

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Sept 1, 2021
The Patio Room at Virginia Ace Park & via Zoom

*The Sept 1st Pico Board Meeting is being conducted in person at Virginia Ave Park and on the ZOOM teleconferencing platform due to the Covid-19 current guideline to limit gathering size. 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 Aug 2021 monthly board meeting will be presented for approval.
- V. David Ruiz Marquez - Secretary's report (3 min.)
 1. Update by Neighborhood Resource Officers Jessica Medina & Danny Melendez and Halima Barreto, Crime Prevention Coordinator (10 min).
 2. The Pico Spotlight guest is Ivannia Perez-Schlamm with all the latest news from Buy Local Santa Monica, the org created by the City of Santa Monica to support our local businesses and encourage local buying by raising awareness about the economic, environmental and community benefits of thinking local first. (15 min)
 3. Sharon Town Lee/Dana Moorehead to present a proposal for a new Pico Merchant-centric mural map and brochure interweaving the history of Santa Monica, some of its classic landmarks and businesses and itineraries to visit Pico Blvd on different days and times and reasons– like families, or Saturdays, date night, etc, requesting \$4,000 (10 min).
 4. Dana Moorehead to present a proposal for new professional photography highlighting classic Pico landmarks and businesses for use on brochure, website, advertising and social platforms to support mural/classic sign messaging 'Welcome to Historic Pico Blvd', requesting \$2,500 (10 min).
 5. Sharon Town Lee/Dana Moorehead to present a color palette for the Door to Adore project, encouraging Pico merchants to make a cohesive color statement with color coordinated painted doors (10 min.)
 6. Sharon Town Lee/Dana Moorehead to present a final round of the new streetlight banners design
 7. Dana Moorehead to update on Merchant Engagement & Pico Pop Up (5 min):
 8. Kamran Najibi will present the Treasurer's Report for Aug 2021 for approval. (5 min)

*To be featured in Pico Spotlight at a future meeting, please contact us!

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Sept 1, 2021
The Patio Room at Virginia Ace Park & via Zoom

ADJOURNMENT

Next meeting dates: Oct 6, Nov 3, Dec 1
Please mark your calendar

*To be featured in Pico Spotlight at a future meeting, please contact us!