

**Minutes of the Pico Improvement Organization Board Meeting
January 6, 2021
ZOOM Teleconference**

*The January 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, Pamela Stollings

Residential Members: Donna Gentry, Yolanda Lewis

PIO Employee: Dana Moorehead

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

PIO Merchants & Guests: Patrick Tooley (Real Estate Developer)

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:30pm.
- II. Public Comment
 - a. **Donna Gentry:** Condolences for Yolanda Lewis' mother. Advises to report unusual activity in your neighborhood. Congratulated Sharon Town Lee for receiving assistance from the City's Shines Program.
 - b. **Yolanda Lewis:** Stressed the importance of wearing masks to prevent the spread of Covid. Thanked the board for their condolences.
 - c. **Lois Bostwick:** The Morgan-Wixon is offering playwriting, acting, and other theatre oriented classes.
 - d. **Natalie Verlinich:** The City extended the Shines Program for the promotion of local businesses. The State has extended the small business grant program.
- III. Approved the December 2020 minutes.
- IV. Accepted the November and December 2020 Treasurer's Report
- V. David Ruiz Marquez presented Secretary's report.

1. Officer Navarro and Halima Barreto presented monthly crime report: One aggravated assault, one residential burglary (garage), and one vehicle burglary, one motor vehicle theft, and one bicycle theft. It was reported that there is no update on the homeless issue on Centinela, but Ms. Barreto will follow up with Officer Rodriguez and Officer Galan. Officer Navarro reported that staffing has been deployed to saturate police presence during protests and potential unrest without escalating the profile of each event. Encourages the public to call if they see anything suspicious.

2. Patrick Tooley, Real Estate Developer, presented the plans and approved design for the Bowlmor site at 200 Pico. The pedestrian friendly, multi-level site will run 400 feet along Pico and will include retail, dining, office, and residential occupancy. Currently, it is unknown when construction will begin.

3. Sharon Town Lee and Dana Moorehead discussed plans for Pico Annual General Meeting (AGM) to be held in March, or April 2021. Due to public safety, this

Minutes Submitted by: David Ruiz Marquez, Secretary

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year's meeting will be held in a virtual forum. **Approved \$1,500** to organize the AGM.

4. Sharon Town Lee and Dana Moorehead presented a proposal for a Valentine's Day light display at Virginia Ave Park. The proposal includes an opportunity to involve Pico merchants with an uplifting promotion. **Approved \$3,500.**

5. Sharon Town Lee and Dana Moorehead presented a potential opportunity to stay in the Pico Pop Up at 2802 Pico Blvd. The facility management stated that the cost to rent the space is \$1500/month. The PIO would like to offer the facility \$1000/month, starting February 1, 2021 (with no guarantee). **Approved \$1,000.**

6. Dana Moorehead update on Pico activities:

a. Board member recruitment: Actively recruiting additional board members from Whole Foods and Rite Aid.

b. Pico Merchant Recovery Priorities Survey: Complimentary to the City survey with issues specific to Pico.

c. 2021 Pico Marketing Priorities, call for marketing sub-committee participation from board members. Thus far, murals appear to be a priority. Another point of interest is the Banners Program to maintain and/or replace existing banners and mounting.

7. New Business.

ADJOURNED 6:56pm