

**Minutes of the Pico Improvement Organization Board Meeting**  
**July 10, 2019**  
**The Thelma Terry Building, Virginia Avenue Park**

**ATTENDANCE**

**Directors:** Sharon Town Lee

**Residential Members & Employees:** Donna Gentry, Yolanda Lewis, Dana Moorehead

**Santa Monica City:** Kriss Casanova, Amy Mason, Edgar Navarro, Matthew Rice,

Myesha Morrison

**Pico Merchants, Vendors, Guests:**

**MINUTES**

- I. Chair Sharon Town Lee called the meeting to order at 7:00pm.
- II. Public Comment
  - a. **Amy Mason:** Announced a contest to celebrate the SM culinary scene, Dine SaMo runs through Labor Day.
  - b. **Donna Gentry:** The PIO will have a table at Movie Night in the Park and Shakespeare by the Sea, both held at Virginia Avenue Park. The third WellBeing Survey is being conducted through August 2019.
  - c. **Kriss Casanova:** Zoning meeting has been postponed till September.
  - d. **Edgar Navarro (SMPD):** Provided Police Report for June. A safe was stolen from Z Garden Restaurant on Pico. City Council decided to close recycling center near the 10 freeway.
  - e. **Myesha Morrison (SMPD):** National Night Out, August 6, in front of SM City Hall. This year's theme is Heart of the City.
- III. Approved June 2019 minutes. TABLED lack of Quorum
- IV. Accepted the June 2019 Treasurer's Report. No quorum, TABLED
  1. Sharon Town Lee recapped a sales training offer for Pico members and employees, and presented costs. Motion presented to purchase a program, up to a max of \$600, which includes training for up to 30 people for 3 months. No quorum, motion TABLED
  2. The board discussed possible Beautification Projects. The top three projects include decorative lighting, decorative covers for utility boxes, and power washing. Dana Moorehead will research and report on resources and procedure to implement the aforementioned projects. The board discussed an updated plan for the existing banners on Pico.
  3. Donna Gentry presented an update of Pico Events. The PIO will have a booth at Movie Night on July 18 in Virginia Ave Park. The PIO will have a table at Shakespeare by the Sea, details to follow.
  4. Dana Moorehead presented an update on promotional materials and plans, including website. Discussed ways to promote the PIO and involve Pico Merchants at Shakespeare by the Sea. Pay \$2500 to hire a designer to finish the website. No quorum, motion TABLED
  5. Dana Moorehead presented update on Engagement and interaction on Pico.
  6. David Ruiz Marquez presented the Secretary's monthly report.

**ADJOURNED 8:01pm**