

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Nov. 3, 2021
via Zoom

*The Nov. 3rd 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 Oct 2021 monthly board meeting will be presented for approval.
 - V. David Ruiz Marquez - Secretary's report (3 min.)
1. Update by Neighborhood Resource Officers Jessica Medina & Danny Melendez and Halima Barreto, Crime Prevention Coordinator (10 min).
 2. Ava Lee, City Liaison, Update on City activities. (5 min.)
 3. The Pico Spotlight guest is Gina Garcia with all the latest news from Buy Local Santa Monica, the org created by the City of Santa Monica to support our local businesses and encourage local buying by raising awareness about the economic, environmental and community benefits of thinking local first. (15 min)
 4. Dana Moorehead to update on Marketing projects (10 min):
 - a. Recap Halloween Trick or Treat Costume Contest at Farmer's Market, pet prize sponsored Paws & Effect Pet Spa
 - b. Messaging plans for the Wishing Tree and holiday lights at Virginia Ave. Park.
 - c. The Celebrate Pico Itinerary for visitors to enjoy recommended activities and merchants along Pico Blvd.
 - d. Landscape plan for the Centinela Off Ramp
 - e. Introduction of the Pico Podcast!
 5. Kamran Najibi will present the Treasurer's Report for Oct. 2021 for approval. (5 min)

ADJOURNMENT

Next meeting dates: Dec 1, Jan 5, Feb 2

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