

Pico Improvement Organization

Board of Directors Meeting

Wednesday, 6:30pm

June 1, 2016

Patio Room

Virginia Avenue Park

- I. Introduction:** Comments from the Chairman.
- II. SMPD Report:** Presentation of law enforcement statistics for May.
- 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 May 2016 monthly board meeting will be presented for approval.
- V. Treasurer's Report** for April 2016 presented for approval.
- VI. Chair's Report**
 1. Approve \$500 to sponsor floats for the Santa Monica Youth Orchestra in the Main Street 4th of July Parade.
 2. Approve \$550 payable to Matthew Gibbons for research and development for the Pico Fitness Hop. The board will discuss time frame and required duties.
 3. Luke Wryder (California Nightlife) will discuss the Pico Fitness Hop Crawl.
 4. Jennifer Taylor will provide information regarding the Minimum Wage Increase in Santa Monica.
 5. The Board will vote on discontinuing the monthly payment to the Gentry Group for Social Media Services, and restructuring payment to a "per job" basis.
 6. Discuss the PIO's scope of participation in the SMPD Moonlight Movie Night in Virginia Avenue Park.
 7. Rob Schwenker (SM Daily Press) will present layouts for the Pico Ad campaign.
 8. Tim Broughton (Santa Monica Mirror) will present ad costs for an outreach program for Pico businesses.
 9. Monthly report by PIO paid staff and sub-contractors.

ADJOURNMENT