

Pico Improvement Organization

Board of Directors Meeting

Wednesday, 6:30pm

August 6, 2014

Patio Room

Virginia Avenue Park

- I. Introduction:** Comments from the Chairman.
- II. SMPD Report:** Presentation of law enforcement statistics for July.
- III. Public Comment** during the board meeting is limited to two minutes per person. Comments may come now or before discussion of the agenda items.
- IV. Minutes** from the July 2014 monthly board meeting will be presented for approval.
- V. Treasurer's Report** for June 2014 presented for approval.
- VI. Chair's Report**
 1. Gloria Garvin, Pico Neighborhood Association (PNA), will propose partnership ideas between the PIO and the PNA.
 2. Rob Schwenker, SM Daily Press, will present promotional opportunities for the PIO to participate in the 2014 'Tis the Season campaign.
 3. Discuss ideas on creating a Gateway Gardening volunteer program to beautify the empty plot on Pico and 34th.
 4. Discuss plans to develop an Adopt a Median project to encourage Trader Joe's and McDonald's to sponsor the beautification of medians in their immediate area.
 5. Approve a \$20,000 budget to design and construct a sign that will attach to the wall of Romero Thorsen Design (RTD) at Pico and 34th. The sign will be designed by RTD and will act as a welcome sign to Santa Monica.
 6. Approve a \$12,000 budget to design and install banners on Pico to be displayed during holidays and special events.
 7. Mixer committee will discuss plans for the upcoming Stronger Together events. The Board will give direction and comments.

ADJOURNMENT