

Minutes of the Pico Improvement Organization Board Meeting
March 4, 2020
The Patio Room, Virginia Avenue Park

ATTENDANCE

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

Residential Members: Donna Gentry

PIO Employee: Dana Moorehead

SM City & Affiliates: Kriss Casanova (City Liaison)

Pico Merchants, Guests: Jenny Rice (SM Daily Press), Alfredo Torales (BBB),
Tim McCormick (BBB)

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 6:31pm.
- II. Public Comment
 - a. **Donna Gentry:** Women's History event at Virginia Ave Park on March 7th.
- III. Approved February 2020 minutes.
- IV. Accepted February 2020 Treasurer's Report.

1. Officer Navarro presented SMPD community police report. Only seven incidents reported, which include a burglary at Grey Block Pizza, and a prostitution arrest on Pico.
2. Jenny Rice presented opportunities for Pico presence at this year's Summer Solstice on Main Street. The stage sponsorship cost includes PIO branding and promotion, and a booth located near Pico and Main. The **board approved \$2,000** for the stage and booth (3 yay, 1 nay).
3. The board discussed a motion for \$1,900 to purchase a Pico-owned professional camera (\$1,600) and pay for a photography class for Dana Moorehead (\$300). The proposal is meant to save on pro photographer costs in the future for website updates, social media, and other promotional materials. Currently, the PIO spends \$200 per event for a photographer. **TABLED for future discussion.** (3 yay/1 nay)
4. The Big Blue Bus planning team updated progress on a feasibility study to improve bus speeds along certain segments of Pico Blvd., including, but not limited to, bus-only lanes. The board supports public transportation, but presented concerns about removing parking lanes on Pico. Data scheduled to be collected by summer and shared once obtained.
5. Dana Moorehead presented an update on plans for the Pico AGM to be held at the Amber Goldhammer Art Studio on April, 1. The board nominated Beautify Earth as the recipient of special award to be presented at the AGM.
6. Dana Moorehead presented update on Marketing and Events. The Pico Website will launch by mid-March. An outline of goals, strategies, and concepts for 2020 Pico events are in development and will be presented once decided upon. An update on 2020 Beautification projects include light art installations, electrical box art, power washing, and updating banners with integrated themes.
7. Dana Moorehead presented update on Engagement and interaction on Pico, new and closing businesses.
8. David Ruiz Marquez presented the Secretary's report.

ADJOURNED 8:16pm

Minutes Submitted by: David Ruiz Marquez, Secretary