

**Minutes of the Pico Improvement Organization Board Meeting
September 2, 2020
ZOOM Teleconference**

*The September 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, Pam Stollings

Residential Members: Donna Gentry, Yolanda Lewis

PIO Employee: Dana Moorehead

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

Robert Galvan (SMPD), Jenny Rice (SM Daily Press), Chelsea Lawson, Kamran Najibi

MINUTES

- I. Chair Sharon Town Lee called the meeting to order at 5:34pm.
- II. Public Comment
 - a. **Lois Bostwick:** Morgan-Wixon \$35 membership for 6 months with Zoom presentations.
 - b. **Natalie Verlinich:** Outdoor dining and usage rules have been extended. SM Shines is a new City program to promote SM businesses.
- III. Approved the August 2020 minutes.
- IV. Accepted August 2020 Treasurer's Report
- V. Secretary's Report provided by David Ruiz Marquez

1. Community Police Report from Neighborhood Resource Officer Robert Galvan and Halima Barreto, Crime Prevention Coordinator. On September 1, at 4pm, info gathered from social media activity brought attention to a possible looting ring in SM. Administration expanded staff to flood the City and Freeway entrances and exits. SMPD monitored synchronized caravans in the downtown SM area. Cars in the caravan were pulled over for not having front license plates. Afterwards, the caravan dispersed.

2. Kamran Najibi was elected to the board as an interim board member to replace Roya Teba.

3. Jenny Rice presented a proposal for the PIO to participate in the SMDP 'Tis the Season Guide 2020. The Board approved \$3,000 to participate.

4. The PIO Chair expressed thanks to Roya for her service as board member and treasurer. Kamran Najibi was nominated as interim Treasurer.

5. Sharon Town Lee lead a discussion of a PIO pre-approved general fund for opportunities that arise in the time frame between Board meetings that need immediate action. Motion will be presented to pre-approve up to a max of \$2,0000 for the general fund. **TABLED**

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

a. Pico Merchant Holiday Kickoff Celebration, tentatively scheduled for Thursday, October 24. This event is for Pico businesses and might be held in the Pico Pop Up. Due to no quorum, motion to approve \$1,500 was **TABLED**.

b. Celebrate Holiday Event & Advertising to promote our merchants' special events and holiday sales, tentatively scheduled for Sat., Dec. 5. Due to no quorum, motion to approve a budget of \$3,000 was **TABLED**.

c. An email will be distributed to schedule Marketing Sub-Committee virtual meeting to plan Pico Kick off and Celebrate Holiday Events.

d. Participation strategy in the Tis the Season Guide Holiday Event & Shopping Guide

7. Dana Moorehead update on Pico activities:

a. Board member recruitment candidates are encouraged to be shared with the board.

b. Progress on Mural Art Project: In early October, the muralist, David Anthony, will begin work on his multi-ethnic, mother-nature themed concept.

c. Residential Parking Permits allow Pico employees to park in residential zones during Covid until further notice.

d. Recapped advertising matters regarding community flyer, which dropped on Thursday, August 27. The board is encouraged to volunteer to station the Pop Up on Pico (M-F/10a-2p). The Big Blue Bus and the Viceroy showed interest in promoting the Pop Up. The SMTT Takeover went out on August 24.

e. Santa Monica Art of Recovery Pilot: Submission to Recoup \$7k of Pop Up costs. The grant funds projects that utilize art during the recovery stage post-Covid.

8. Dana Moorehead – presented update on Engagement with merchants. Cultured Creamery is closing. Animal Kingdom is reducing some of their space.

ADJOURNED 7pm