

# PICO BLVD

## *Santa Monica*

Pico Improvement Organization  
Board of Directors Meeting

Wed., 6:30pm – March 4, 2020  
The Patio Room – Virginia Ave. Park

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 Feb 2020 monthly board meetings will be presented for approval
- V. Treasurer's Report for Feb 2020 will be presented for approval.
  1. Community Police Report from Officer Navarro. (5 min.)
  2. Jenny Rice to offer opportunities for Pico presence at Summer Solstice on Main St. A motion seeking \$2,500 will be presented. (10 min.)
  3. To save on pro-photographer costs in the future for website updates, social media and other promotional materials, a motion for \$1,900 to purchase Pico-owned professional camera (\$1,600) and pay for a photography class for Dana, (\$300) will be presented. (5 min.)
  4. The Big Blue Bus Planning team to update progress on a feasibility study to improve bus speeds along certain segments of Pico Blvd including, but not limited to, bus-only lanes. This is an opportunity for Pico Board members and Merchants to provide feedback to the BBB team them as they create proposals. (15 min.)
  5. Dana Moorehead to update plans for Pico Annual Meeting 4/1/20, including discussion of 4 board members urgently needed, and nominations for the new Pico Magical Paintbrush Award. (10 min.)
  6. Dana Moorehead - Update on Marketing and Events. (15 min.)
    - a. Update on Pico Website Launch mid-March.
    - b. Outline of 2020 Pico Events through Summer
    - c. Update on 2020 Beautification projects
  7. Dana Moorehead - Update on Engagement and interaction on Pico, new and closing businesses. (5 min.)
  8. David Ruiz Marquez - Secretary's report (5 min.)

Next meeting dates: April | Annual Meeting, May 6, June 3  
Please mark your calendars!