

**Minutes of the Pico Improvement Organization Board Meeting**  
**May 2, 2012**  
**The Patio Room, Virginia Avenue Park**

**ATTENDANCE**

**Directors:** Randy Ball, Bob Bonge, Peter Path, Don Davis, Michael Marcial  
Michael Storms, Mark Schrobilgen

**Residential/Staff Members:** Bracha Kronovet, Paul Collins, Raphael Mawrence

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

**Santa Monica Police Department:** Mike Cveyich

**Pico Merchants and Guests:** John Lindahl

**MINUTES**

1. Vice-Chairman Randy Ball called the meeting to order at 6:35 pm.
2. **PUBLIC COMMENT:**
  - a. **Michael Storms:** requested that the merchant list on the website be updated.
  - b. **Hannah Avol:** Announced that the Travel and Tourism Summit will be held on May 1, 2012 in Santa Monica.
  - c. **Jennifer Taylor:** Reported 12 new business licenses granted on Pico.
3. Approved the minutes for the April Board Meeting.
4. Approved the March and April 2012 Treasurer's Report from Weil & Company.
5. Police Report for April presented by Mike Cveyich.
6. Staff Report:
  - a. **David Ruiz:** Collaborating with West Pico Merchants to organize the Pico de Mayo Festival.
  - b. **Raphael Mawrence:** Initial efforts to engage the merchants. Suggested creating a new logo and Mission Statement revision. Requested the board to ask friends/colleagues to "like" the Pico Facebook page.
  - c. **Paul Collins:** Met with with a liaison at Bergamont Station seeking collaboration with Pico on future events and programs held at Bergamont. Established contact with a new restaurant Zen Garden to participate in future events. Pico Pocket Park will have a plan to clean up the lot as an initial move of the process.
7. Approved \$400 to sponsor 2-3 carnival rides at the Cinco de Mayo celebration in Virginia Avenue Park on May 6.
8. Voted to keep the October 7, 2012 date for the 7<sup>th</sup> Annual Pico Festival.
9. The Board declined to create a budget for future "art projects." Funds will be allocated to art projects on a case-to-case basis.
10. Bracha Kronovet was selected as the Art Curator to oversee the Art Pavilion at the Pico de Mayo Festival on May 27, 2012. Approved \$1,000 for this position. Funds will be drawn from the Pico de Mayo Festival budget.
11. The festival committee provided an update on the Pico de Mayo Festival.
12. Chairman adjourned the meeting at 7:59 pm.