

# PICO BLVD

*Santa Monica*

Pico Improvement Organization  
Board of Directors Meeting

Wed., 5:30pm – March 1, 2023  
via Zoom

\*The March 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 February 2023 monthly board meeting will be presented for approval.
  - IV. Don Girard - SMC Report (2 min.)
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1. Sharon Town Lee to introduce new merchant Board Member candidates Jesenia Garcia, GM of Trader Joe's, and Tom Zehnder, Community Liaison, McCabe's Guitar Shop, and presentation of a motion to approve them. (7 min.)
  2. Update by Neighborhood Resource Officers Jessica Medina & Edgar Navarro and Halima Barreto, Crime Prevention Coordinator (10 min).
  3. Guest speaker is Big Outdoor, who will present their Digital Wayfinding and Advertising Kiosk concept, recently awarded by the City and resulting in approximately 50 kiosks around town. (10 min.)
  4. Ava Lee, City Liaison, Update on City activities. (5 min.)
  5. Dana Moorehead to present plans for Pico Annual Meeting on May 3rd, requesting approval of \$3,500.
  6. Dana Moorehead - Update on Engagement and interaction on Pico, social media and merchant news. (10 min.)
  7. Sharon Town Lee will present the Treasurer's Report for Feb 2023 for approval. (5 min)

## ADJOURNMENT

Next meeting dates: April 5, May 3 Annual Meeting, June 7

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