

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

**ATTENDANCE**

**Directors:** Robert Kronovet, Randy Ball, Bob Bonge, Peter Path,  
Fabian Lewkowicz, Eleanor Path, Marc Schrobilgen

**Residential Member:** Bracha Kronovet, Paul Collins

**Santa Monica City:** Jennifer Taylor, Hannah Schnell

**Santa Monica Police Department:** Mike Cveyich

**Pico Merchants and Guests:** Karen Shorr, Fred Eliasi, Gino Paino, Greg Ames,  
Christina Lee, Brad Cox

**MINUTES**

1. Chairman Robert Kronovet called the meeting to order at 6:30pm.
2. Approved the minutes for the November Board Meeting.
3. Approved the September and October 2011 Treasurer's Report from Weil & Company.
4. Brad Cox (Trammell Crow) described his company's plan to develop 2 ½ acre property on the southwest corner of 34<sup>th</sup> and Pico: two retail stores; two levels of subterranean parking; studios, townhouses. January 26 – first public hearing
5. Gino Paino presented update for the Pocket Park Project. Concepts include the creation of rim to freeway ramp, the planting of drive resistant plants, and the display of art/sculptures. The Board wants to approach the City to see how much they can contribute with financing and resources. The Board interested in exploring an adopt-a-highway program, which will cost \$2,500. Gino mentioned that he has only received \$750 for his services. A motion to issue \$3,250 for funds to pay Gino was canceled temporarily.
6. Jennifer Taylor presentations:
  - a. Sustainable Landscape Grant Program is difficult to obtain due to the economic situation in the City.
  - b. Buy Local Shop & Art Demonstration Project designed to enhance storefronts, window displays, and other beautification concepts that enhance the aesthetic of the Boulevard. Perhaps, the PIO can match funds.
7. The Annual General Meeting was scheduled for February 1.
8. Chairman adjourned the meeting at 8:06pm.

APPROVED: Robert Kronovet