

Minutes of the Pico Improvement Organization Board Meeting
August 7, 2013
The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Robert Kronovet, Randy Ball, Christina Lee

Residential/Staff Members: Bracha Kronovet, Paul Collins

City and SMPD: Jennifer Taylor, Hannah Avol, Mike Cveyich

Pico Merchants and Guests: Chris Galligan, Oscar de la Torre, Chris Garcia

Vendors: Donna Gentry, Tiana Rideout

MINUTES

1. Chairman Robert Kronovet called the meeting to order at 6:35 pm.
2. Public Comment:
 - a. Hannah Avol: Announced that SantaMonica.com is accepting submissions from businesses to advertise specials to coincide with the Glow event.
 - b. Jennifer Taylor: Announced the Buy Local Expo event on Third Street Promenade.
 - c. Oscar de la Torre: Announced PYFC will have a mixer August 8 (6-8pm).
3. No Police Report (Officer Artis Williams working on case).
4. Approved July 2013 Minutes.
5. Approved the June 2013 Treasurer's Report from Weil & Company.
6. Chris Galligan was appointed to the Board of Directors. Oscar de la Torre was appointed as Resident Board Member.
7. Christina Lee presented a review of the "Stronger Together" mixer #2 held at El Texate. Ms Lee reported a strong resident attendance, thanks to OPA (Ocean Park Association). \$1500 under \$7000 budget. The restaurant setting made it easier thanks to less set up. Surveys were presented at the door followed by drink tickets. Ms Lee announced that OPA will be invited to the next mixer at Z Garden (August 27). Chairman Kronovet applauded the efforts of the committee. Proposed creating commercials for the Mixers to be aired on local Time Warner Cable. The commercials were serve as advertising that captures the spirit of Pico Boulevard. Jennifer Taylor suggested advertising on Big Blue Bus 7. **TABLED the topic of creating media for the Mixers.**
 - a. Paul Collins asked about the intention with the residents. The committee replied that they want to promote Pico Blvd to the residents by inviting them to the Mixers.
 - b. Bracha Kronovet observation regarding merchant display table. Would like to see the table more highlighted.
8. Discussed a possibility of creating a Triathlon on Pico. Jennifer Taylor presented info from the City that many marathon events are complicated to get approval because residents/businesses complain about street closures. She suggested a walk-a-thon on Pico sidewalks, which would not involve closing the street. Oscar de la Torre suggested themed block parties throughout the year. The Board will continue growing the Mixers then next year explore creating another type event.
9. Chris Garcia (Great American Deals) announced that he is working with Main Street's Summer Soulstice. He is helping Main Street promote their businesses on the day of the event with coupons and discounts to generate foot traffic. The Board approved the support of the Great American Deals to assist Pico merchants promote their businesses.
10. Approve a \$1700 budget item payable to the TRD Design firm to advance the green wall project. **TABLED** due to lack of a quorum.
11. Chairman adjourned the meeting at 7:48pm.