

Minutes of the Pico Improvement Organization Board Meeting
July 10, 2013
The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Robert Kronovet, Randy Ball, Brian Glaspy, Christina Lee

Residential/Staff Members: Bracha Kronovet, Paul Collins

City and SMPD: Jennifer Taylor, Mike Cveyich

Pico Merchants and Guests: Samuel Kim, Gino Paino

Vendor: Donna Gentry

MINUTES

1. Chairman Robert Kronovet called the meeting to order at 6:38 pm.
2. No Police Report (Officer Artis Williams on vacation). Mike Cveyich announced National Night Out, and opportunity for PIO to have a booth at the event.
3. Approved June 2013 Minutes.
4. Approved the May 2013 Treasurer's Report from Weil & Company.
5. Did not approve a \$1700 budget item payable to the TRD Design firm to advance the green wall project. The TRD will be invited to the next PIO Board meeting and the vote will be put to vote following the presentation.
6. The "Stronger Together" committee presented a review of Mixer #1 held at McCabes Guitar Shop. Brian Glaspy announced that the event came under budget. A breakdown of all costs was presented \$4201.48. The Board provided comments to the Mixer committee.
 - a. Randy Ball suggested a greater resident outreach. Door hangers should be distributed by a professional company instead of hiring local youth. Restaurants should have a stronger sign presentation, which should be provided by the PIO.
 - b. Robert Kronovet believes it is crucial that quality music and musicians are present. 3 drink tickets will be distributed.
7. Update on the Gateway Project presented by Gino Paino and SQLA. The Board approved the Landscape design of the proposal. The Green Screen Sign (Santa Monica) will be up for review and approval at a later date.
8. Discuss direction, marketing, and budget for 2015 Pico to the Pacific Triathlon.
ITEM TABLED AND WILL BE ADDED TO AUGUST MEETING
9. Chairman adjourned the meeting at 8:03pm.