

Minutes of the Pico Improvement Organization Board Meeting
March 6, 2019
The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Sharon Town Lee, Robert Kronovet, Lois Bostwick, Pam Stollings

Residential Members, Independent Contractors: Donna Gentry, Heather Rabun,
Amy Bishop Dunbar

Santa Monica City: Kriss Casanova, Amy Mason, Drew Lowell-Britt

Pico Merchants, Vendors, Guests: Jenny Rice, Mary Palos, Anthony Schmitt, Karen Raz,
Hunter Hall, Gina DeBaca, Yolanda Lewis

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 6:30pm.
- II. No SMPD report.
- III. Public Comment
 - a. **Kriss Casanova:** Announced a meeting to be held at Virginia Ave Park on March 12 to discuss a new mixed use building.
- IV. Approved February 2019 minutes.
- V. Accepted the February 2019 Treasurer's Report.
 1. Jennifer Rice presented a video promoting the Main Street Summer Solstice and offered the PIO an opportunity to sponsor a stage at this year's Summer Solstice. The motion did not pass to sponsor the booth for \$2500.
 2. Drew Lowell-Britt, City of Santa Monica Clean Power Alliance presented an overview of their efforts to achieve Carbon Neutrality, and how this impacts business.
 3. Kriss Casanova provided a recap of the upcoming zoning changes discussed at the Zoning Meeting held on February 28. Donna Gentry (Resident Board Member) urged Pico Businesses and Pico Property owners to participate in the survey and the process pertaining to the upcoming zoning changes.
 4. A revised job description for the Merchant Engagement Mgr. was presented and discussed for approval. Board members suggested revising the job description for presentation at a future meeting. The board selected a committee to revise and submit the job description to the board.
 5. Donna Gentry presented announced that the Annual General Meeting will be held Wednesday, April 3 at the Avo Café. City Council members Ana Maria Jara and Greg Morena will be guest speakers. A series of mailers will be distributed leading up to the meeting. Swag will be available to promote the new Pico logo and the new website.
 6. Approved to re-allocate \$1000 from unspent funds in the PIO's current budget to go toward branded giveaways and promotional materials. Matching funds are forecasted to come from Buy Local Santa Monica.
 7. The board discussed Board Member recruitment, including eligibility requirements for merchant members, resident members and process of appointment per By-Laws.
 8. Review suggestions for Beautification Projects. A motion will be presented to approve a specific project. A motion passed to send out a survey. **TABLED**
 9. The Secretary's report was presented. (5 min.)
 10. The Merchant Engagement Mgr's Report was presented by Sharon Town Lee. Announced that Vanessa Vucinic will resign from the MEM position in June.

ADJOURNED 8:07pm