

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Sept. 2, 2020
via Zoom Teleconference Call*

*The Sept. 2nd Pico Board Meeting is being conducted on the ZOOM teleconferencing platform due to the Covid-19 current guideline to shelter in place. Pico merchants and community members are encouraged to participate in the meeting. Please follow instructions in the email accompanying this Agenda.

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
 - II. Public Comment (Limited to two minutes per person).
 - III. Minutes of the August 2020 monthly board meeting will be presented for approval.
 - IV. Treasurer's Report for August 2020 will be presented for approval.
 - V. David Ruiz Marquez - Secretary's report (3 min.)
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1. Community Police Report from Neighborhood Resource Officer Robert Galvan and Halima Barreto, Crime Prevention Coordinator (5 min)
 2. Jenny Rice will present a proposal for SMDP Tis the Season Guide 2020, and a motion will be presented for \$3,000 for advertising. (10 min)
 3. Thank you to Roya for her service. We ask for a merchant board member to volunteer for the treasurer position, with a motion and vote for this position. If none offers, a motion will be made to pay David Ruiz \$500 per month to perform these duties until a volunteer can be obtained.
 4. Sharon Town Lee will 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 \$2,500 for the general fund. (5 min.)
 5. Dana Moorehead/Sharon Town Lee – Planning for Holiday/Marketing/Events. (20 min)
 - 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. Motion will be presented to approve a budget of \$1,500.
 - b. Celebrate Holiday Event & Advertising to promote our merchants' special events and holiday sales, tentatively scheduled for Sat., Dec. 5. Motion will be presented to approve a budget of \$3,000.
 - c. Schedule Marketing Sub-Cmte meeting to plan Pico Kick off and Celebrate Holiday Events
 - d. Participation strategy in the Tis the Season Guide Holiday Event & Shopping Guide
 6. Dana Moorehead update on Pico activities (10 min):
 - a. Board member recruitment
 - b. Progress on Mural Art Project – Concept and October paint time frame.
 - c. Update on Pico Recovery Priorities Survey Results – Residential Parking Permits
 - d. Recap on advertising, including community flyer, Pop Up invite, SMTT Takeover w/o Aug 24th
 - e. Santa Monica Art of Recovery Pilot: Submission to Recoup \$7k of Pop Up costs.

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7. Dana Moorehead - Update on Engagement with to merchants. (5 min)
8. New Business (5 min)

ADJOURNMENT

Next meeting dates: Oct 7, Nov 4, Dec 3

Please mark your calendar