

**Minutes of the Pico Improvement Organization Board Meeting
October 7, 2020
ZOOM Teleconference**

*The October 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, Kamran Najibi, Sam Bjoraker, Brian Escoto (Trader Joe's)

Residential Members: Donna Gentry, Yolanda Lewis, Amy Dunbar

PIO Employee: Dana Moorehead

SM City & Affiliates: Cynthia Renaud (SMPD), Saul Rodriguez (SMPD), Halima Barreto (SMPD), Robert Galvan (SMPD), Natalie Verlinich (City Liaison), Zoe Muntaner, Debbie Lee

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:33pm.
- II. Public Comment
 - a. **Natalie Verlinich:** LA County updated to a different Covid tier. LA Regional Covid Risk has grants available for businesses.
- III. Approved the September 2020 minutes.
- IV. Accepted September 2020 Treasurer's Report
- V. Secretary's Report provided by David Ruiz Marquez

1. The Santa Monica Police Chief, Cynthia Renaud, and Captain Saul Rodriguez joined Neighborhood Resource Officer Robert Galvan and Halima Barreto to discuss recent challenges within the City. SMPD assistance was requested to generate a drone shot along the Pico corridor. The SMPD is plugged in to resources and is in communication with neighboring areas to prepare for potential unrest during the upcoming elections. The influx of the homeless encampments on the eastern border of the City has generated safety concerns in public spaces and businesses. With Covid-19, the prison system has limited occupancy in their facilities, which exacerbates the homeless problem. Officer Galvan is in contact with the senior lead LAPD officers and continues to monitor the encampments on Exposition and Centinela.

2. Sharon Town Lee discussed a PIO pre-approved general fund for opportunities that arise in the time frame between Board meetings that need immediate action. The board discussed the need for guidelines to be established on how funds will be used. The response was that funds will be used in pre-approved categories. **APPROVED up to a max of \$1,000 for the general fund.**

3. Dana Moorehead – Planning for Holiday/Marketing/Events

a. The Pico Pop Up Halloween Trick or Treat & Costume Contest will occur Saturday, October 31. The event will take place outdoors to observe Covid_19 safe practices. A budget of \$550 for candy, decorations, prizes, a digital invite and posters was **APPROVED**

b. Pico Merchant Holiday Kickoff Celebration to generate excitement for the holidays

Minutes Submitted by: David Ruiz Marquez, Secretary

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will include outdoor activities and al fresco dining. **APPROVED a budget of \$1,500.**

c. Holiday Event & Advertising to promote Pico merchants' special events and holiday sales. Options were discussed about the possibilities of a wishing tree, existing or purchased, to be displayed for the public. The committee is still in the overall planning stages. December 5 is the proposed date. **APPROVED a budget of \$3,000.**

d. The board reviewed the PIO's participation strategy in the 'Tis the Season Guide Holiday Event & Shopping Guide. The PIO holiday events, shopping, and services will be highlighted in this year's guide.

4. Dana Moorehead update on Pico activities:

a. Board member recruitment. Sharon encouraged the board to actively recruit merchants to the board.

b. Progress on Mural Art Project – October installation schedule to be determined for the mural on the Morgan West wall.

c. Santa Monica Art of Recovery Pilot: Possible Participation in New Project. The Pico pop up was presented to the committee for a grant. The committee is excited about the pop up, but would like to have a say on how funds are spent. The committee won't be able to reimburse the PIO.

5. Dana Moorehead - Update on merchant engagement

ADJOURNED 7pm