

**Minutes of the Pico Improvement Organization Board Meeting  
September 4, 2019  
The Patio Room, Virginia Avenue Park**

**ATTENDANCE**

**Directors:** Sharon Town Lee, Lois Bostwick, Robert Kronovet, Trader Joe's, Pamela Stollings  
**Residential Members & Employees:** Donna Gentry, Yolanda Lewis Dana Moorehead  
**Santa Monica City:** Jennifer Taylor, Amy Mason, Edgar Navarro, Myesha Morrison,  
**Pico Merchants, Vendors, Guests:** **Roya Tebby, Jenny Rice, Alex Aguilar, Gina DeBaca.**

**MINUTES**

- I. Chair Sharon Town Lee called the meeting to order at 6:30pm.
- II. Public Comment
  - a. Jennifer Taylor: Planning Commission is reviewing the Pico Wellbeing Project. Community Core of SM is providing a community workshop to discuss ethnic groceries and a community kitchen on Pico (Sept 5).
  - b. Amy Mason: American Film Market is November 6-13 at the Loew's.
  - c. Donna Gentry: Wellbeing survey deadline extended till mid September.
  - d. Lois Bostwick: Drowsy Chaperon performed at the Morgan-Wixon Sept 21-Oct 13.
- III. Approved August 2019 minutes. Robert Kronovet Abstained.
- IV. Accepted 2019 Treasurer's Reports.

1. Jenny Rice presented a proposal for SMDP 'Tis the Season Guide 2019 (20k circulation). The Board **approved \$3,300** to participate in 'Tis the Season Guide.

2. Community Police Report from Myesha Morrison. Officer Navarro followed up on the restaurant burglaries discussed in August. SMPD visited the Pico restaurants to encourage the use of properly working alarm systems.

3. Sharon Town Lee recapped sales training to offer to Pico members and employees, and presented costs. The Board approved up to \$600 to purchase a sales training program, which includes training for up to 30 people for 3 months.

4. Dana Moorehead discussed Beautification Projects. The existing Street Banners can be refreshed and repaired at an estimated cost of \$2,300-\$3,850 for 10-20 banners. Additionally, a double pole banner can be added for \$2,000-4,000 for 10-20 banners. Murals on electrical boxes is an affordable option for beautification at an estimate of \$1,000 per box, 17 boxes are available. Power washing bids were collected, and are seemingly expensive.

5. Donna Gentry will present an update on Marketing/Events. **No Report.**

6. Dana Moorehead provided update on promotional materials, including reusable straws and bags. The Board approved \$3500 (4yay/1nay) to hire a designer to finish the website. The board discussed the pros and cons of paying for professional photos for the website. The Board approved \$2,000 for a professional photographer to shoot the street & merchants for web and social channels (4yay/1nay).

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

8. David Ruiz Marquez presented Secretary's report.

**ADJOURNED 8:07 pm**