

**Minutes of the Pico Improvement Organization Board Meeting  
December 1, 2021  
In Person and ZOOM Teleconference**

\*The December 2021 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, Kamran Najibi, Pam Stollings.

**Residential Members:** Yolanda Lewis, Amy Dunbar Bishop

**PIO Employee:** Dana Moorehead

**SM City & Affiliates:** Halima Barreto (SMPD), Danny Melendez (SMPD), Jennifer Taylor (SM Sub-Liaison), Mandy Eck (SMTT), Don Girard (SMC), Gina DeBaca, Angie Zuniga (Sherwin Williams)

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:30pm.
- II. Public Comment
- III. Approved the November 2021 & Special Email Meeting Minutes.
- IV. Accepted the November 2021 Treasurer's Report.
- V. No Secretary's Report.

1. Halima Barreto, Crime Prevention Coordinator, presented the police report. A fatal hit-and-run occurred on Pico & 10<sup>th</sup>. An arson was reported behind Sherwin-Williams. A separate arson arrest occurred that is associated with a string of arsons. 2 strong-armed robberies occurred on the boulevard. 3 commercial burglaries: Rejuice; 2 shops at 1700 Pico. SMPD has observed a growing trend of smash-and-grab thefts throughout the LA area. On December 1 at 7pm, there is a virtual conversation with a cop event. The Promenade Substation Kiosk will hold holiday events throughout December.

2. Jennifer Taylor, City Liaison (substitute for Ava Lee), provided an update on City activities. Pico pedestrian safety project has been approved to improve the pedestrian and bicycle safety along Pico Boulevard. The Planter Project will donate planters to merchants and restaurants throughout the city that provide outdoor services. There will be a proposal to extend the fee waivers for the Outdoor Dining. The Buy Local holiday gift guide is seeking participation from businesses.

3. The board approved Angie to take over the board seat for Sam.

4. Dana Moorehead presented a proposal to purchase and install five lighting fixtures to illuminate the Pico Mural to make it visible from the I-10 West.

**Approved \$5,000.**

5. The Board presented a proposal to pay up to \$1,200 year-end bonus to Dana Moorehead. **Approved \$1,200.**

**Minutes of the Pico Improvement Organization Board Meeting  
December 1, 2021  
In Person and ZOOM Teleconference**

6. The Board presented a proposal to increase Dana' Moorehead's salary to better reflect market rates, up to a 16.5% increase (\$30 per hour). This would result in an extra expense of \$3,600 in the current fiscal year. **The Board approved to increase the salary to \$30.**

7. Dana Moorehead provided update on Beautification & Marketing projects: dd

- The Herbal Chef is a new restaurant coming to Pico in December at the former Speakeasy building.
- Pico Place Maker Sign/Mural [SEP] has been completed and will be promoted by the City.
- Adopt a Highway: Caltrans approved to allow the PIO to landscape and maintain the Pico Centinela Off Ramp. A landscape plan was submitted to the City for the approval of a drought tolerant garden.
- The PIO will be at the Farmers Market and will promote all the upcoming PIO events.
- The Door to Adore Project and Painting Plan [SEP] is underway with materials available to participating merchants on Pico.
- Wishing Tree and holiday lights at Virginia Ave. Park – Dec. 2<sup>nd</sup>. The trees will be on Pico and Cloverfield. Tree trunks on Cloverfield will be wrapped in colorful lights.

8. The Treasurer's Report for Nov. 2021 was presented. The board accepted the report.

Gina

Angie

ADJOURNED 6:35pm