

Minutes of the Pico Improvement Organization Board Meeting
January 8, 2020
The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Sharon Town Lee, Pamela Stollings, Roya Tebby, Merced Rodriguez (TJs)
Residential Members: Donna Gentry, Yolanda Lewis
PIO Employee: Dana Moorehead
SM City & Affiliates: Kriss Kasanova (City Liaison), Jennifer Taylor (Buy Local)
Pico Merchants, Guests: Jenny Rice (SM Daily Press)

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 6:33pm.
- II. Public Comment
 - a. **Donna Gentry**: SM Restaurant Week is in its the final week.
 - b. Kriss Casanova: Pico Wellbeing Project meeting has been rescheduled, date TBD.
- III. Approved December 2020 minutes.
- IV. Accepted December 2019 Treasurer's Report.

1. No SMPD police report.
2. Jennifer Taylor and Jenny Rice presented SM Most Loved Businesses 2020 partner and sponsorship opportunity at a cost of \$3,000. A survey that calculates Most Loved Businesses runs throughout February. Winners are awarded under various categories. The sponsorship covers costs of creation of the publication, posters, postcards, social media campaign and toolkit. **Approved \$3,000.**
3. Dana Moorehead presented update on PIO Marketing and Events.
 - a. Restaurant Week in January includes promotion of Pico restaurants participating in SM Restaurant Week and DineLA.
 - b. Pico website development update and presentation of initial design layout.
4. Dana Moorehead - Update on Engagement and interaction on Pico.
5. David Ruiz Marquez - Secretary's report.

ADJOURNED 7:40 pm

Minutes Submitted by: David Ruiz Marquez, Secretary