

Minutes of the Pico Improvement Organization Board Meeting
June 5, 2019
The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Sharon Town Lee, Mary Palos (Rep. Randy Ball), Pam Stollings, Lois Bostwick
Residential Members, Independent Contractors: Donna Gentry, Yolanda Lewis
Santa Monica City: Kriss Casanova, Amy Mason, Edgar Navarro, Matthew Rice
Pico Merchants, Vendors, Guests: Sofia Kaman, Geoff Kaman, Gina DeBaca, Dana Moorehead

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 6:32pm.
- II. Public Comment
 - a. **Amy Mason:** 80s Prom Fundraiser at the Womans Club on July 27. Distributed the new Visitor Guides and Maps.
 - b. **Kriss Casanova:** Announced that the Most Loved ceremony was held in May. On May 14, Council will discuss improvements throughout the City including Pico.
- III. Approved May 2019 minutes.
- IV. Accepted the May 2019 Treasurer's Report.
 1. Community Police Report presented by Officer Navarro. The report addressed statistics beyond the Pico area. For future meetings, the Board requested statistics specific to Pico.
 2. Dana Moorehead provided a presentation to the Board as a candidate for the Director position. Following the presentation, Ms. Moorehead was selected as the new Pico Director.
 3. Due to the July 4th holiday, the board approved to move the July 3rd board meeting to July 10.
 4. Treasurer, David Ruiz Marquez, presented the 2019/2020 Pico Budget for approval. The board approved the 2019/2020 budget.
 5. Sharon Town Lee provided a recap of the Planning Commission Meeting. At the Planning Commission meeting, the proposed zoning changes were tabled, and will be revisited for approval at the next meeting on June 19. The Board voted Sharon Town Lee as the PIO representative during public comment at the June Planning Commission meeting.
 6. Sharon Town Lee presented a possibility to offer sales training to Pico members and their employees. Dana Moorehead will research costs and present them to the board.
 7. Beautification Committee will present update on plans. **TABLED**
 8. Donna Gentry presented an Events/Promo Committee update. Donna mentioned that Santa Monica is celebrating Pride Month in June, and the 27th Annual Juneteenth in Virginia Ave Park. The PIO will participate in *Movie in the Park* in Virginia Ave Park (VAP), sponsored by SMPD. The PIO will be a co-sponsor of the first annual *Shakespeare by the Sea* in VAP on August 8. In November, the SMTT is giving the PIO a digital takeover on their website as part of the SM Visitor Map participation.
 9. David Ruiz Marquez presented the Secretary's monthly report.

ADJOURNED 8:01pm