

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Jan. 6, 2021
via Zoom Teleconference Call*

*The Jan. 6th 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 Dec 2020 monthly board meeting will be presented for approval.
 - IV. Treasurer's Report for Nov and Dec 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. Real Estate Developer Patrick Tooley will present his plans for the Bowlmor site at 200 Pico Blvd, which breaks ground approximately Fall 2021 (20 min).
 3. Sharon Town Lee to discuss plans for Pico Annual Meeting in March or April 2021, requesting approval of \$1,500. (10 min.)
 4. Sharon Town Lee/Dana Moorehead present Valentine's Day light display at Virginia Ave Park and a coordinating Pico Merchant Promotion, requesting \$3,500 (10 min).
 5. Sharon Town Lee/Dana Moorehead present a possible opportunity to stay in the Pico Pop Up at 2802 Pico Blvd, proposing \$1,000 per month beginning Feb. 1, 2021. (10 min).
 6. Dana Moorehead update on Pico activities (10 min):
 - a. Board member recruitment
 - b. Pico Merchant Recovery Priorities Survey
 - c. 2021 Pico Marketing Priorities, call for marketing sub-committee meeting
 7. New Business (5 min).

ADJOURNMENT

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