

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Dec. 2, 2020
via Zoom Teleconference Call*

*The Dec. 2nd 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 Nov 2020 monthly board meeting will be presented for approval.
 - IV. Treasurer's Report for Nov 2020 will be presented for approval.
 - V. David Ruiz Marquez - Secretary's report (3 min.)
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1. Interim Chief of Santa Monica Police Dept. Jacqueline Seabrooks asked for a visit with the Board, joined by Neighborhood Resource Officer Robert Galvan and Halima Barreto, Crime Prevention Coordinator (10 min).
 2. City Liaison Natalie Verlinich shares the latest COVID19 guidance and resources to support merchants during the pandemic (5 min).
 3. Dana Moorehead presents the Pico Wishing Tree and Holiday Decorations at the Pico Pop Up at 2802 Pico Blvd. and promotion plans to support merchants and the Pico community (10 min).
 4. Sharon Town Lee/Dana Moorehead –
 - a. Pico New Mural Art installation update.
 5. Dana Moorehead - Update on merchant engagement (5 min).
 6. New Business (5 min).

ADJOURNMENT

Next meeting dates: Jan 6, Feb 3, March 3
Please mark your calendar