

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Dec. 1, 2021
via Zoom

*The Dec. 1st, 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 2021 monthly board meeting will be presented for approval.
 - V. David Ruiz Marquez - Secretary's report (3 min.)
1. Update by Neighborhood Resource Officers Jessica Medina & Danny Melendez and Halima Barreto, Crime Prevention Coordinator (10 min).
 2. Ava Lee, City Liaison, Update on City activities. (5 min.)
 3. Dana Moorehead to present a proposal to purchase and install five lighting fixtures to cast a warm glow over the new Pico Mural during evenings and to make it visible from the I-10 West. Requesting \$5,000. (10 min)
 4. Board will be presented with a proposal to pay up to \$1,200 year-end bonus to Dana Moorehead.
 5. Board will be presented with a proposal to increase Dana' Moorehead's pay up to a 16.5% increase. This would result in an extra expense of \$3,600 in the current fiscal year.
 6. Dana Moorehead to update on Beautification & Marketing projects (10 min):
 - a. Pico Place Maker Sign/Mural
 - b. Wishing Tree and holiday lights at Virginia Ave. Park – Dec. 2nd Install
 - c. Present 'Tis the Season Insert Pico Section, Including Itinerary for visitors to enjoy recommended activities and merchants along Pico Blvd.
 - d. Update on Landscape Plan for the Pico Centinela Off Ramp
 - e. Update on the Door to Adore Project and Painting Plan
 7. Kamran Najibi will present the Treasurer's Report for Nov. 2021 for approval. (5 min)

ADJOURNMENT

Next meeting dates: Jan 5, Feb 2, Mar 2

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