

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 6:30pm - Feb 5,, 2020
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 Jan 2020 monthly board meetings will be presented for approval
- V. Treasurer's Report for Jan 2020 will be presented for approval.
 1. Community Police Report from Officer Navarro. (10 min)
 2. Puja Thomas-Patel, Executive Director of GoSaMo, will present initiatives to support public transportation to update PICO merchants on the latest info to share with employees, and for perspective when Big Blue Bus presents to the PIO in March. (15 min)
 3. Dana Moorehead to present plans for Pico Annual Meeting 4/1/20, requesting approval of \$3,500. (10 min.)
 4. Dana Moorehead - Update on Marketing and Events. (20 min)
 - a. Pico Website Development Update, review deadlines and dates for board to offer input and review
 - b. Strategy for 2020 Pico Events and direction to prioritize
 - c. 2020 Beautification projects and direction to prioritize
 5. Dana Moorehead - Update on Engagement and interaction on Pico, closing businesses, and new merchants. (10 min.)
 6. David Ruiz Marquez - Secretary's report (5 min.)

ADJOURNMENT

Next meeting dates: March 4, April 1, May 6

Please mark your calendars!