

**Minutes of the Pico Improvement Organization Board Meeting  
November 4, 2020  
ZOOM Teleconference**

\*The November 2020 Pico Board Meeting was conducted on the ZOOM teleconferencing platform due to the current Covid-19 guidelines to practice social distancing.

ATTENDANCE

Directors: Sharon Town Lee, Lois Bostwick, Sam Bjoraker, Irene Bender (Trader Joe's),  
Pam Stollings

Residential Members:

PIO Employee: Dana Moorehead

SM City & Affiliates: Halima Barreto (SMPD), Natalie Verlinich (City Liaison),  
Mandy Cochran (SMTT)

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:30pm.
- II. Public Comment
  - a. **Lois Bostwick:** Encouraged the board to visit the Morgan-Wixon website.
  - b. **Natalie Verlinich:** The City released guidelines for outdoor canopy dining. The City is working with the EOC and County of Public Health during the current purple tier. ED met with Burger King corporate to discuss access and parking at Pico store.
  - c. **Mandy Cochran:** SMTT launched extra bedroom campaign for SM residents to enjoy discounted rates at local hotels. SM Shines is a paid media campaign that promotes holiday specials.
- III. Approved the October 2020 minutes.
- IV. Accepted the October 2020 Treasurer's Report
- V. Secretary's Report provided by David Ruiz Marquez

1. Community Police Report from Officer Halima Barreto, Crime Prevention Coordinator. SMPD is on alert and prepared to respond to any activity following the election, and are asking businesses and residents to be prepared.

2. Dana Moorehead and Sharon Town Lee presented the plan for Wishing Tree and holiday lights at Virginia Ave. Park. **Approved \$5,000** for light installation and creation of the event, in conjunction with Virginia Ave. Park.

3. Sharon Town Lee/Dana Moorehead – Planning for Holiday/Marketing/Events

a. Pico Merchant Holiday Kickoff Celebration recap. Delivered party packs to participants. Sent an email to merchants with information discussed at the kickoff.

b. 'Tis the Season Guide Holiday Event & Shopping Guide Update. The committee provided business and event copy and photographs to SMDP for the coverage in the shopping guide.

c. Pico Mural Art Project update: the mural will be located at 3003 Pico Blvd. The mural is designed to be a *Make a Wish* message to the Pico community from the merchants. The unveiling will be in the next few weeks.

Minutes Submitted by: David Ruiz Marquez, Secretary

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d. Call for subcommittee to select mural final design from choices offered. Dana Moorehead will email the Board members to inquire about participation in the committee.

4. Dana Moorehead provided an update on merchant engagement.

5. New Business: Sharon Town Lee requested ideas about having speakers participate in future PIO Board meetings.

ADJOURNED 6:20pm