

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Dec. 13, 2023
The Patio Room at 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 Chairperson.
 - II. Public Comment (Limited to two minutes per person).
 - III. Minutes of the Nov 2023 monthly board meeting will be presented for approval.
 - IV. Treasurer's report to be presented by Tom Zehnder for approval.
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1. Update by Neighborhood Resource Officer Robert Galvan & Halima Barreto, Crime Prevention Coordinator (5 min).
 2. Introduction and vote by current Board Members to appoint interim board member Alesha Madison to complete the unfinished term of Angie Zubia, former GM at Sherwin-Williams (5 min)
 3. Introduction and vote by current Board Members for new resident board member, Ashley Dean (5 min)
 4. Pico Improvement Organization Annual Election of Board of Directors (15 min)
 5. A proposal will be presented to pay former PIO Secretary David Ruiz \$300/month to report Meeting Minutes and provide guidance on Robert's Rules. (3 min)
 6. Sharon Town Lee and Dana Moorehead to present an update on PIO merchant communication best practices. (7 min)
 7. City of Santa Monica Liaison, update on City activities. (5 min.)
 8. Board will be presented with a proposal to pay up to \$1,300 year-end bonus to Dana Moorehead
 9. Dana Moorehead – Marketing Update (2 min)
 - a. Recap of Pico Holiday Celebration at Pico Farmers Market
 - b. Propose a Marketing 2024 Committee meeting in Jan '24
 - c. Propose changing of date for Feb. monthly board meeting
 10. For the Greater Good, and requests for future agenda items (5 min)

ADJOURNMENT

Next meeting dates (2nd Wednesday of the month, Zoom): Jan 10, Feb 14, March 13

Footnotes:

- Public comment is welcomed, with a 2-minute limit per person.
- Polite discourse is required and those who do not cooperate may be removed from the meeting.
- Questions and comments to agenda items will be allowed with the time frame. If further discussion is needed, items will be

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

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continued to next meeting.

- Requests for documentation are answered via email within a reasonable time frame, usually one week, but sometimes longer.

- Items that are not on the agenda are not discussed during the meeting.

- We encourage you to share your promotions and events so we can amplify them on Pico social platforms and website.