. Treasurer's Report for Nov 2019 will be presented for approval.
1. Community Police Report from Officer Navarro. Follow up on presentation about an upcoming event in January and invitation for PICO to have a booth or help sponsor the event. (10 min)
 2. Dana Moorehead - Update on Marketing and Events. (20 min)
 - a. Update on marketing, merchant participation and preparation for A Homespun Holiday on Pico Boulevard, Saturday, Dec. 7th, 10a-5p
 - b. Update on PICO Holiday Farmer's Market Booth, direct shoppers to merchants w/ special activities/promos
 - c. Restaurant Week in January 2020 plans for involvement.
 3. Dana Moorehead - Update on Engagement and interaction on Pico. (5 min.)
 4. David Ruiz Marquez - Secretary's report (5 min.)

ADJOURNMENT

Next meeting dates: January 8, February 5, March 4
Please mark your calendars!