

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 6:30pm - Sept 4, 2019
The Patio Room - Virginia Ave. Park

The Pico Improvement Organization is a non-profit mutual benefit corporation, which has two main purposes: to collectively promote the merchants whose businesses front on Pico (from Centinela to the beach), and to encourage and foster good relationships between the merchants and the local residents.

- I. Introduction: Comments from the Chairman
- III. Public Comment (Limited to two minutes per person).
- IV. Minutes of the August 2019 monthly board meetings will be presented for approval
- V. Treasurer's Report for August 2019 will be presented for approval.
 1. Jenny Rice will present a proposal for SMDP T is the Season Guide 2019, and a motion will be presented for \$3,300 for advertising. (5 min)
 2. Community Police Report from Officer Navarro (5 min.)
 3. Sharon Town Lee will recap sales training to offer to Pico members and employees, and present costs. Motion will be presented to purchase program, up to a max of \$600, which includes training for up to 30 people for 3 months. (10 min.)
 4. Dana Moorehead - Discussion of Beautification Projects. (10 min.)
 5. Donna Gentry - Present update on Marketing/Events. (10 min)
 6. Dana Moorehead - Update on Promotional materials. Motion will be presented to pay \$3500 to hire a designer to finish the website and \$3500 for a professional photographer to shoot the street & merchants for web and social channels (10 min.)
 7. Dana Moorehead - Present update on Engagement and interaction on Pico. (5 min.)
 8. David Ruiz Marquez - Secretary's report (5 min.)

ADJOURNMENT

Next meeting dates: October 2, November 6, December 4

Please mark your calendars!