

# PICO BLVD

*Santa Monica*

Pico Improvement Organization  
Board of Directors Meeting

Wed., 5:30pm – Sept 13, 2023  
via Zoom

*\*The September 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 Chairperson.
  - II. Public Comment (Limited to two minutes per person).
  - III. Minutes of the July & Aug 2023 monthly board meetings will be presented for approval.
1. Update by Neighborhood Resource Officers Edgar Navarro and Halima Barreto, Crime Prevention Coordinator (10 min).
  2. Dina Araniva will present a proposal for SMDP Tis the Season Holiday Guide 2023, print edition out on Nov 24<sup>th</sup> (Black Friday), and a motion will be presented for \$3,000 for advertising. (10 min)
  3. Sharon Town Lee will present the Treasurer's Reports for August and September 2023 and the 2023/2024 Annual Budget for approval. (15 min)
  4. Possible vote for interim new board member and treasurer.
  5. Determination of date and method for Nominations and General Election for the board.
  6. If no quorum, special meeting date and time will be determined to approve financial matters outstanding, listed above.
  7. Ava Lee, City Liaison, Update on City activities. (5 min.)
  8. Dana Moorehead – Marketing Update (15 min)
    - a. Sneak peek! 'Our Pico' Art of Recovery merchant portrait project has been shot, and opening reception is planned for Thursday, Oct. 26<sup>th</sup> at 5-7pm at the Pico Culture House Art Gallery at 3018 Pico Blvd
    - b. Update on beautification efforts on Pico Blvd, including merchants and vacant property efforts
    - c. Plans for Holiday 2023 at VAP, holiday tree lighting, Buy Local banner and family craft booth

## ADJOURNMENT

Next meeting dates (2<sup>nd</sup> Wednesday of the month): Oct 11, Nov 8, Dec 13

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