



Pico Improvement Organization

Merchant Communication Best Practices

1. PIO sends timely emails to all merchants to present opportunities for meetings, marketing, advertising, events, etc. The email presents the opportunity, how to get involved, describes procedures taken to select the participants, includes a deadline to sign-up or express interest, and provides contact info for questions.
2. When there is a limit on the number of merchants to be included in an opportunity, the applicable merchants are selected on a first-come/first-served basis. If the deadline for the opportunity is imminent, those that respond by the announced deadline are chosen, when possible. Every effort is made to ensure all PIO members have equal opportunity to participate in marketing efforts.
3. PIO follows up via email to responders to confirm their participation, or let them know if they aren't successful, and retains the email for documentation in our records.
4. PIO encourages merchants to attend PIO Board meetings to be informed of upcoming opportunities and to provide suggestions, feedback and concerns on any issue.
5. Members are requested to submit complaints in writing and receive a response within a week when possible. Complaints will be brought to the board as needed.
6. PIO includes an Engagement Report at the monthly board meeting, which summarizes outreach, advertising and social media, events and other activities. A recap of the meeting is sent to all members monthly. PIO encourages merchants to send info to be shared on PIO social platforms, including sales, specials, or news.
7. PIO follows its By-Laws by sending notice via physical mail for its Annual Meeting and General Election.
8. PIO updates and maintains the PIO email list regularly, by meeting either in-person or on the phone with established and new businesses as they open, adding contact info to the PIO email list, and also including updates shared from the City through the BID liaison and other interactions, and reviews updated Merchant Lists provided by the City annually.
9. At least annual updates are made to the Pico Passport website, including the merchant directory. All reasonable efforts are made to include members in the PIO directory.
10. PIO will post communication best practices on PicoPassport.com, and bi-annually remind merchants, via email, that the communication objectives are available for review.