

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Feb. 1, 2023
via Zoom

*The February 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 Jan 2023 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. Our guest speaker is recently appointed Santa Monica Chamber of Commerce President/CEO Judy Kruger, who will share her vision for the Chamber, Santa Monica and Pico Blvd. (10 min.)
 4. Dina Araniva will present a proposal for SMDP Most Loved Businesses Contest 2023, and a motion will be presented for \$3,000 for advertising. (10 min)
 5. Sharon Town Lee/Dana Moorehead will update on 2023 Pico Marketing priorities determined at the Marketing Committee Meeting in January.
 6. Sharon Town Lee/Dana Moorehead to update on the timeline of the Art of Recovery Grant Project involving photography of many Pico Merchants, planned to open in the Pico Culture House. (10 min)
 7. Sharon Town Lee will present the Treasurer's Report for Jan 2023 for approval. (5 min)

ADJOURNMENT

Next meeting dates: Mar 1 , April 5, May 3

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