

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 6:30pm – Nov 6, 2019
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 Oct 2019 monthly board meetings will be presented for approval
- V. Treasurer's Report for Oct 2019 will be presented for approval.
 1. Community Police Report from Officer Navarro (5 min.)
 2. Jennifer Kirkley (Los Angeles Magazine) to present advertising for SMMT's Official Visitor Map. Seeking approval of \$3,750 for neighborhood ad package. (5 min)
 3. Dana Moorehead to present proposal for Banner Project: Seeking approval of \$5,000 for 21 additional banners and repairs of 2 damaged ones.
 4. Motion to move January Board meeting to Jan. 8, 2020.
 5. Dana Moorehead - Update on Upcoming Marketing and Events. (20 min)
 - a. Recap of the Pico Merchant Holiday Kickoff Celebration.
 - b. Update on preparation for A Homespun Holiday on Pico Boulevard, Saturday, Dec. 7th, 10a-5p
 - c. PIO Holiday Farmer's Market Booth, direct shoppers to merchants w/ special activities/promos
 - d. Restaurant Week in January 2020 plans for involvement.
 6. Dana Moorehead - Update on Engagement and interaction on Pico. (5 min.)
 7. David Ruiz Marquez - Secretary's report (5 min.)
 8. New Business – Roya Tebby of US Bank, to take over the PIO Treasurer duties, eff. Nov. 7.

ADJOURNMENT

Next meeting dates: December 4, January 8, February 5

Please mark your calendars!