

# PICO BLVD

## *Santa Monica*

Pico Improvement Organization  
Board of Directors Meeting

Wed., 5:30pm – Oct. 7, 2020  
via Zoom Teleconference Call\*

\*The Oct. 7th 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 Sept 2020 monthly board meeting will be presented for approval.
  - IV. Treasurer's Report for Sept 2020 will be presented for approval.
  - V. David Ruiz Marquez - Secretary's report (3 min.)
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1. Santa Monica Police Chief Cynthia Renaud joins Neighborhood Resource Officer Robert Galvan and Halima Barreto, Crime Prevention Coordinator, to talk about recent challenges within the City. (20 min)
  2. Sharon Town Lee will lead a second discussion of a PIO pre-approved general fund for opportunities that arise in the time frame between Board meetings that need immediate action. Motion will be presented to pre-approve up to a max of \$1,000 for the general fund. (5 min.)
  3. Dana Moorehead – Planning for Holiday/Marketing/Events (20 min)
    - a. Pico Pop Up Halloween Trick or Treat & Costume Contest. Motion will be presented to approve a budget of \$550 for candy, decorations, prizes, a digital invite and posters.
    - b. Pico Merchant Holiday Kickoff Celebration to generate excitement for the holidays. Motion will be presented to select proposed date, Oct. 23, and approve a budget of \$1,500.
    - c. Holiday Event & Advertising to promote Pico merchants' special events and holiday sales. Motion will be presented to select proposed date, Dec. 5 and approve a budget of \$3,000.
    - d. Review participation strategy in the Tis the Season Guide Holiday Event & Shopping Guide.
  4. Dana Moorehead update on Pico activities (10 min):
    - a. Board member recruitment
    - b. Progress on Mural Art Project – October installation scheduled
    - c. Santa Monica Art of Recovery Pilot: Possible Participation in New Project
  5. Dana Moorehead - Update on merchant engagement (5 min)
  6. New Business (5 min)

ADJOURNMENT

Next meeting dates: Nov 4, Dec 3, Jan 6

Please mark your calendar