

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – March 2, 2021
via Zoom

*The March 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 and welcome to new PIO Intern Ines Flack-Martinez.
- II. Public Comment (Limited to two minutes per person).
- III. Minutes of the Feb 2022 monthly board meeting will be presented for approval.
- IV. Don Girard - SMC Report (2 min.)
 1. **March's Spotlight guest is new Santa Monica Police Chief, Ramon Batista. We are excited to extend a warm welcome and hear about Chief Batista's perspective on Pico Blvd and the future of the city.** Our Neighborhood Resource Officers Jessica Medina & Danny Melendez and Halima Barreto, Crime Prevention Coordinator will update at conclusion (15 min).
 2. Ava Lee, City Liaison, Update on City activities. (5 min.)
 3. Dana Moorehead to briefly update on Beautification & Marketing projects (10 min):
 - a. Update on Landscape Plan for the Pico Centinela Off Ramp
 - b. Update on the Door to Adore Project and Painting Plan – March push!
 - c. Update on New Pico Businesses including Adriana's Hair Studio and Nostalgia Bar and Lounge
 - d. Update on PIO Social Media strategy
 - e. PIO Annual Meeting Planning
 4. Kamran Najibi will present the Treasurer's Report for March 2022 for approval. (5 min)

ADJOURNMENT

Next meeting dates: Apr 7, May 4, June 1

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