

Minutes of the Pico Improvement Organization Board Meeting
May 1, 2019
The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Sharon Town Lee, Randy Ball, Pam Stollings, Torre Alsup

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

Santa Monica City: Kriss Casanova, Amy Mason

Pico Merchants, Vendors, Guests: Neil Massa, Yolanda Lewis, Jolianne Baum, Alex Aguilar, Gina DeBaca, Mary Palos

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 6:30pm.
- II. Public Comment
 - a. **Amy Mason:** Announced the Annual Tourist & Tourism Summit on May 8. Announced a fundraiser for SMTT's Santa Monica Cares Foundation. Fundraiser will be held on July 27 at the Woman's Club.
 - b. **Randy Ball:** Suggested that the board research the cost of shopping bags with the same logos found on the street banners.
 - c. **Kriss Kasanova:** Announced that the Most Loved SM campaign will announce their winners next week.
- III. Approved March 2019 minutes.
- IV. Accepted the April 2019 Treasurer's Report.
 1. The Board reviewed board member duties and responsibilities. The board elected Sharon Town Lee as Chair, Pamela Stollings as Vice Chair, and David Ruiz as Treasurer Interim. Elected Resident Board Members: Donna Gentry, Amy Bishop Dunbar, and Yolanda Lewis.
 2. Jolianne Baum presented herself to the board as a candidate for the Director position. A second candidate, Dana Marie Moorehead was not present, but her resume was distributed to the Board. The Board approved that the Director position will be paid \$25 per hour for a maximum of \$3,000 per month. The Board will continue searching for potential candidates.
 3. Vanessa Vucinic presented results of the Beautification Survey. The top 3 requests on the survey: permanent decorative lighting, powering washing, and wrapping on utility boxes. The Board approved that the Beautification committee research costs for the top three survey requests (permanent decorative lighting, powering washing, and wrapping on utility boxes).
 4. Kriss Kasanova provided a recap of the Zoning Meeting. A walking tour to visit various locations on Pico will begin in Virginia Ave Park on May 4.
 5. Donna Gentry presented an update on Events/Promo Committee. Reviewed the Annual General Meeting held in April at AVO Café. Moving forward, the committee will focus on marketing the new PIO logo and website. This summer, the committee will participate in two Virginia Avenue Park events: Movie Nights in the Park and Shakespeare in the Park.
 6. Vanessa Vucinic presented the Merchant Engagement Manager's report.
 7. David Ruiz Marquez presented the Secretary's report.

ADJOURNED 7:57pm