

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – June 2, 2021
via Zoom Teleconference Call*

*The June 2nd 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. Minutes of the April 2021 monthly board meeting will be presented for approval.
- V. David Ruiz Marquez - Secretary's report (3 min.)
 1. Update by Neighborhood Resource Officer Navarro and Halima Barreto, Crime Prevention Coordinator (10 min).
 2. Dana Moorehead to update plans for Pico Banner replacement, inviting interest in a Sub-Committee Meeting, and requesting approval of a total \$14,000 for design, printing and hanging. (10 min)
 3. Sharon Town Lee/Dana Moorehead to update on the new Pico Pop Up art gallery, collaboration with Art of Recovery, Cognate Collective and planned support for merchants at 2917 Pico Blvd, opening reception on Friday, June 4th from 4:30pm-7:30pm. (10 min)
 4. Dana Moorehead to update on Marketing & Engagement (5 min):
 - a. Pico Most Loved 2021 Contest Winners and planned promotion
 - b. Merchant Engagement
 5. Kamran Najibi will present the Treasurer's Report for May 2021 for approval. (5 min)

ADJOURNMENT

Next meeting dates: July 7, Aug 4, Sept 1
Please mark your calendar