

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Nov. 4, 2020
via Zoom Teleconference Call*

*The Nov. 4th Pico Board Meeting is being conducted on the ZOOM teleconferencing platform due to the Covid-19 current guideline to shelter in place. 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 Oct 2020 monthly board meeting will be presented for approval.
 - IV. Treasurer's Report for Oct 2020 will be presented for approval.
 - V. David Ruiz Marquez - Secretary's report (3 min.)
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1. Community Police Report from Neighborhood Resource Officer Robert Galvan and Halima Barreto, Crime Prevention Coordinator (10 min)
 2. Dana Moorehead, presentation of plan for Wishing Tree and holiday lights at Virginia Ave. Park. Motion will be presented for \$5,000 for light installation and creation of the event, in conjunction with Virginia Ave. Park. (10 min)
 3. Sharon Town Lee/Dana Moorehead - Planning for Holiday/Marketing/Events (20 min)
 - a. Pico Merchant Holiday Kickoff Celebration recap
 - b. Tis the Season Guide Holiday Event & Shopping Guide Update
 - c. Pico Mural Art Project - New design and installation schedule
 - d. Call for subcommittee to select mural final design from choices offered
 4. Dana Moorehead - Update on merchant engagement (5 min)
 5. New Business (5 min)

ADJOURNMENT

Next meeting dates: Dec 3, Jan 6, Feb 3

Please mark your calendar