

Minutes of the Pico Improvement Organization Board Meeting
May 6, 2020
ZOOM Teleconference

***The May 2020 Pico Board Meeting was conducted on the ZOOM teleconferencing platform due to the Covid-19 current guidelines to Stay At Home.**

ATTENDANCE

Directors: Sharon Town Lee, Irene Bender (Trader Joe's), Roya Tebby, Lois Bostwick
Residential Members: Donna Gentry, Yolanda Lewis, Amy Dunbar
PIO Employee: Dana Moorehead
SM City & Affiliates: Kriss Casanova (City Liaison), Omark Holmes (SMTT)
Pico Merchants, Guests: Jenny Rice

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:35pm.
- II. Public Comment
 - a. **Lois Bostwick:** Morgan Wixon is closed, but has online events on Tuesdays.
 - b. **Jenny Rice:** The Main Street Summer Solstice rescheduled to August 27. The SMDP providing free press for restaurants operating curbside/delivery service.
 - c. **Amy Dunbar:** Thanked Gilbert's for their Cinco de Mayo curbside service.
 - d. **Donna Gentry:** Upper West reopening May 7. Organizing Mothers Day fundraiser with Gilbert's and a non-profit, proceeds go to Westside Food Bank. When calling restaurants, request pick up instead of delivery, and give tip to restaurant staff.
- III. Accepted March & April 2020 minutes.
- IV. April 2020 Treasurer's Report. TABLED

1. Officer Navarro unable to attend. Officer Navarro provided Dana Moorehead the SMPD community police report for presentation. Social distancing being enforced throughout the City.
2. Kriss Casanova reported on the City Economic Task Force, relief measures, and business support and resources. The City launched task force to provide guidelines and support for SM businesses. The City website has information and resources to help citizens and businesses navigate COVID-19. The board concerned about organizations that receive funds from the City's budget. Ms Casanova informed the Board that the City budget cuts will effect programs, departments and staff.
3. Sharon Town Lee discussed PIO board elections. The PIO board elections will be on the June agenda. Amy Dunbar informed the board the elections must be posted thirty days prior to the election. The Chair stressed the importance of recruiting new additional board members.
4. Sharon Town Lee update on budget and call for budget committee meeting. The budget for the BID will be significantly reduced. The board formed a budget committee to revise the PIO budget. Amy Dunbar, Roya Tebby, and Dana Moorehead volunteered to participate on the budget committee.
5. Dana Moorehead presented plans to support Pico Economic recovery.

Minutes Submitted by: David Ruiz Marquez, Secretary

Minutes of the Pico Improvement Organization Board Meeting
May 6, 2020
ZOOM Teleconference

A. Approved \$3,000 for Mural Art Projects. The proposed mural art campaign will focus on businesses, electrical boxes, and sidewalks on Pico. Trader Joe's was approached about participating in the campaign. Irene Bender (Trader Joe's) requested more details about the project, which she will pass on to management at Trader Joe's. Roya Tebby approached the US Bank for potential sponsorship, and the project manager would like more details before moving forward. (4 yay)

B. Community mailer postcard to announce the launch of the PicoPassport website and to promote merchants and community engagement. \$2,000 requested. **TABLED**

6. Dana Moorehead presented update on engagement and business assistance to merchants. A Pico Crisis Marketing Strategy was outlined to show how the PIO social outreach assists merchants with information and marketing. Pico Crisis Marketing Tactics takes analysis of individual businesses on Pico to identify their current status of operation. A Pico Merchant Survey is being developed to distribute to Pico merchants to gather information on merchants' needs and concerns.

7. New Business. Future agenda items were requested for submission.

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

ADJOURNED 6:52 pm