

Pico Improvement Organization

Board of Directors Meeting

Wednesday, 6:30pm

January 7, 2015

Patio Room

Virginia Avenue Park

- I. Introduction:** Comments from the Chairman.
- II. SMPD Report:** Presentation of law enforcement statistics for December.
- 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 December 2014 monthly board meeting will be presented for approval.
- V. Treasurer's Report** for November 2014 presented for approval.
- VI. Chair's Report**
 1. Jennifer Taylor (SM Economic Development) and Rob Schwenker (SM Dailly Press) will discuss the Most Loved Santa Monica contest and request the PIO's continued participation. The board will vote to approve \$2,500 for participation.
 2. Matthew Gibbons will present a branding proposal for the PIO, which may include participation in Million Maps.
 3. Kim Baker (VP of Marketing, Santa Monica CVB) will present an opportunity for the Pico Business Neighborhood to be featured on Santa Monica Convention and Visitor's Bureau Official Visitor Map with a neighborhood spotlight at a cost to be approved up to \$3,500.
 4. Approve an additional \$5,000 to the existing \$20,000 PIO Beautification budget. If approved, budget will total \$25,000.
 5. The board will review estimates from TruGreen to see how to proceed with the continuation of replanting the medians on Pico.
 6. Set a date, and suggest guest speakers, for the 2015 PIO General Meeting.

ADJOURNMENT