

**Minutes of the Pico Improvement Organization Board Meeting
December 2, 2020
ZOOM Teleconference**

*The December 2020 Pico Board Meeting was conducted on the ZOOM teleconferencing platform due to the current Covid-19 guidelines to practice social distancing.

ATTENDANCE

Directors: Sharon Town Lee, Lois Bostwick, Sam Bjoraker

Residential Members: Donna Gentry, Amy Dunbar

PIO Employee: Dana Moorehead

SM City & Affiliates: Halima Barreto (SMPD), Natalie Verlinich (City Liaison),

Mandy Eck (SMTT)

MINUTES

I. Chair Sharon Town Lee called the meeting to order at 5:30pm.

II. Public Comment

a. **Lois Bostwick:** Encouraged the board to visit the Morgan-Wixon website.

b. **Mandy Eck:** SMTT encourages all merchants to sign up for the Santa Monica Shines Covid Assurance Training Program, and the SMTT merchant promotion program.

III. Approved the November 2020 minutes.

IV. Accepted the November 2020 Treasurer's Report

V. Secretary's Report not provided this month due to David Ruiz absence

1. Guests Santa Monica Interim Police Chief Jacqueline Seabrooks and SM Capt. Saul Rodriguez joined Pico Resource Officer Navarro to listen to feedback from the community. Issues raised were diversity in the SM police force, attention to homelessness in the community, raising awareness of online scams and an increase in auto vandalism.

2. City Liaison Natalie Verlinich updated on the latest guidance from LA County and City resources and encouraged restaurants to apply for a Keep LA County Dining Program Grant.

3. Dana Moorehead and Sharon Town Lee presented collateral for the Pico Wishing Tree and Holiday Decorations at the Pico Pop Up at 2802 Pico Blvd. and promotion plans to support merchants and the Pico community, and images of the new mural sponsored by the PIO at Morgan West Auto at 3003 Pico Blvd.

a. Sharon Town Lee requested Volunteers for the table at the Pico Farmer's Market for the next 3 Sat. Mornings from 10a-12p to collect wishing tree tags and promote merchants.

4. Dana Moorehead provided an update on merchant engagement & social media.

5. New Business: Sharon Town Lee requested ideas about having speakers participate in future PIO Board meetings. In January, developer Patrick Tooley will present plans for the Bowlmor site.

ADJOURNED 6:50pm

Minutes Submitted by: Dana Moorehead, Merchant Engagement Director