

Minutes of the Pico Improvement Organization Board Meeting
October 2, 2019
The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Sharon Town Lee, Lois Bostwick, Elias Kennedy, Pamela Stollings

Residential Members: Donna Gentry, Yolanda Lewis, Amy Dunbar

PIO Employee: Dana Moorehead

SM City & Affiliates: Jennifer Taylor (City Liaison), Amy Mason (SM Travel&Tourism)

Pico Merchants, Guests: Roya Tebb (US Bank), Wen Chu

MINUTES

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

II. Public Comment

- a. **Amy Mason:** Extra Bedroom runs Nov 18-Jan 17. Restaurant Week runs Jan 6-12. American Film Market runs November 6-13 at the Loews. SM Cares fundraiser SockTober fest to donate socks to shelters through October 31.
- b. **Pamela Stollings:** Stated the importance to show the BID members how funds are effectively being spent with a clear vision.
- c. **Lois Bostwick:** The Drowsy Chaperon playing at the Morgan-Wixon.
- d. **Jennifer Taylor:** Thanked the PIO for participating in the Health and Fitness Festival.

III. Approved September 2019 minutes with revisions.

IV. Accepted September 2019 Treasurer's Reports.

1. Jennifer Taylor provided an update on the Planning Commission hearing last month and next steps in response to Pico Zoning and the parking requests. Allowances were passed to make it easier to do business on Pico. An idea to bring a community kitchen to Pico and other items will go to Council on December 17. It is encouraged to either have a PIO rep at the meeting, or to submit a letter. The City has a free program (Go SaMo) to assist businesses with parking and transportation solutions.

2. Dana Moorehead/Sharon Town Lee presented an update on Holiday/Marketing/Events. It was noted that Main St and Montana also have events on December 7th. It was suggested that solar rope lights be installed for the holidays to encourage foot traffic on Pico. Next year, the board will work toward getting lights on Pico with encouraged support from the City.

2A. Dana Moorehead presented the Pico Merchant Holiday Kickoff Celebration, scheduled for Thursday, Oct. 24th from 6p-730pm at Tim Clarke Supply. A flyer will be distributed. Showcasing the PIO's street photography to be used for advertising and social media. This event is for Pico businesses. The Board approved a budget of \$3000 for this event. (3yay/1nay)

2B. Dana Moorehead presented A Homespun Holiday on Pico Boulevard, set for Saturday, Dec. 7th. The event will promote Pico merchants' special events, help with ideas for giveaways, in-store treats, and holiday sales within their stores. The Board approved \$5000 for this event. (3yay/1nay)

2C. Dana Moorehead discussed the PIO booth at the Holiday Farmer's Market, which will direct shoppers to PIO merchants with special activities and promotions.

2D. Dana Moorehead presented an update on the PIO's participation strategy in the Tis the Season Guide Holiday Event & Shopping Guide. The Pico story sections will focus on restaurants, preparing for the holidays in your home, and shopping.

3. Dana Moorehead presented an update on engagement and interaction on Pico.

4. David Ruiz Marquez presented Secretary's report.

5. New business. The board appointed Roya Tebb to the board. Roya Tebb accepted the appointment.

ADJOURNED 7:50 pm

Minutes Submitted by: David Ruiz Marquez, Secretary