

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – March 3, 2021
via Zoom Teleconference Call*

*The March 3rd 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 Feb 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. Pico Spotlight guest is Len Lanzi, dynamic Santa Monica business executive and Managing Director of investment for startups called Preccelerator, who works with the Santa Monica Chamber of Commerce to promote policies that support local businesses. (15 min)
 3. Sharon Town Lee/Dana Moorehead recap the Pico Celebrates Valentine's Day/Shop Local promotion, and plans for the May Annual Meeting. (10 min)
 4. Sharon Town Lee/Dana Moorehead to talk about launching the new Pico Pop Up at 2917 Pico Blvd., the Nancy's Nail space right near Lares Restaurant that has been vacant for the past 14 months! A request of \$2,500 to pay for moving expenses, transformation and incidentals in the space will be presented. (10 min)
 5. Dana Moorehead update on Pico activities (5 min):
 - a. Most Loved 2021 Contest participation
 - b. Latest social media milestones
 - c. Board member recruitment
 6. Kamran Najibi will present the Treasurer's Report for Feb 2021 for approval. (5 min)
 7. New Business (5 min).

ADJOURNMENT

Next meeting dates: April 7, May 5, June 2
Please mark your calendar

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