

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Dec. 7, 2022
via Zoom

*The December Pico Board Meeting is conducted on ZOOM. 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 2022 monthly board meeting will be presented for approval.
 - IV. Don Girard - SMC Report (2 min.)
1. Update by Neighborhood Resource Officers Jessica Medina & Edgar Navarro and Halima Barreto, Crime Prevention Coordinator (10 min).
 2. Ava Lee, City Liaison, Update on City activities. (5 min.)
 3. **Following up on Mandy Eck's presentation to the Board in November about the SMTT week-long takeover advertising package, a motion will be presented for \$3,750 to confirm participation sometime in 2023.** (10 min).
 4. Sharon Town Lee/Dana Moorehead to update on the Pico Centinela Off Ramp Garden. A request of \$3,000 to pay for a new mural on the back wall facing the ramp, and a complementary electrical box mural, to beautify the area further and welcome visitors in style. (10 min)
 5. Board will be presented with a proposal to pay up to \$1,300 year-end bonus to Dana Moorehead
 6. Dana Moorehead/Sharon Town Lee –Holiday/Marketing/Events. (10 min)
 1. Present Pico Culture House decorations and Holiday Party elements & plan to distribute invites
 2. Present Tis the Season insert content
 7. Kamran Najibi will present the Treasurer's Report for Nov 2022 for approval. (5 min)

ADJOURNMENT

Next meeting dates: Jan 4, Feb 1, Mar 1

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