

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – May 4, 2022
via Zoom

*The Mat 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 April 2022 monthly board meeting will be presented for approval.
 - IV. Don Girard - SMC Report (2 min.)
1. Update by Neighborhood Resource Officers Jessica Medina & Danny Melendez and Halima Barreto, Crime Prevention Coordinator (10 min).
 2. May's Spotlight guest is Daisy Miguel, Project Manager for Community Corp's 1819 Pico new mixed use building, approaching construction completion! Daisy will update us on merchant opportunities and other features in this new residential building right across from SMC (15 min).
 3. Ava Lee, City Liaison, Update on City activities. (5 min.)
 4. Dana Moorehead to update on Pico Improvement Annual Meeting, planned at McCabe's Guitar Shop, themed A Celebration of Pico Businesses, honoring Pico's legacy merchants and many new success stories! A request of \$2500 for marketing, catering and other outreach will be presented. (10 min)
 5. Dana Moorehead to propose a colorful ad to promote the Pico winners, finalists and nominees in the Most Loved Business insert in the SMDP distribution in mid-June, which reaches 60k households. A request of \$3000 for design and placement in the insert will be presented. (5 min)
 6. Dana Moorehead and Ines Flack-Martinez to present a Marketing Update (10 min)
 - a. Pico's first Litter Squad Clean Up at the Pico Off Ramp – Saturday, May 28th 9am – 11am
 - b. Update on the Door to Adore Project and Painting Plan – May Push!
 - c. Update on the Pico Sidewalk Pressure Clean Team
 7. Kamran Najibi will present the Treasurer's Report for May 2022 for approval. (5 min)

ADJOURNMENT

Next meeting dates: June 1, July 6, Aug 3

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