

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – July 1, 2020
via Zoom Teleconference Call*

*The July 1st Pico Board Update is being conducted on the ZOOM teleconferencing platform due to the Covid-19 current guideline to shelter in place. 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 June 2020 monthly board meeting will be presented for approval.
 - IV. Treasurer's Report for June 2020 will be presented for approval.
 - V. David Ruiz Marquez - Secretary's report (3 min.)
1. Sharon Town Lee introduces potential Pico Board Member Sam Bjoraker, manager of Sherwin-Williams Paint Store, 816 Pico Blvd., and new City Liaison Natalie Verlinich. (3 min)
 2. Departing City Liaison Kriss Casanova and New City Liaison Natalie Verlinich – Update on latest City Economic Task Force information. (5 min)
 3. Community Police Report from new Neighborhood Resource Officer Robert Galvan. (5 min)
 4. Tara Barauskas, Exec. Director of Community Corp of Santa Monica, introduces the PicoHouse Pop Up concept at 2802 Pico Blvd. Ground floor space highlighting Pico merchants' vibrancy and recovery w/Pico Life Well Lived photography, a place for maps and books and local resources, a community liaison/marketing place to promote Pico merchants. A motion seeking \$2500 to paint and lightly furnish the space will be presented. (15 min)
 5. Dana Moorehead update on Marketing (10 min):
 - a. Progress on Mural Art Project
 - b. Update on Pico Recovery Priorities Survey Results – Residential Parking Permits
 - c. Update on Community mailer postcard to announce PicoPassport.com and promote merchants and community engagement
 - d. Update on Grey Block Pizza new strategy and branding, facilitated by the PIO
 6. Dana Moorehead - Update on Engagement and Business Assistance to merchants. (5 min)
 7. New Business (5 min)

ADJOURNMENT

Next meeting dates: Aug 5, Sept 2, Oct 7
Please mark your calendar