

## Minutes of the Pico Improvement Organization Board Meeting

March 7, 2012

The Patio Room, Virginia Avenue Park

### ATTENDANCE

**Directors:** Robert Kronovet, Randy Ball, Peter Path, Michael Storms,  
Fabian Lewkowicz, Donald Davis, Michael Marcial

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

**Santa Monica City:** Jennifer Taylor

**Santa Monica Police Department:** Mike Cveyich, Mike Boyd

**Pico Merchants and Guests:** Fred Eliasi, Marc Romero, Loren Bloch, Ryan Morris, Fred Eldast, John Lindahl

### MINUTES

1. Chairman Robert Kronovet called the meeting to order at 6:31pm.
2. Approved the minutes for the January Board Meeting.
3. **The Treasurer's Report**
  - a. **TABLED** the December 2011 Treasurer's Report from Weil & Company. Peter Path, Treasurer, did not receive the financial report, which caused delays in reviewing the report. As a result, the report was tabled.
  - b. Approved the Treasurer's Report for January 2012. The Board noticed that Weil & Company increased administrative fees by \$500. The Board requested that the increase in fees be approved.
4. Mike Boyd (SMPD Neighborhood Resource Officer) presented law enforcement statistics for February.
5. Board elected officers:
  - a. Chairman: Robert Kronovet
  - b. Vice-Chair: Randy Ball
  - c. Treasurer: Peter Path
6. Approved \$9,500 for the Pico de Mayo event to be held May 27 in the Civic Center parking lot. The festival committee will present a budget at next month's Board meeting.
7. The Board approved the following funds (Must be spent by June 30, 2012)
  - a. Approved the remaining \$1,247 of funds awarded by the City Council to go towards the Pico de Mayo Festival.
  - b. Approved \$1500 of the Buy Local SM campaign to go towards hiring staff to upgrade website.
8. The Board discussed the next steps for the Buy Local SM matching funds for spotlight ads. Acapillow will be the first ad spotlighted in print ad. New businesses will be spotlighted in the CityTV spots to highlight the Pico de Mayo Festival.
9. Raphael Mawrence presented proposal for the Media Staff position. Mr. Mawrence must propose a salary.
10. The Board reviewed the duties of Paul Collins as community outreach officer. Following the comments listed below, the Board approved Mr. Collins' salary to return to \$1000 a month.  
Peter Path: The position costs approximately 13% of the PIO budget. Concerned about Mr. Collins walking the boulevard. Believes that volunteers can do the tasks that Mr. Collins performs. Suggested appointing Mr. Collins as Ambassador.  
Jennifer Taylor: Paul is first person people go to – Paul is behind scenes. Every permit the city requires, Paul is in her office writing it. But now, communicating electronically and through social media is also important.  
Bracha Kronovet: Paul introduced art to the Pico Festival, which is vital to the community.  
Randy Ball: Paul does so many different things. He is emotionally connected to the boulevard. He goes to all the businesses, works with the city, what he does is invaluable.
11. **TABLED** the approval of a budget for the Pico Festival Sponsorship campaign.
12. Chairman adjourned the meeting at 8:06pm.