

Minutes of the Pico Improvement Organization Board Meeting
September 5, 2012
The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Robert Kronovet, Randy Ball, Michael Storms, Michael Marcial,
Bob Bonge, Fabian Lewkowicz

Residential/Staff Members: Paul Collins, Bracha Kronovet

Santa Monica City: Jennifer Taylor

Pico Merchants and Guests: John Lindahl

MINUTES

1. Chairman Robert Kronovet called the meeting to order at 6:35 pm.
2. Police Report for June. Officer Amiache presented the report on behalf of Officer Williams.
3. **PUBLIC COMMENT:**
 - a. **Michael Storms:** Requested a reevaluation of Raphael Mawrence's salary.
 - b. **Jennifer Taylor:** Announced chili event at the farmer's market.
4. Randy Ball presented the Surf Santa Monica advertising opportunity. Approved \$5,000 to advertise in Surf Santa Monica.
5. Approved the August 2012 Minutes.
6. Approved the July 2012 Treasurer's Report from Weil & Company.
7. Staff Reports presented by Paul Collins, Raphael Mawrence, and David Ruiz.
8. Approved a \$36,000 budget for the 7th Annual Pico Festival to be held at the Santa Monica Civic Auditorium parking lot on Sunday, October 28, 2012 (5 yes, 1 nay).
 - a. **Michael Storms** questioned the logic of having a festival when there is approximately 10% participation by Pico businesses.
 - b. **Bracha Kronovet** believes the festival is part of a larger branding campaign.
 - c. **Jennifer Taylor** suggested ways to cut costs by gaining sponsorship.
 - d. **Paul Collins** believes the festival improvesthe business environment along the Pico corridor.
9. The Festival Committee presented an update on the planning of the 7th Annual Pico Fall Festival.
10. Approved \$150 for a social media workshop by Hut Dogs. The Board will schedule a date with the hours 8-10am.
11. Chairman adjourned the meeting at 7:47pm.