

**Minutes of the Pico Improvement Organization Board Meeting  
April 1, 2020  
ZOOM Teleconference**

**\*The April 2020 Pico Board Meeting was conducted on the ZOOM teleconferencing platform due to the Covid-19 current guideline to Stay At Home.**

ATTENDANCE

Directors: Sharon Town Lee

Residential Members: Donna Gentry, Yolanda Lewis

PIO Employee: Dana Moorehead

SM City & Affiliates: Kriss Casanova (City Liaison), Edgar Navarro (SMPD)

Pico Merchants, Guests: Mandy Cochran (SMTT), Heidi Dedrick, Susan Bogorad, Adam Bogorad, Walt McGraw

MINUTES

I. Chair Sharon Town Lee called the meeting to order at 4:30pm.

II. Public Comment

a. **Yolanda:** Commended Dana Moorehead on her information updates about COVID-19.

b. **Mandy Cochran:** The SMTT offers lots of updates on business activities and guideline practices throughout Santa Monica.

III. March 2020 minutes. TABLED

IV. March 2020 Treasurer's Report. TABLED

1. Officer Navarro presented SMPD community police report. Overall, crime is down 29%. No looting has been reported. One Forced entry at El Texate Restaurant. Yoshinoya was broken into, but no loss. 3 petty thefts at Rite-Aid. Theft at Whole Foods, merchandise recovered. Vehicle theft at 5<sup>th</sup> and Pico.

2. Kriss Casanova reported on City Economic Relief Measures and Business Support & Resources. The City offers information and resources to support the business community, including a moratorium on eviction and waiving parking restrictions. For open businesses, there is info on how to operate during the Stay At Home order. Ms. Casanova suggested a review of the budget since business taxes will be affected by the pandemic.

3. Dana Moorehead presented update on Marketing and Events. On March 18<sup>th</sup>, the PicoPassport.com website went live. March 30<sup>th</sup>, the website was introduced to the Pico merchants. The SMTT website takeover will be discussed when the COVID-9 pandemic settles. In the meantime, the number of PIO Instagram followers is growing. Mailchimp data is being reviewed to identify members that are, and aren't, clicking onto PIO emails. Sharon Town Lee announced that Beautify Earth has been approved by the City to create pop-up murals on boarded up windows. Ms. Moorehead will brainstorm in the interim and the end of the crisis to strategize an outreach campaign to engage and assist merchants and community.

4. David Ruiz Marquez presented the Secretary's report.

ADJOURNED 5:14pm

Minutes Submitted by: David Ruiz Marquez, Secretary