

# PICO BLVD

*Santa Monica*

Pico Improvement Organization  
Board of Directors Meeting

Wed., 5:30pm – Oct 3, 2023  
via Zoom

\*The October 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 Sept 2023 monthly board meeting will be presented for approval.
  - IV. Treasurer's report to be presented by Tom Zehnder for approval.
1. Update by Neighborhood Resource Officers Edgar Navarro & Halima Barreto, Crime Prevention Coordinator (5 min).
  2. Proposal to pay \$2000 licensing fee to Chris Saunders for use of his artwork on Pico Banners will be presented.
  3. Possible vote for interim new board member and treasurer.
  4. Present for approval a Special Meeting to conduct the general election.
  5. Discuss efforts Pico can undertake to support and advocate for merchants with ongoing problems with homeless folks, open drug use, and incidents threatening the safety of their clients and employees. (10 min)
  6. Discuss current and future uses of Pico Culture House, including policies now in place. (5 min)
  7. Review PIO communication policy to PIO merchants. (5 min)
  8. City of Santa Monica Liaison, update on City activities. (5 min.)
  9. Dana Moorehead will present the beautification project on Pico Blvd between Lincoln and Main St. to present Pico more effectively during, and after the American Film Market at Hotel Delfina. (5 min)
  10. Dana Moorehead – Marketing Update (10 min)
    - a. 'Our Pico' Art of Recovery merchant portrait project marketing update, opening reception
    - b. Update on Tis the Season topics, and holiday marketing plans.
  10. For the Greater Good, and requests for future agenda items (1 min)

ADJOURNMENT

Next meeting dates (2<sup>nd</sup> Wednesday of the month): Nov 8, Dec 13, Jan 10

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Footnotes:

- Public comment is welcomed, with a 2-minute limit per person.
- 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.