

# PICO BLVD

*Santa Monica*

Pico Improvement Organization  
Board of Directors Meeting

Wed., 5:30pm – Nov 2, 2022  
via Zoom

\*The November 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 Chairman.
  - II. Public Comment (Limited to two minutes per person).
  - III. Minutes of the Oct 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. Our November guest speaker is **Steve Mitchem**, who is the Santa Monica Travel & Tourism new publisher at Destination Creative Group (DCG). In collaboration with our friend and PIO meeting member Mandy Eck, Director of Marketing at SMTT, they are bringing back BID advertising packages and will update us on the components. (10 min).
  3. Ava Lee, City Liaison, Update on City activities. (5 min.)
  4. Dana Moorehead/Sharon Town Lee –Holiday/Marketing/Events. (10 min)
    1. Present Art of Recovery Proposal “Meet Me On Pico” update
    2. Off Ramp Garden Update
    3. Pico Planters Update
  5. Kamran Najibi will present the Treasurer’s Report for Oct 2022 for approval. (5 min)

ADJOURNMENT

Next meeting dates: Dec 7, Jan 4, Feb 1

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