

**Minutes of the Pico Improvement Organization Board Meeting**  
**July 1, 2020**  
**ZOOM Teleconference**

\*The July 2020 Pico Board Meeting was conducted on the ZOOM teleconferencing platform due to the Covid-19 current guidelines to practice social distancing.

ATTENDANCE

Directors: Sharon Town Lee, Lois Bostwick, Pamela Stollings

Residential Members: Donna Gentry, Yolanda Lewis

PIO Employee: Dana Moorehead

SM City & Affiliates: Kriss Casanova (City Liaison), Natalie Verlinich (City Liaison)

Pico Merchants, Guests: Sam Bjoraker (Sherwin-Williams), Edmon Najibi,

Tara Barauskas (Community Corp SM)

MINUTES

I. Chair Sharon Town Lee called the meeting to order at 5:35pm.

II. Public Comment

a. **Lois Bostwick:** Morgan Wixon looking forward to opening for the new season.

III. Approved the June 2020 minutes.

IV. June 2020 Treasurer's Report not available at time of meeting. TABLED

V. Secretary's Repport provided by David Ruiz Marquez

1. Sam Bjoraker, manager of Sherwin-Williams Paint Store, introduced himself to the board. Mr. Bjoraker was elected to the board.

2. Departing City Liaison, Kriss Casanova, announced her departure as liaison to the PIO. Natalie Verlinich is the new City liaison.

3. Community Police Report presented by the new Neighborhood Resource Officer, Robert Galvan. Street sweeping days were updated in the City of SM (details on City website and SM Alerts app).

4. Dana Moorehead and Tara Barauskas, Exec. Director of Community Corp of Santa Monica, proposed a collaboration opportunity with the Pico House Pop-Up concept at 2802 Pico Blvd. A ground floor space will be utilized to highlight Pico merchants' vibrancy and recovery w/Pico Life Well Lived photography, a place for maps and books and local resources, a community liaison/marketing place to promote Pico merchants. **APPROVED \$2500 to paint and lightly furnish the space.**

5. Dana Moorehead update on Marketing. A) The committee received the first round of mural concepts for Morgan West, but requested additional murals. B) Pico Employee Parking Permits ranked high on the merchant survey. Ideas are being explored to work with the City, including a request to expand the 11<sup>th</sup> Street parking program. C) Update on Community mailer postcard to announce PicoPassport.com and promote merchants and community engagement. Pico House will be part of the Community Mailer. D) A Disney branding executive provided strategy and branding for Grey Block Pizza (free of charge).

6. Dana Moorehead provided an update on Engagement and Business Assistance to merchants. Businesses are beginning to return as they navigate the ever changing State and City restrictions.

7. New Business: None.

ADJOURNED 6:45pm

Minutes Submitted by: David Ruiz Marquez, Secretary