

Minutes of the Pico Improvement Organization Board Meeting
April 4, 2012
The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Robert Kronovet, Randy Ball, Bob Bonge, Peter Path,
Michael Storms

Residential Member: Bracha Kronovet, Paul Collins

Santa Monica City:

Santa Monica Police Department: Mike Cveyich

Pico Merchants and Guests: Fred Eliasi, John Lindahl, Raphael Mawrence

MINUTES

1. Chairman Robert Kronovet called the meeting to order at 6:36pm.
2. **PUBLIC COMMENT:**
 - a. Peter Path: Attended Buy Local SM. Requested to invite Johanna Hulme from SBDC (hulme_johanna@smc.edu).
3. Approved the minutes for the March Board Meeting.
4. Police Report for March: Mike Cveyich
 - a. Spoke about the new SMPD Police Chief, Jacqueline Seabrooks.
5. Staff Report:
 - a. Paul Collins: Collaborating with West Pico Merchants to organize the Pico de Mayo Festival.
 - b. David Ruiz: Collaborating with West Pico Merchants to organize the Pico de Mayo Festival.
6. Approved the February 2012 Treasurer's Report from Weil & Company.
 - a. Corrections: Insurance Policy \$853 is on hold. Peter Path spoke with insurance company and they would like to include the names of the board members. The Board approved to pay the the policy.
 - b. Peter Path requested to approve invoices at the monthly board meetings.
 - c. Board approved payment to the Chamber of Commerce, and storage.
7. Approved \$1,000 in matching funds for the the Buy Local Store Front Improvement Project.
 - a. Peter Path: concerned that some inactive store front businesses might use this as a precedent to paint their buildings and continue to promote more inactive store frontage. Suggested creating an art budget for the year. (
 - b. Michael Storms: suggested new wording to clarify how many projects are being funded through matching funds campaign.
8. Approve \$500 in matching advertising funds for designated merchants. **REMOVED**
9. Scheduled October 7, 2012 as the date for the 7th Annual Pico Festival.
10. Approved a \$30,000 budget for the 7th Annual Pico Festival.
11. Review the budget for the Pico de Mayo Festival. **TABLED**
12. Approved \$800 a month (maximum) for for the Media Staff position. \$500 will be paid for the first three months.
13. Approved the hiring of Raphael Mawrence to fill the Media Staff position.
14. Discussed marketing the PIO Art District to Bergamont artists and businesses. The board discussed hiring a PR firm to recruit artists from Bergamont to come to Pico. Peter Path prefers using the media staff person to update our media instead of hiring a PR firm. Paul Collins suggested drafting a discussion paper. Randy Ball will draft a paper on how to approach Bergamont (square footage comparison).
15. Approved a \$750 budget for the Pico Festival Corporate Sponsorship campaign.
16. Chairman adjourned the meeting at 7:51 pm.

APPROVED: Robert Kronovet