

Pico Improvement Organization

Board of Directors Meeting Wednesday, 6:30pm February 4, 2015 Patio Room Virginia Avenue Park

- I. Introduction:** Comments from the Chairman.
- II. SMPD Report:** Presentation of law enforcement statistics for January.
- 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 January 2015 monthly board meeting will be presented for approval.
- V. Treasurer's Report** for December 2014 presented for approval.
- VI. Chair's Report**
 - 1. Matthew Gibbons will present a branding proposal for the PIO, which may include participation in Million Maps.
 - 2. 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 of up to \$3,500.
 - 3. Approve an additional \$5,000 to the existing \$20,000 PIO Beautification budget. If approved, budget will total \$25,000.
 - 4. The board will review estimates from TruGreen to see how to proceed with the continuation of replanting the medians on Pico.
 - 5. Suggest guest speakers to invite to the 2015 PIO General Meeting.

ADJOURNMENT