

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 7:00pm - July 10, 2019
Thelma Thierry 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 from the June 2019 monthly board meeting will be presented for approval.
 - V. Treasurer's Report for June 2019 will be presented for approval.
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1. Community Police Report, Officer Navarro (5 min.)
 2. Sharon Town Lee will recap sales training to offer to Pico members and employees, and present costs. Motion will be presented to purchase program, up to a max of \$600, which includes training for up to 30 people for 3 months. (10 min.)
 3. Discussion of Beautification Projects and requesting Committee volunteers. (5 min.)
 4. Donna Gentry will present update on Marketing/Events. (10 min)
 5. Dana Moorehead will present update on Promotional materials and plans, including website. Motion will be presented to pay \$2500 to hire a designer to finish the website.(10 min.)
 6. Dana Moorehead will present update on Engagement and interaction on Pico. (5 min.)
 7. David Ruiz Marquez - Secretary's report (5 min.)

ADJOURNMENT

Next meeting dates: August 7, September 4, October 2. Please mark your calendars!