

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – June 7, 2023
via Zoom

*The June 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 April 2023 monthly board meeting will be presented for approval.
 - IV. Thank you to David Ruiz for his years of service as PIO Secretary
1. Motion will be presented to move the monthly meeting from the first Wed. to the second Wed of every month.
 2. Update by Neighborhood Resource Officers Jessica Medina & Edgar Navarro and Halima Barreto, Crime Prevention Coordinator (5 min).
 3. Welcome to Pico Spotlight guest speaker Santa Monica Police Chief Ramon Batista, who asked for the opportunity to check in with Pico merchants and community. Please bring your questions and concerns. (20 min.)
 4. Ava Lee, City Liaison, Update on City activities. (5 min.)
 5. Sharon Town Lee/Dana Moorehead discuss the launch the Pico Parking Committee, dedicated to enhancing Pico merchant employee parking opportunities. Kick off meeting is on Zoom on 6/20 at 530pm. Join the team!
 6. Dana Moorehead – Marketing Update (10 min)
 - a. SMTT NEW Pico Boulevard Shines reel. It's a vibe!
 - b. Mandy Eck shares incredible, FREE ways to market your Pico business, "Ways to Partner with SMTT"
 - c. Pico Most Loved 2023 Winners and marketing
 - d. Art of Recovery Grant project to shoot portraits of Pico merchants to go in late June
 7. Sharon Town Lee will present the Treasurer's Report for April 2023 for approval. (5 min)

ADJOURNMENT

Next meeting dates (2nd Wednesday of the month): July 12, Aug 9, Sept 13

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