

# PICO BLVD

*Santa Monica*

Pico Improvement Organization  
Board of Directors Meeting

Wed., 5:30pm – Oct 6, 2021  
The Patio Room at Virginia Ace Park & via Zoom

\*The Oct 6<sup>th</sup> Pico Board Meeting is being conducted in person at Virginia Ave Park and 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 Sept 2021 monthly board meeting will be presented for approval.
- V. David Ruiz Marquez - Secretary's report (3 min.)
  1. Welcome Ava Lee, new Pico City liaison, and thank you to Erika Cavicante, interim liaison.
  2. Update by Neighborhood Resource Officers Jessica Medina & Danny Melendez and Halima Barreto, Crime Prevention Coordinator (10 min).
  3. The Pico Spotlight guest is Virginia Ave Park Director Carla Fantozzi with all the latest news, initiatives and happenings at our fabulous park and a peek into 2022. (10 min)
  4. Dana Moorehead to present a plan for a Holiday Tree and holiday lights at Virginia Ave. Park. Motion will be presented for \$5,000 for light installation and creation of the event. (10 min)
  5. Dana Moorehead to propose \$1,000 to create and print a Celebrate Pico Itinerary for visitors to enjoy recommended activities and merchants along Pico Blvd. (10 min)
  6. Dana Moorehead to present a proposal for PIO Adoption of the Centinela Off Ramp, a litter clean up volunteer event and the hiring of a landscaper/gardener and purchase of mulch, compost and plants to create a drought garden. Requesting \$4,000 (10 min).
  7. Kamran Najibi will present the Treasurer's Report for Sept. 2021 for approval. (5 min)
  8. Thank you to Sam Bjoraker for service to the board, and wishing him the best at Sherwin-Williams in Glendora.

ADJOURNMENT

Next meeting dates: Nov 3, Dec 1, Jan 5

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