

Minutes of the Pico Improvement Organization Board Meeting

October 3, 2012

The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Randy Ball, Fabian Lewkowicz, Marc Schrobilgen, Christina Lee

Residential/Staff Members: Paul Collins, Raphael Mawrence

Santa Monica City: Jennifer Taylor, Hannah Avol, Mike Cveyich, Art Williams,
Judi Masuda

Pico Merchants and Guests: John Lindahl, Rob Schwenker, Andy Goldman

MINUTES

1. Vice Chair Randy Ball called the meeting to order at 6:36 pm.
2. Police Report for July presented by Art Williams. The City has shown an increased rate of theft from office buildings during business hours.
3. **PUBLIC COMMENT:**
 - a. **Andy Goldman:** Notified the board about UMeTime.com, an app to promote local businesses.
 - b. **Hannah Avol:** Announced the Thelma Parks event currently happening in the City of Santa Monica. The AFI returns to Santa Monica at the end of October.
 - c. **Jennifer Taylor:** Reported on new businesses on Pico. Jennifer did a walkabout to access the needs of the medians along Pico.
 - d. **Rob Schwenker:** Notified the board about the Santa Monica Daily Press' 'Tis the Season publication. The cost is \$3,000 to participate. Deadline is third week of October. A special meeting will be scheduled to vote on the PIO's participation.
4. Approved the September 2012 Minutes.
5. Approved the August 2012 Treasurer's Report from Weil & Company. (Randy Ball presented the report due to the resignation Michael Storms).
6. Judi Masuda, the City's Transportation Demand Program Manager, discussed parking solutions on Pico. Marc Schrobilgen reported that he has been working with Judi on parking solutions for his business.
7. The Board agrees that Raphael Mawrence's \$500/month salary is satisfactory. The Board requested that Mr Mawrence log his monthly hours.
8. The Board will not post the monthly Treasurer's report, but they will provide it to any Pico business interested in viewing the report.
9. The committee presented an update on the planning of the 7th Annual Pico Festival. Progress on schedule.
10. Vice Chair adjourned the meeting at 7:16pm.

Pico Improvement Organization

Board of Directors Internet Vote

October 15-19, 2012

1. The PIO Board of Directors approved \$3,000 to participate in the Santa Monica Daily Press' 'Tis the Season holiday publication. (Yay: 7)(Nay: 0) (No Vote: 1).