

Minutes of the Pico Improvement Organization Board Meeting
June 6, 2012
The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Robert Kronovet, Randy Ball, Fabian Lewkowicz, Peter Path, Don Davis, Michael Marcial, Michael Storms, Mark Schrobilgen

Residential/Staff Members: Paul Collins, Raphael Mawrence

Santa Monica City: Jennifer Taylor, Jay Dinkins, H. Dimitri, Bill Zein

Pico Merchants and Guests: John Lindahl, Wen Chen

MINUTES

1. Chairman Robert Kronovet called the meeting to order at 6:35 pm.
2. **PUBLIC COMMENT:**
 - a. **Wen Chen:** Announced her interest in presenting a cookbook project to the board at next month's meeting. Proceeds benefit Samohi.
3. Chairman Kronovet applauded the organization on the success of Pico de Mayo Festival held May 27, 2012 at the Santa Monica Civic Auditorium.
4. Approved the May 2012 Minutes.
5. Approved the May 2012 Treasurer's Report from Weil & Company.
6. Police Report for May presented by David Ruiz on behalf of Officer Mike Boyd.
7. Staff Report:
 - a. **David Ruiz:** PIO meeting agenda, minutes, and preparation. Coordinating the Pico de Mayo Festival.
 - b. **Raphael Mawrence:** Synched the PIO Facebook/Twitter accounts with the PIO website. Distributed the first PIO newsletter to PIO membership.
 - c. **Paul Collins:** Assisting with the organization of the Pico de Mayo Festival. Coordinating a welcome packet and promo flyers for new Pico businesses—Bodies by Brian, Z Garden, and Sing Your Soul.
8. Public Works/Engineering staff presented plans for 20th and Cloverfield Blvd Improvement Project. Parking and traffic will be impacted due to paving. Paving will occur during summer months when school is not in session. One lane of traffic will always be open during the process. Website will be updated with pertinent information. Parking restrictions in the area will be relaxed for 9 months. Santa Monica College, Burger King, Kingdom Hall, and Venice Clinic donated parking spaces for displaced residents during construction. Staff reported the following plans for the project: 1) Repairs to private driveways for the American Disabilities Act (ADA); 2) Addition of 102 new trees, shrubs, and vegetation; 3) New irrigation lines, which include silva cells that collect rain water to redistribute to the plants; 4) Street light conversions; 5) Updates to the light signal system to improve traffic circulation; 6) Project cost is \$3.4 million.
9. Discussed the creation of a Welcome Packet for new Pico businesses. The current promo door hanger campaign will stay intact. To receive the door hanger, a new business must attend PIO board meeting prior to receiving the offer. In addition to promo door hangers, the board suggests providing a packet with information about the Chamber of Commerce, City procedure and requirements for opening a new business, Police info, utilities info, and other pertinent content. The board approved \$2,500 proposed for a "New Business Packet" budget.
10. Discussed a plan to adopt a median program. Peter Path walked with the City to evaluate the condition of the medians on Pico. Mr. Path suggests the creation of a program where businesses can adopt a median, which taking responsibility for the maintenance. TABLED.
11. Reviewed the Pico de Mayo Festival on May 27, 2012. The board agreed that the event was well attended and an overall success. The event will continue next year.
12. Due to the upcoming library construction in Virginia Avenue Park, the board approved moving the 7th Annual Pico Festival to the Santa Monica Civic Auditorium.
13. Chairman adjourned the meeting at 7:55 pm.