

PICO BLVD

Santa Monica

Pico Improvement Organization
Board of Directors Meeting

Wed., 5:30pm – May 8, 2024
via Zoom

***The May 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 April 2023 monthly board meeting will be presented for approval.
 - IV. Treasurer's March + April report to be presented for approval.
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1. Update by Neighborhood Resource Officer Robert Galvan & Halima Barreto, Crime Prevention Coordinator (5 min).
 2. Guest Speaker is Dan Hall, SM City Council candidate, on his platform as advocate for renters, workers, and families (10 min)
 3. Chair Pam Stollings and Donna Gentry to introduce and nominate interim merchant board members Jackie Hinton, of Good Body Pilates, and Matthew Mickey, of Intuition Skate Shop, and interim resident board member Justin Hinton. (12 min)
 4. A proposal will be presented to retain Heidi Dedrick as Merchant Engagement Director (5 min)
 5. A proposal will be presented to add interim Treasurer responsibilities to David Ruiz (5 min)
 6. City of Santa Monica Liaison Ava Lee, update on City activities. (5 min)
 7. Chair Pam Stollings to present a Marketing/Pico News Update (7 min)
 - a. Merchant Survey draft to help identify 2024 priorities
 - b. East Pico Safety Project Event on Sat, May 18th, 9am-1pm, at Pico & Urban St
 - c. Start planning for PIO Annual Merchant Meeting, select date
 8. For the Greater Good, and requests for future agenda items (5 min)

ADJOURNMENT

Next meeting dates (2nd Wednesday of the month, Zoom): June 12, July 10, Aug 14

Footnotes:

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

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- Public comment is welcomed, with a 2-minute limit per person.
- Polite discourse is required and those who do not cooperate may be removed from the meeting.
- Questions and comments to agenda items will be allowed with the time frame. If further discussion is needed, items will be continued to next meeting.
- Requests for documentation are answered via email within a reasonable time frame, usually one week, but sometimes longer.
- Items that are not on the agenda are not discussed during the meeting.
- We encourage you to share your promotions and events so we can amplify them on Pico social platforms and website.