

**Minutes of the Pico Improvement Organization Board Meeting**  
**August 1, 2012**  
**The Patio Room, Virginia Avenue Park**

**ATTENDANCE**

**Directors:** Robert Kronovet, Randy Ball, Michael Storms, Mark Schrobilgen,  
Michael Marcial, Don Davis, Christina Lee, Fabian Lewkowicz  
**Residential/Staff Members:** Paul Collins, Bracha Kronovet, Raphael Mawrence  
**Santa Monica City:** Jennifer Taylor, Hannah Avol  
**Pico Merchants and Guests:** Wen Chen, Jorge Casuso, John Lindahl, Jon Aeon

**MINUTES**

1. Chairman Robert Kronovet called the meeting to order at 6:35 pm.
2. Police Report for June. Officer Mike Boyd announced that Artis Williams is the new NRO for the Pico Corridor.
3. **PUBLIC COMMENT:**
  - a. **Representatives from Cool Pay** presented their mobile payment service application for merchants. Available on the App Store.
  - b. **Michael Storms:** Asked about the status of new business flyers. It appears that there was miscommunication between vendors. The vendors corrected the error and delivered the flyers.
  - c. **Michael Storms:** Asked why the PIO is pushing an art district when there are no art galleries on Pico.
  - d. **Michael Storms:** Requested to be Treasurer. The board elected Mr. Storms to the position of Treasurer.
  - e. **Jennifer Taylor:** Pico Library info to be released. Business counseling and workshops available at the SM airport.
  - f. **Bracha Kronovet:** Pico art district is important to the business corridor.
  - g. **Hannah Avol:** CVB Thelma Parks award nominations requested for businesses exhibiting great hospitality. Nominee suggestions can be submitted via the CVB website.
  - h. **Randy Ball:** Announced a free seminar Wednesday, August 8 at Santa Monica Library for a social media presented by the Hut Dogs. (10am-12 noon).
  - i. **Mark Selak:** Requested to be placed on next month's agenda to present a social media management opportunity.
4. Approved the July 2012 Minutes.
5. Approved the June 2012 Treasurer's Report from Weil & Company.
6. Staff Reports presented by Paul Collins, Raphael Mawrence, and David Ruiz.
7. The SM Lookout presented an advertising opportunity to place a banner on their website to promote the PIO. The board discussed what to place on the banner (events, businesses, website). The board wants the marketing department to research the offer and report next month.
8. Wen Chen presented a proposal to create a Pico Boulevard Cookbook. The suggested retail price is \$24. The Board requested clarification on what Ms Chen is asking of the PIO board (participation or funding?). Print on demand can be an option. The Board approved to post a RECIPE section on the PIO website.
9. Chairman adjourned the meeting at 7:47pm.