

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – July 12, 2023
via Zoom

*The July 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 Chairperson.
 - II. Public Comment (Limited to two minutes per person).
 - III. Minutes of the June 2023 monthly board meeting will be presented for approval.
1. Update by Neighborhood Resource Officers Jessica Medina & Edgar Navarro and Halima Barreto, Crime Prevention Coordinator (10 min).
 2. Welcome to Pico Spotlight guest speaker Dina Araniva, Marketing & Advertising Manager at Santa Monica Daily Press, to showcase all the advertising platforms SMDP offers, and how they can help promote Pico businesses through paid and free programs. (15 min.)
 3. Ava Lee, City Liaison, Update on City activities. (5 min.)
 4. Sharon Town Lee updates progress of the Pico Parking Committee, dedicated to enhancing Pico merchant employee parking opportunities. Next meeting is on Zoom on 7/18 at 530pm. Join the team!
 5. Sharon Town Lee – Marketing Update (10 min)
 - a. Fourteen Pico merchants to receive 60 free, large potted plants, delivered by the City. Await delivery date.
 - b. Art of Recovery Grant project to shoot portraits of Pico merchants, delayed to late July (await finds).
 6. Sharon Town Lee will present the Treasurer's Report for June 2023 for approval. (5 min)

ADJOURNMENT

Next meeting dates (2nd Wednesday of the month): Aug 9, Sept 13, Oct 11