

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Feb. 3, 2021
via Zoom Teleconference Call*

*The Feb. 3rd 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 Jan 2020 monthly board meeting will be presented for approval.
 - IV. Treasurer's Report for Jan 2020 will be presented for approval.
 - V. David Ruiz Marquez - Secretary's report (3 min.)
1. Update by Neighborhood Resource Officer Navarro and Halima Barreto, Crime Prevention Coordinator (10 min).
 2. Jennifer Taylor and Ross Furukawa will present a proposal for SMDP Most Loved Businesses 2021, and a motion will be presented for \$3,000 for advertising. (10 min)
 3. Pico Spotlight on our newest merchant, Reform, which collaborates with internationally acclaimed designers to create modern kitchen spaces within a reasonable price range, now open at 2630 Pico Blvd. (10 min).*
 4. Sharon Town Lee/Dana Moorehead present 2021 Marketing Priorities developed at the Sub-Committee Meeting, and update Valentine's Day light display at Virginia Ave Park and the *Pico Celebrates Love* Merchant Promotion (20 min).
 5. Dana Moorehead update on Pico activities (10 min):
 - a. Board member recruitment
 - b. Pico Merchant Recovery Priorities Survey
 - c. Update progress on finding a new Pico Board Member
 6. New Business (5 min).

ADJOURNMENT

Next meeting dates: March 3, April 7, May 5
Please mark your calendar

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