

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – Sept 7, 2022
via Zoom

***The Sept Pico Board Meeting is conducted on ZOOM. 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 2022 monthly board meeting will be presented for approval.
 - IV. Don Girard - SMC Report (2 min.)
1. Update by Neighborhood Resource Officers Jessica Medina & Danny Melendez and Halima Barreto, Crime Prevention Coordinator (10 min).
 2. Santa Monica Daily Press Account Exec, Dina Araniva, will join us as guest speaker to talk about circulation, special editions, digital components and pricing, and whether the SMDP is a good fit to reach customers for your business. Please join us and bring your questions! (15 min).
 3. Dina Araniva will present a proposal for SMDP Tis the Season Guide 2022, and a motion will be presented for \$3,000 for advertising. (10 min)
 4. Ava Lee, City Liaison, Update on City activities. (5 min.)
 5. Ines Flack-Martinez, Pico intern to update on Pico Podcast
 6. Dana Moorehead/Sharon Town Lee – Planning for Holiday/Marketing/Events. (20 min)
 1. Pico Merchant Holiday Kickoff Celebration, tentatively scheduled for Thursday, October 27. This event is for Pico businesses and might be held in the Pico Culture House. Motion will be presented to approve a budget of \$1,000.
 2. Celebrate Holiday Event & Advertising flyer to promote our merchants' special events and holiday sales, tentatively scheduled for Sat., Dec. 3. Motion will be presented to approve a budget of \$3,000.
 3. Participation strategy in the Tis the Season Guide Holiday Event & Shopping Guide
 7. Kamran Najibi will present the Treasurer's Report for Aug 2022 for approval. (5 min)

ADJOURNMENT

Next meeting dates: Oct 5, Nov 2, Dec 7

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