

**Minutes of the Pico Improvement Organization Board Meeting
September 4, 2013**

The Patio Room, Virginia Avenue Park

ATTENDANCE

Directors: Randy Ball, Christina Lee, Marc Schrobilgen, Brian Glaspy

Residential/Staff Members:

Pico Merchants and Guests: Chris Garcia, Rob Schwenker, Kersti Thorsen (RTD),
Marc Romero (RTD)

Vendors: Donna Gentry, Tiana Rideout

MINUTES

1. Vice Chairman Randy Ball called the meeting to order at 6:38 pm.
2. Public Comment:
 - a. Chris Garcia: New Deals, a start up promoting local businesses. Seeking to promote Pico Businesses.
3. No Police Report (Officer Artis Williams working on case).
4. Approved August 2013 Minutes.
5. Approved the July 2013 Treasurer's Report from Weil & Company.
 1. Rob Schwenker (SM Daily Press) requested that the PIO continue its participation in SMDP's annual 'Tis the Season holiday program. SMDP staff will assist the PIO with creating four stories about Pico. \$3,000 cost to participate in the issue.
 2. Mixer committee presented review of "Stronger Together" mixer #3 held at Z Garden. Organizers expressed the sentiment that the mixer had the spirit of a mixer. The food was provided by Z Garden, Gilbert's, and Raw Star. Trader Joe's donated water, and the PIO purchased beer and wine at a discounted rate. \$150 was paid to the musician. Local youth distributed 1000 doorhangers to the neighborhood. Tiana Rider presented survey results: 73 filled out surveys. Approximately 80 attended. 31 interested in future events. 22 merchants filled out surveys, 16 of which were Pico businesses. Others include 41 residents, 2 chamber members, and 10 Friends of Sunset Park. Word of mouth was how people found out about event. \$4,611 was the cost of the mixer. The 4th Mixer being discussed to be an Art Walk centered at PIO headquarters, date TBD. Mixer committee will place an ad in the Samohi Football Program to promote the PIO.
 3. Romero Thorsen Design (RTD) presented proposal for green wall project at Pico and 34th. The green wall is 45'x18'. The foliage wall would deter tagging. At the moment, the PIO would be responsible for maintenance (trimming and water). RTD proposes signage "Welcome to SM," or a mural. Initial proposal cost would initiate the green wall and signage. The Board voiced concerns about the broad scope of the project and would like to see a more detailed proposal before approving \$1700 budget payable to the RTD to advance the green wall project.
TABLED due to lack of quorum.
 4. Discuss the 2013 Holiday Art Walk. Determine budget, locations, and committee. Appoint a Chair and Vice-Chair for the Holiday Art Walk committee.
TABLED
 5. Chairman adjourned the meeting at 7:55pm.