

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – July 6, 2022
via Zoom

*The July 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. Board Election results from the June Annual Meeting Celebration will be presented by the Secretary.
 - IV. Don Girard - SMC Report (2 min.)
1. Ava Lee, City Liaison, Update on City activities. (5 min.)
 2. Kamran Najibi and Sharon Town Lee to present Budget for fiscal year 2022/2023 for approval. (10 min)
 3. Dana Moorehead to share on the successful launch of the Pico Volunteer Litter Crew at the Pico Centinela Off Ramp, and next scheduled meeting on Saturday, July 16th at 930am-1030am. Participation from merchants and residents is strongly encouraged as a community-building exercise that makes Pico an attractive destination. (5 min)
 4. Dana Moorehead to update on the Pico Centinela Off Ramp Drought Garden and present a proposal of \$3000 to work with a gardener to spread free mulch and plant 200 plants. (10 min)
 5. Dana Moorehead to present a Marketing Update (5 min)
 - a. Feedback & images from Annual Event & Board Elections, and search for additional Merchant Board Member
 - b. Update on the Door to Adore Project and Power washing project
 - c. Update on PIO Social Media strategy
 6. Kamran Najibi will present the Treasurer's Report for June 2022 for approval. (5 min)

ADJOURNMENT

Next meeting dates: Aug 3, Sept 7, Oct 5

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