

Minutes of the Pico Improvement Organization Board Meeting
November 7, 2012
The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Robert Kronovet, Randy Ball, Fabian Lewkowicz, Christina Lee,
Donald Davis

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

Santa Monica City: Jennifer Taylor, Hannah Avol, Art Williams, Kim Braun

Pico Merchants and Guests: John Lindahl, Diego Hernandez, Matthew Gibbons

MINUTES

1. Chairman Kronovet called the meeting to order at 6:32 pm.
2. Police Report for October presented by Art Williams. Theft on the rise (10% increase since summer).
3. **PUBLIC COMMENT:**
 - a. **Matthew Gibbons:** (Striker Media Group) Santa Monica visitors map. Requested that Pico consider placing logo and businesses in the map.
4. Approved the October 2012 Minutes.
5. Approved the September 2012 Treasurer's Report from Weil & Company.
6. Staff Reports
 - a. Raphael Mawrence: Website/Social Media updates. Festival.
 - b. David Ruiz: Special Meeting and Festival.
 - c. Paul Collins: Festival organization and activities.
7. Kim Braun (The City's Resource Recovery and Recycling Manager) discussed the implementation of AB 341 (effective July 1, 2012), recently enacted State legislation that mandates commercial recycling at businesses generating 4cu.yds of trash or more. Ms Braun presented ways to assist businesses with abiding by the implementation, including individual analysis of each business' need.
8. Diego Hernandez presented UMeTime, an application that promotes local businesses to local residents.
9. Discussed the details for the Pico Holiday Art Walk scheduled for Saturday, December 8th. Santa Claus will be stationed at Kronovet Realty. Carolers will walk shop to shop. Participating stores are encouraged to create descriptions of their business for promotional material. A \$5,000 budget is required for the event. The board will vote on the budget via a special email forum.
10. Discussed the direction of the PIO's section in the SM Daily Press' 'Tis the Season publication. This year's theme is food and fitness (four stories).
11. Reviewed the 7th Annual Pico Festival. Board discussed ways to bring more visitors to the event. Don Davis was appointed to lead next year's car show.
12. The Chair adjourned the meeting at 7:41pm.

November 21, 2012

Special Email Vote

1. The Board approved \$5,000 for the 2012 Pico Holiday Art Hop.
 - 5 Votes in favor.
 - 3 Non-replies.