

Minutes of the Pico Improvement Organization Board Meeting
December 4, 2019
The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Sharon Town Lee, Lois Bostwick, Claire Evans

Residential Members: Amy Bishop Dunbar, Yolanda Lewis

PIO Employee: Dana Moorehead

SM City & Affiliates: Jennifer Taylor (City Liaison)

Pico Merchants, Guests: Elise Freimuth (Milo SRO), Gina De Baca (Cabeza de Vaca)

MINUTES

I. Chair Sharon Town Lee called the meeting to order at 6:30pm.

II. Public Comment

a. **Jennifer Taylor:** Pico Wellbeing Project meeting (December 17) will discuss zoning. Take the Friendly Road Open House Events to discuss bike and pedestrian paths originating from Expo Line to Olympic and Pico.

b. **Lois Bostwick:** "Legally Blonde" continues through December.

c. **Amy Bishop Dunbar:** A Pico merchant requested participation in the Pico Holiday event.

d. **Sharon Town Lee:** Announced the Hound Dog Holiday Beauty ContestPet being held at Paws & Effect during the Homespun event.

III. Approved November 2019 minutes with revisions.

IV. November 2019 Treasurer's Reports. Presented but NO QUORUM to accept.

1. Officer Navarro unable to attend. In lieu, the SMPD submitted Police Report to the Board. Follow up on presentation about an SMPD upcoming event in January and invitation for PICO to have a booth or help sponsor the event. The board will decide on a way to support the event.

3. Dana Moorehead Update on Marketing and Events.

a. Dana presented update on marketing, merchant participation and preparation for A Homespun Holiday on Pico Boulevard (Saturday, Dec. 7, 10a-5p). Flyers were distributed to participating merchants. A Social Media campaign will promote the event. Board members volunteered to station the booth during the event.

b. Update on PICO Holiday Farmer's Market Booth, directing shoppers to Pico merchants w/special activities/promos. Banners to promote Pico.

c. Restaurant Week in January 2020 plans for involvement. Lunetta, Brixton, Gilbert's, and Viet on board to participate.

7. Dana Moorehead - Update on Engagement and interaction on Pico.

8. David Ruiz Marquez - Secretary's report.

ADJOURNED 7:56 pm

Minutes Submitted by: David Ruiz Marquez, Secretary