

**Minutes of the Pico Improvement Organization Board Meeting  
June 3, 2020  
ZOOM Teleconference**

*\*The June 2020 Pico Board Meeting was conducted on the ZOOM teleconferencing platform due to the Covid-19 current guidelines to Stay At Home and the City of SM 6pm-5am curfew.*

ATTENDANCE

Directors: Sharon Town Lee, Roya Tebby, Lois Bostwick, Pamela Stollings

Residential Members: Donna Gentry, Yolanda Lewis

PIO Employee: Dana Moorehead

SM City & Affiliates: Kriss Casanova (City Liaison), Omark Holmes (SMTT)

Pico Merchants, Guests: Evan Meyer (Beautify Earth), Tom Schiffer (Grey Block Pizza), Amber Goldhammer (Artist)

MINUTES

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

II. Public Comment

- a. **Tom Schiffer:** Emphasized his optimism to restart the economy.
- b. **Lois Bostwick:** Morgan-Wixon conducting play readings on Fridays.
- c. **Kriss Casanova:** Thanked the PIO for keeping merchants updated on news, guidelines, and pertinent information.
- d. **Donna Gentry:** The Human Relations Committee will conduct virtual events.

III. Approved the May 2020 minutes.

IV. Accepted May 2020 Treasurer's Report.

1. Evan Meyer of Beautify Earth (BE) presented a partnership opportunity that adds the BE platform to PicoPassport.com, which offers turn-key opportunities for mural painting on Pico. **Approved \$600 to participate.**

2. Kriss Casanova presented updates on City Economic Task Force and Business resources. On June 5, a Town Hall with Police Chief in the Chamber to discuss upcoming protests. The City will distribute Covid-19 updates once a week. Resources available to support businesses during social unrest.

3. Roya Tebby (Treasurer) presented the Pico Annual Budget 2020-2021. **The budget Approved.**

4. Dana Moorehead presented plans to support Pico Economic recovery. A) Progress on Mural Art Project with Beautify Earth. Concepts and locations will be distributed to the board for feedback. B) Update on Pico Recovery priorities survey results. Eighteen merchants responded to the survey. Marketing on social channels ranked highest and webinars ranked lowest. C) Community mailer postcard to announce the launch of the PicoPassport website and to promote merchants and community engagement. **Approved \$2,000** to create and distribute mailer.

5. Dana Moorehead announced that a few Pico businesses experienced damage during the social unrest: Avo Café (broken window); Sherwin-Williams (broken windows and stolen items); and Milo's Pizza (electronics stolen).

6. New Business. Add discussion of Board Elections to July agenda.

7. David Ruiz Marquez presented the Secretary's report.

ADJOURNED 7pm

Minutes Submitted by: David Ruiz Marquez, Secretary