

Minutes of the Pico Improvement Organization Board Meeting
July 7, 2021
ZOOM Teleconference

*The July 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, Kamran Najibi

Residential Members: Amy Bishop-Dunbar, Yolanda Lewis

PIO Employee: Dana Moorehead

SM City & Affiliates: Halima Barreto (SMPD), Officer Edgar Navarro (SMPD), Natalie Verlinich (City Liaison), Mandy Eck (SMTT), Jim Harris (SM Pier)

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:30pm.
- II. Public Comment
 - a. **Halima Barreto:** National Night Out will move to October 5. Requesting neighborhoods to brainstorm block party ideas, which SMPD will attend. SMPD will assist with street closure permits.
 - b. **Natalie Verlinich:** The City is hosting two Brown Act workshops. The City is also launching a \$5,000 small business grant and will release applications soon. The City is working with the EOC to get feedback from businesses to see how they are doing. The SM Outdoors Program is releasing renewal applications.
 - c. **Lois Bostwick:** The Morgan-Wixon held a BBQ and live classes to promote the upcoming season and programs.
 - d. **Mandy Eck:** SMTT continues to promote local business specials. Also, SMTT is offering to create a 3-D video for local businesses.
- III. Approved the June 2021 minutes.
- IV. Sharon Town Lee presented the June 2021 Treasurer's Report and the new budget. NO QUORUM to accept or approve.
- V. No Secretary's Report.

1. Update presented by Officer Navarro and Halima Barreto, Crime Prevention Coordinator. There has been an uptick in thefts of Toyota Tacoma tailgates. A few commercial burglaries on Pico, including Lanetta and Walgreens. SMPD offers free security assessments to protect businesses from burglary. Real time alarm systems is one of the most effective ways to protect a business. Following the homeless encampment situation in Venice, SMPD has deployed a task force to assist and provide services to the homeless population in SM.

2. Jim Harris, Executive Director at the Santa Monica Pier, offered a historic perspective of the Pier and the City and knowledge related to Pico Boulevard. Mr. Harris has been part of the Pier for eighteen years and

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recalls the days when crime activity beneath the pier limited the number of visitors to the pier. He has seen the pier rejuvenation bring back tourists and visitors, which owes its success to Pacific Park improvement, the Twilight Series, and other events. The biggest problem at the pier is unlicensed vendors. In addition to attracting 11-12 million tourists a year, Pier management continues to brainstorm new events and promotions that attract locals, as well.

3. Sharon Town Lee/Dana Moorehead presented a Door to Adore project, encouraging Pico merchants to make a cohesive color statement with color coordinated painted doors on businesses. The project provides participants with paint and a paint kit to paint their doors, at a cost of \$35 paid by the PIO. Requesting approval of \$1,400. NO QUORUM.

4. Sharon Town Lee/Dana Moorehead presented a proposal for a new mural/classic sign to be painted on a merchant wall at the eastern entrance to Pico Blvd, 'Welcome to Historic Pico Blvd', a version of which to be integrated into the new streetlight banners. Funds for banners have already been approved. Renowned designer, Doc Guthrie, will provide sign concepts to the board. A \$5,000 is requested. NO QUORUM.

5. Dana Moorehead presented an update on Merchant Engagement. New businesses on Pico are Lady & Larder and Green Brooms Music Academy. The Pico Pop Up Art Gallery is scheduling guests into the space. The PIO social media following started at 400, we are now approaching 2,000 followers. The Pop Up is available to the PIO through October 2021.

ADJOURNED 8pm