

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Mar. 13, 2024
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 Feb 2023 monthly board meeting will be presented for approval.
 - IV. Treasurer's report to be presented for approval.
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1. Update by Neighborhood Resource Officer Robert Galvan & Halima Barreto, Crime Prevention Coordinator (5 min).
 2. Introduction and nomination of new resident board member, Annelise Cast (5 min)
 3. City of Santa Monica Liaison Ava Lee, update on City activities. (5 min)
 4. Chair Pam Stollings and Donna Gentry to provide on update on Board Development (10 min)
 5. Dana Moorehead to present a Marketing Update (10 min)
 - a. Most Loved Contest Nominations closed, Final Voting starts Mar 18-31
 - b. Our Pico Portrait Exhibition opening reception at the Annenberg Beach House Gallery, Sat., Mar 30, 2-4pm
 - c. East Pico Safety Project Update
 - d. 3018 Pico Blvd Culture House lease ends March 30
 - e. Pico 2019-2024 Highlight Deck
 6. For the Greater Good, and requests for future agenda items (5 min)

ADJOURNMENT

Next meeting dates (2nd Wednesday of the month, Zoom): April 10, May 15, June 12

Footnotes:

- Public comment is welcomed, with a 2-minute limit per person.
- Polite discourse is required and those who do not cooperate may be removed from the meeting.
- Questions and comments to agenda items will be allowed with the time frame. If further discussion is needed, items will be continued to next meeting.
- Requests for documentation are answered via email within a reasonable time frame, usually one week, but sometimes longer.

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

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- Items that are not on the agenda are not discussed during the meeting.
- We encourage you to share your promotions and events so we can amplify them on Pico social platforms and website.