

**Minutes of the Pico Improvement Organization Board Meeting**  
**November 6, 2013**  
**The Patio Room, Virginia Avenue Park**

**ATTENDANCE**

**Directors:** Randy Ball, Christina Lee, Marc Schrobilgen, Brian Glaspy, Robert Kronovet,  
John Lindahl

**Residential/Staff Members:** Paul Collins

**City:** Jennifer Taylor, Jason Kligier

**Pico Merchants and Guests:** Matthew Gibbons, Amy Bishop Dunbar

**Vendors:** Donna Gentry, Tiana Rideout

**MINUTES**

1. Vice Chairman Randy Ball called the meeting to order at 6:37 pm.
2. Public Comments:
  - a. Matthew Gibbons announced the creation of Gibbons Media, which specializes in visitor maps.
  - b. The Board appointed Amy Bishop Dunbar as a resident member.
3. No Police Report
4. Approved October 2013 Minutes.
5. Approved the September 2013 Treasurer's Report from Weil & Company.
6. Jason Kligier, City of Santa Monica Transportation Planning Associate, discussed concerns about employee permit parking, shared parking, and other parking issues on Pico. Mr. Kligier suggested meeting with the local resident organizations to explore the possibility of uniting with them for a parking permit program, which will build a strong proposal to present to City Council. Amy Bishop Dunbar suggested creating a sub-committee with a permit parking presentation. Board member, John Lindahl has parking survey data that can be used to present to the residents.
7. Peter Path, reported that he met with TrueGreen for assurance that they were performing the median maintenance as described in their contract with the City. Mr. Path reported that TrueGreen made excuses as why all the work wasn't being performed. Mr. Path announced the creation of the Pico Blvd Streetscape Enhancement Pilot Project. The project strives to improve the median on Pico with the help of businesses in close proximity to the medians. Approximately \$800-\$1,000 for each median would need to be financed by the PIO to initiate the project and create excitement amongst merchants and residents. Mr. Path offered to act as a consult on the project for a fee (\$125hr). On the December agenda, the Board will vote on a \$10,000 budget for the pilot project.
8. Due to limited information, no vote was cast to approve up to \$3,000 for Pacific Event Lighting to hang holiday lights on Pico.
9. Approved to pay RTD Design \$1750 for a start-up initial payment (half of total payment of \$3,500) to begin work on green wall and mural. (4 yay, 1 nay, 1 abstain)
10. Approved a \$5,000 budget for the 2013 Holiday Art Walk. Randy Ball will create promotional print materials. Donna Gentry will promote via PIO social media and email database.
11. Mixer committee presented review of "Stronger Together" mixer #4 held at Upper West. Donna Gentry announced that 119 slips were filled out. Approximately 150 guests (38 merchants, 69 neighbors, 12 others). Next mixer, November 19 at Le Merdien Delfina. Shopping bags will be distributed at the event.
12. Brian Glaspy resigned as PIO Treasurer due to his relocation out of country. The PIO will seek to appoint a new Treasurer.
13. Meeting adjourned 8pm.