

# PICO BLVD

## *Santa Monica*

Pico Improvement Organization  
Board of Directors Update

Wed., 5:30pm – June 3, 2020  
via Zoom Teleconference Call\*

\*The June 3rd 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
- III. Public Comment (Limited to two minutes per person).
- IV. Minutes of the June 2020 monthly board meeting will be presented for approval.
- V. Treasurer's Report for March – May 2020 will be presented for approval.
  1. Community Police Report from Officer Navarro. (5 min)
  2. Evan Meyer of Beautify Earth will present an opportunity to partner by adding his platform to PicoPassport.com to offer turn-key opportunities for mural painting to Pico, and ultimately other BIDS, agencies and local governments. A motion seeking \$600 will be presented. (10 min)
  3. Kriss Casanova – Updates on City Economic Task Force and Business Resources (10 min)
  4. Treasurer Roya Tebby will present Pico Annual Budget 2020-2021 for approval (15 min.)
  5. Dana Moorehead update on Marketing (10 min):
    - a. Progress on Mural Art Project with Beautify Earth
    - b. Update on Pico Recovery Priorities Survey Results
    - c. Community mailer postcard to announce PicoPassport.com and promote merchants and community engagement, requesting approval of \$2,000.
  6. Dana Moorehead - Update on Engagement and Business Assistance to merchants. (5 min)
  7. New Business (5 min)
  8. David Ruiz Marquez - Secretary's report (5 min.)

ADJOURNMENT

Next meeting dates: July 1, Aug 5, Sept 2

Please mark your calendar