

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 6:30pm – Oct 2, 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 Sept 2019 monthly board meetings will be presented for approval
- V. Treasurer's Report for Sept 2019 will be presented for approval.
 1. Community Police Report from Officer Navarro (5 min.)
 2. Jennifer Taylor will provide an update on the Planning Commission hearing last month and next steps in response to Pico Zoning and the parking requests. (5 min)
 3. Dana Moorehead/Sharon Town Lee - Update on Holiday/Marketing/Events. (20 min)
 - **Pico Merchant Holiday Kickoff Celebration**, scheduled for **Thursday, Oct. 24th from 6p-730pm** at Tim Clarke Supply. This event is for Pico businesses. Motion will be presented to approve a budget of \$3000.
 - **A Homespun Holiday on Pico Boulevard is set for Saturday, Dec. 7th.** We will promote our merchants' special events, help with ideas for giveaways, in-store treats, and holiday sales within their stores. Motion will be presented to approve a budget of \$5000.
 - **PIO's booth at the Holiday Farmer's Market**, directing shoppers to merchants with special activities and promotions.
 - Participation strategy in the **Tis the Season Guide Holiday Event & Shopping Guide**
 4. Dana Moorehead - Present update on Engagement and interaction on Pico. (5 min.)
 5. David Ruiz Marquez - Secretary's report (5 min.)

ADJOURNMENT

Next meeting dates: November 6, December 4, January 8
Please mark your calendars!