

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Oct 5, 2022
via Zoom

*The Oct 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 Sept 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 October guest speaker is merchant Ma'am, owner of Pico's beloved Ma'm's Intl Market, who unexpectedly lost her years-long lease next to Lazy Daisy Café and managed, with a little boost from PIO, to secure a new location and be up and running in less than a month at the old Ave Café space at 308 Pico Blvd! (10 min).
 3. Ava Lee, City Liaison, Update on City activities. (5 min.)
 4. Ines Flack-Martinez, Pico intern to update on Pico Podcast
 5. Dana Moorehead to present PIO Marketing content ideas for SMDP Tis the Season Guide, and request a budget of \$4k for Lights, trees and Pico Culture House window decorations.
 6. Dana Moorehead/Sharon Town Lee –Holiday/Marketing/Events. (10 min)
 1. Present Art of Recovery Proposal "Meet Me On Pico" to Board and timeline for approval
 2. Pico Merchant Holiday Kickoff Celebration, tentatively scheduled for first week in November at Pico Culture House
 3. Update on Pico Planters
 7. Kamran Najibi will present the Treasurer's Report for Sept 2022 for approval. (5 min)

ADJOURNMENT

Next meeting dates: Nov 2, Dec 7, Jan 4

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