

Pico Improvement Organization

Board of Directors Meeting

Wednesday, 6:30pm

October 3, 2018

Patio Room

Virginia Avenue Park

- I. Introduction:** Comments from the Chairman.
- II. SMPD Report:** Presentation of law enforcement statistics for June (5 mins)
- III. Public Comment** during the board meeting is limited to two minutes per person.
- IV. Minutes** from the September 2018 monthly board meeting will be presented for approval.
- V. Treasurer's Report** for September 2018 presented for approval
- VI. Chair's Report**
 1. Mali Mochow (Los Angeles Magazine Custom Publishing) to present advertising opportunity for the PIO in the Santa Monica Travel & Tourism's Official Visitor Map. Seeking approval for \$3,750 for neighborhood ad package. (5 mins)
 2. The Santa Monica Daily Press seeks \$3,000 for the PIO's participation in the SM Daily Press' 'Tis the Season campaign. (5 mins)
 3. Jenny Rice will present a \$10,000 Pico Fitness Crawl budget for approval. (5 mins)
 4. Discuss the PIO's opinion on zoning changes. The board will determine the need to write a letter to the City regarding the zoning changes. (15 mins)
 5. Vanessa Vucinic (Merchant Engagement Manager) will present rebranding for the PIO. The board will vote to approve a new name for the Pico BID. Seeking \$1,000 for design and logo of new name. (10 mins)
 6. The Events Committee will report on upcoming events and important dates. (5 mins)
 7. The Merchant Engagement Manager's Report. (10 mins)
 8. Amy Bishop Dunbar presents an update on the Pico Banner project. (3 mins)

ADJOURNMENT