

Minutes of the Pico Improvement Organization Board Meeting
July 11, 2012
The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Robert Kronovet, Randy Ball, Michael Storms, Mark Schrobilgen,
Michael Marcial, Don Davis

Residential/Staff Members: Paul Collins, Bracha Kronovet

Santa Monica City: Jennifer Taylor

Pico Merchants and Guests: Wen Chen, Christina Lee

MINUTES

1. Chairman Robert Kronovet called the meeting to order at 6:30 pm.
2. **PUBLIC COMMENT:**
3. Approved the June 2012 Minutes.
4. Approved the June 2012 Treasurer's Report from Weil & Company.
5. Police Report for June.
6. Approved up to \$2107.73 for the printing of 4 reusable banners and reusable supports for Pico Events.
7. Approved up to \$1000.00 in matching funds with designated merchants approved for Storefront Appearance Project. Up to \$500.00 per merchant.
8. Revisit the discussion on the creation of the "Adopt the Median" program for the PIO Beautification Program. Set a budget for the program. **TABLED**
9. Wen Chen presented a proposal to create a Pico Boulevard Cookbook. Ms. Chen will return for an indepth description of the project.
10. The 7th Annual Pico Festival will be held at the Santa Monica Civic Auditorium on Sunday, October 28, 2012.
11. Elected Christina Lee to the board to replace Peter Path (resigned).
12. Chairman adjourned the meeting at 8pm.