

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

ATTENDANCE

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

Residential Members: Donna Gentry, Amy Bishop Dunbar

PIO Employee: Dana Moorehead

SM City & Affiliates: Jennifer Taylor (City Liaison), Gus Navarro (SMPD)

Stephanie Tovar (SMPD), Omark Holmes (SM Travel&Tourism)

Pico Merchants, Guests: Jen Kirkley (LA Magazine)

MINUTES

I. Chair Sharon Town Lee called the meeting to order at 6:31pm.

II. Public Comment

a. **Amy Dunbar:** Expressed thanks for October's mixer.

b. **Lois Bostwick:** "Legally Blonde Jr." opening this month at the Morgan-Wixon

c. **Jennifer Taylor:** SM Wellbeing Summit, November 9.

d. **Donna Gentry:** SM Travel & Tourism offering hotel discounts for SM residents.

III. Approved October 2019 minutes with revisions.

IV. Accepted October 2019 Treasurer's Reports.

1. Officer Gus Navarro presented community Police Report for October. Announced the SMPD Snow Globe Event in January.

2. Jennifer Kirkley (LA Magazine) presented advertising for SMMT's Official Visitor Map. The Board approved \$3,750 for neighborhood ad package.

3. Dana Moorehead presented proposal for Banner Project. Approved of \$5,000 for 21 additional banners and repairs of 2 damaged ones.

4. Approved to move January Board meeting to Jan. 8, 2020.

5. Dana Moorehead provided update on Upcoming Marketing and Events.

A). Recapped the Pico Merchant Holiday Kickoff Celebration. Over 50 guests attended.

Merchants signed up for Homespun Holiday December 7th. B). Updated on the preparations for A Homespun Holiday on Pico Boulevard, Saturday, Dec. 7 10a-5p. Will include a PIO Holiday Farmer's Market Booth to direct shoppers to merchants w/special activities and promos. C).

Presented plans for involvement for Restaurant Week in January 2020, and outreach to Pico residents.

6. Dana Moorehead presented update on Engagement and interaction on Pico.

7. David Ruiz Marquez-Secretary's report

8. New Business--Roya Tebb (US Bank) was appointed to take over the PIO Treasurer duties, effective November 7.

ADJOURNED 7:56 pm

Minutes Submitted by: David Ruiz Marquez, Secretary