

# PICO BLVD

## *Santa Monica*

Pico Improvement Organization  
Board of Directors Meeting

Wed., 5:30pm – Nov 8, 2023  
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 Chairperson.
  - II. Public Comment (Limited to two minutes per person).
  - III. Minutes of the Oct 2023 monthly board meeting will be presented for approval.
  - IV. Treasurer's report to be presented by Tom Zehnder for approval.
1. Motion will be presented to move the monthly meeting from the second Wed. to the first Wed of every month.
  2. Motion will be presented to return to in-person monthly meetings at the Patio Room at VAP in December 2023.
  3. Update by Neighborhood Resource Officer Robert Galvan & Halima Barreto, Crime Prevention Coordinator (5 min).
  4. Possible vote for interim new board member and treasurer.
  5. Present update on Special Meeting to conduct the general election.
  6. Update on issues with Pico Banners and artwork will be presented.
  7. City of Santa Monica Liaison, update on City activities. (5 min.)
  8. Dana Moorehead presents PIO content for Tis the Season Guide, & request a budget of \$2,500 for trees, lights, Buy Local banner at VAP corner, & craft materials for PIO holiday booth at Farmers Market, Sat, Dec 2nd (7 min)
  9. Dana Moorehead will present a recap of the Our Pico opening reception, and the Pico Blvd transformation from the Lincoln Beautification Project, and other merchant beautification on Pico Blvd. (10 min)
  10. Dana Moorehead – Marketing Update (10 min)
    - a. PIO-hosted Coffee & Art with a Cop to be hosted at Pico Culture House, Thu, Nov 18 at 5-7pm
    - b. Update on East Pico Quick Build safety project
    - c. Update on Marketing opportunities (Buy Local, SM Chamber, Tis the Season ad, holiday booth at Farmer Market)
  11. For the Greater Good, and requests for future agenda items (5 min)

### ADJOURNMENT

Next meeting dates (2<sup>nd</sup> Wednesday of the month): Dec 13, Jan 10, Feb 14

#### Footnotes:

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

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- Public comment is welcomed, with a 2-minute limit per person.
- Polite discourse is required and those who do not cooperate may be removed from the meeting.
- Questions and comments to agenda items will be allowed with the time frame. If further discussion is needed, items will be continued to next meeting.
- Requests for documentation are answered via email within a reasonable time frame, usually one week, but sometimes longer.
- Items that are not on the agenda are not discussed during the meeting.
- We encourage you to share your promotions and events so we can amplify them on Pico social platforms and website.