

**Minutes of the Pico Improvement Organization Board Meeting
February 3, 2021
ZOOM Teleconference**

**The February 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, Sam Bjoraker, Kamran Najibi

Residential Members: Donna Gentry, Yolanda Lewis

PIO Employee: Dana Moorehead

SM City & Affiliates: Halima Barreto (SMPD), Edgar Navarro (SMPD), Robert Galvan (SMPD), Sgt. Erika Aklufi (SMPD), Jessica Medina (SMPD), Zach Rash (SMPD), Aaron Alpert (SMPD), Danny Medina (SMPD), Natalie Verlinich (City Liaison), Jennifer Taylor (Buy Local)

PIO Merchants & Guests: Ross Furukawa (SMDP), Carl Hansen (Coco), Zach Rash (Coco), Chase Van Steenburg (Coco)

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:30pm.
- II. Public Comment
 - a. Natalie Verlinich: **Outdoor dining has started again. SMTT is offering businesses the opportunity to advertise on their website.**
 - b. Donna Gentry: Encouraged businesses to sign up with the SM Shines Program.
- III. Approved the January 2021 minutes.
- IV. Accepted the January 2021 Treasurer's Report
- V. David Ruiz Marquez presented Secretary's report.

1. Update by Neighborhood Resource Officer Navarro and Halima Barreto, Crime Prevention Coordinator. 3 burglaries occurred on Pico. Throughout the city, increased theft of catalytic converters (Prius, CRV, Rav 4, pick up trucks). Introduced Sgt. Erika Aklufi and Robert Galvan (NRO Beat 3).

2. Jennifer Taylor and Ross Furukawa presented a proposal for SMDP Most Loved Businesses 2021. This year there will be 5 finalists in 8 major categories. **Approved \$3,000** for advertising for the Most Loved Businesses.

3. Zach Rash, Carl Hansen, and Chase Van Steenburg provided a presentation for Coco, a local robot delivery service for residents and local businesses. The service is currently operational in Santa Monica with 10 robots.

4. Sharon Town Lee/Dana Moorehead presented 2021 Marketing Priorities. On January 30th, the Valentine's Day light display at Virginia Ave Park was installed. Flyers were distributed to 40 merchants to promote Pico Celebrates Love for Valentine's Day. The Sub-Committee outlined marketing goals for the upcoming 6 months. The focus will be on the virtual Annual General Meeting and summer events. An effort will be made to get behind the Santa Monica Shine program for Pico merchants. More murals will also be pursued that includes a new campaign

Minutes Submitted by: David Ruiz Marquez, Secretary

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that welcomes the public to the Historical Pico Corridor.

5. Dana Moorehead update on Pico activities:

a. Board member recruitment: Pursuing Rite-Aid Asst Manager and an employee from Whole Foods.

b. Pico Merchant Recovery Priorities Survey: Interested in conducting a survey that addresses the needs of the merchants.

6. New Business. Encouraged board members and merchants to share ideas for upcoming meetings.

ADJOURNED 6:58pm