

**Pico Improvement Organization Board Meeting Minutes**  
**November 7, 2018**  
**The Patio Room, Virginia Avenue Park**

**ATTENDANCE**

**Directors:** Sharon Town Lee, Bonnie La Vallo, Pam Stollings

**Residential Members:** Donna Gentry

**Santa Monica City:** Kriss Casanova, Amy Mason

**Pico Merchants, Vendors, Guests:** Vanessa Vucinic

**MINUTES**

1. Chair Sharon Town Lee called the meeting to order at 6:30pm.
2. Public Comment
  - a. **Pam Stollings:** Informed the new Grammy building near 34th St has occupants.
  - b. **Amy Mason:** Distributed info about the Extra Bedroom Program, Restaurant Week (January 7), and photography contest for the SMTT Visitor Guide cover.
  - c. **Kriss Casanova:** Invited merchants to participate in the Buy Local Tis the Season Gift Guide & asked for the PIO to promote it.
  - d. **Donna Gentry:** Announced grand opening of the ice rink.
3. Approved October board meeting minutes.
4. **Treasurer's Report:** Announced Michael has resigned. Accepted the October 2018 Treasurer's Report.
5. **Chairman's Report:** The board reviewed Tis' the Season copy to go to print tomorrow. Sustainable Works Presentation - Ivannia couldn't come to give the sustainable works presentation, doing a presentation for the merchants could be considered.
6. The City has required further revisions to the Pico banners, including removing the wine bottle and adding the Buy Local logo. Diane completed a final round of revisions and they are now re-approved by the City. The board approved the final designs.
7. MOU distributed to board members regarding Pico Banners between City and PIO. The board voted to have a legal review of the document and to allow Sharon Town Lee to sign on behalf of the PIO.
8. The Events Committee Reported an update on the Merchant Resident Mixer to be held 11/28, as well as the Farmers Market booth on 12/8. The PIO is still looking for entertainment for the 12/8 booth.
  - a. Sharon informed on the City's recent zoning meeting that Amy Bishop Dunbar attended with the PNA, the Park, the PIO and City. The PIO has not officially decided to take a position yet. A 2nd Zoning Workshop will be held on 11/14.
9. **Merchant Engagement Managers Report:** Vanessa Vucinic presented on current social media updates and November priorities.