



Servando Orozco- President- At Large
Michael Mora -Vice President-Long Beach BL
Norm Cauntay – Secretary - Atlantic
Anthony Wingfield – Treasurer – Wardlow Road
Anthony Puente -Atlantic Ave
Bill Larson- Long Beach Blvd.
Aaron Hovis - Wardlow Rd
Kris Allen – At Large

Vacant - At Large
Vacant - Long Beach Blvd.
Jeff Beasley -Long Beach Blvd
Cheryl Jacobs- Community Liaison
Mark Hawkins-Community Liaison
Roy Robbins- Community Liaison
Andrea Testa -Community Liaison
Blair Cohn-Executive Director
Katie Phillips – Project Manager

BOARD OF DIRECTORS MEETING

Thursday, April 25, 2019 7:45 a.m. at the Pan Restaurant

AGENDA

1. CALL TO ORDER/ROLL CALL

- Excused Absences:

2. WELCOME & INTRODUCTIONS

3. APPROVAL OF MINUTES

- Approval of Minutes March 28, 2019

4. PUBLIC COMMENT (LIMITED TO 3 MINUTES)

5. 7TH DISTRICT COUNCIL REPORT –

7th District Council Representative

6. 8TH DISTRICT COUNCIL REPORT -

8th District Council Representative

7. COMMITTEE REPORTS:

- a. Treasurer Report – Susan Cooper
- b. Security & Code Enforcement Report – Mike
- c. Promotion Report – Cheryl
- d. Executive Director's Report – Blair
- e. Project Manager Report -- Katie

8. OLD BUSINESS

- Business Directory
- Strategic Planning Session – 501c3

9. NEW BUSINESS

10. ADJOURNMENT

Bixby Knolls Business
Improvement Association

4321 Atlantic Ave.
Long Beach, CA 90807

(562) 595-0081

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www.bixbyknollsinfo.com



BIXBY KNOLLS BUSINESS IMPROVEMENT BOARD OF DIRECTORS MEETING MINUTES

<u>DATE</u>	March 28, 2019	<u>RECORDER</u>	Norm Cauntay
<u>CHAIR</u>	Servando Orozco	<u>PLACE</u>	The Pan
<u>TIME</u>	7:45am	<u>ADJOURNED</u>	9:01 a.m.

Servando Orozco, President
Mike Mora, Vice President
Norm Cauntay – Secretary
Aaron Hovis
Kris Allen
Jeff Beasley

Cheryl Jacobs – Community Liaison
Mark Hawkins – Community Liaison
Andrea Testa – Community Liaison
Blair Cohn – BKBIA
Katie Phillips -- BKBIA

Excused Absences

Mike Mora, Anthony Wingfield,
Anthony Puente

Guests:

- Jonathan Kraus, 8th District Council Office, City of Long Beach
- Brian Savala, Nova Home Loans

Call Meeting to Order

Servando called the meeting to order at 8:02am.

Welcome & Introductions

Introductions were made around the table.

Approval of Minutes

Approval of Minutes from February 28, 2019. Jeff made a motion to approve the minutes. Bill seconded the motion. Motion approved unanimously.

Public Comment (limited to 3 minutes)

No public comment

7th District Council Office Report

No report given

8th District Council Report

Jonathan reported: Planning Commission will be discussing a zoning change for the Hof's site; Next council meeting will discuss a tenant assistance policy, funds to help tenants if rent increases more than 10%; Council will also discuss and give final approval for the "Gail Carter Uptown Dog Park" naming; Water Department is offering more funds for the Lawn to Garden

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Program, \$3/sq ft front yards, \$2/sq ft back yards plus \$1,500 reimbursement for design fees.

Committee Reports:

a. Treasurer Report: Susan had submitted reports for review but was not in attendance due to obligations with her tax clients.

b. Security and Code Enforcement Report: Blair reported: Updates and crime stats from LBPD and CSI Patrol Service; in particular, Von's in the BK Shopping Center continues to have incidents of shoplifting.

c. Promotion Report – Cheryl reported “Last Call” at the Petroleum Club, Beer Trolley/Brewery Knolls in March, First Fridays April 5 is the annual “Long Beach County Fair,” artist Tom Bob in town and doing work in BK, tonight at Knights of the Round (Turn)Table we will be listening to Led Zeppelin IV.

d. Executive Director's Report – Blair reported: Follow up for Paul Forman and his property at 3636 Atlantic. Blair will reach out to the landlord of the BofA parking lot for potential after 5pm parking for general public; the “sameness” in business type is happening throughout the district right now. General discussion ensued regarding business recruitment efforts. Norm made a motion to form a Business Recruiting Committee, Kris seconded the motion. Motion passed unanimously; Blair continued with mention of two vacant board member positions and update with Commune Communication.

e. Project Manager Report – Katie reported: Current events and project recaps.

Old Business

No old business was discussed.

New Business

No new business was discussed.

Adjournment

- At 9:08am Mike made a motion to adjourn. Anthony W. seconded. Meeting was adjourned.

Next meeting is March 28, 2019, 7:45am at The Pan.

Respectfully submitted,
Norm Cauntay



BIXBY KNOLLS BUSINESS IMPROVEMENT ASSOCIATION

EXECUTIVE DIRECTOR REPORT: APRIL 2019

GENERAL UPDATES & INFO.

- **Location for Business Breakfast**

- o With the closure of the Petroleum Club we have been discussing the options for where to hold our Bixby Business Breakfast for members. Using the Expo building is one obvious option, but it also means more work for the BKBIA for set up and tear down of the event. It may be possible to hire a full-service caterer to take care of everything. The good news is that we got a note from Angela Roman (Petroleum Club) that the local masonic lodge may be available to us. We had a tour of the facility and it would be ideal for us (for many events). We are now exploring rental costs as well as catering costs for breakfast and other events. This could be a big coup for the whole neighborhood as well as the BKBIA.

- **Expo Repairs**

- o The city's contractor's have been working on the list of repairs for the building, including: new roof for overhangs, new tile floor by restroom area, new carpet in the Back Room Theater, and the (interesting) entrance to the side doors to prevent rain or leaks into the building. Other minor repairs have included the repairs to the fan in the restroom. Still waiting for the fire alarm system company to come and upgrade the software so the alarm will stop going off as often as it has.

- **Sharing Community Feedback**

- o William Morris Commercial Real Estate Services who currently has the listing for the former Hof's Hut Space picked up a binder from us loaded with all of the responses regarding what the community would like to see in the former Hof's Hut space. We had posted the general question in the Bixby Knolls Community Facebook page and through our direct email to our list. We have prepared binders for a GASKA representative and the owner of the former Nino's property.

- **Business Recruiting Committee**

- o I will defer to Norm to speak on the latest status of this new committee.

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- **Changes**

- o Boosting attendance at Literary Society, Good Spirits, Knights of..
 - o Included in the packet you will see a summary about the responses to our online ads

- o We did see a big turnout for last month's Knights of event, but it may have been the album selection more than the ads. At Good Spirits this month there wasn't a big bump in new faces with the exception of 3-4 people who stated they saw the event on Facebook. We are continuing this for another month for Knights of and will soon switch gears to promote Kidical Mass that needs to reach new families to join in.

- o Destination Bixby Knolls – See attached for the two slogans we will pursue with Commune as the “umbrellas” to begin promoting the business in clusters. Brewery Knolls was the first easy sector and now we will divide into medical, dental (and other services), pet, fitness, retail, restaurant, etc.

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PROJECT MANAGER REPORT: APRIL 2019

First Fridays presents Long Beach County Fair

Overall great event! We saw a lot of stores open, and even businesses without street storefronts had sidewalk signs inviting people up to see their spaces.

The restaurants were full.

- Acton Children's Business Fair

This fair is open for other young entrepreneurs to join in. Leadership Long Beach had a few tables with sustainable home-made products they were giving out. The fair was busy all night and it looked great from the other side of the street too.

- Classic Car Hangout at George's 50's Diner
Success there too. They want to host a car hangout every month now.
- Donut Eating Contest at Edward Jones - super funny contest! Lots of fun.
- Deep Fried Everything at Dutch's Brewhouse. Place was packed. I asked a woman eating deep fried slice of pepperoni pizza how she liked it and she joked it'd be the only thing she ate for the rest of the month.
- Salon Medusa had a fundraiser that they said they did well with that night.

The Bixby Directory

I was asked to list out the hours I spent on the directory as well as what it would have cost the BIA if I had been hired as a freelance designer. I started communicating with their designer in June because initially we were only responsible for the cover and a few inner pages.

June 2018: Front Cover Design Hours: 7 hours

- Notes: Time spent researching appropriate designs, trying out a few before we chose the one we liked best

June - January: Communication with their designer: 3 hours (give or take)

- Notes: She seemed like she was new to designing as I had to mentor her a little on even how to open some files and other basic technical practices.

October - November 2018: Initial Inner Page Designs: 15-20 hours

- Notes: These pages provided the basic design for the directory and are about the different programs we have.

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The initial Directory designed by the Signal was received by us in January 2019. We were unhappy with it so we decided to take it over rather than send out something ridiculous.

January - end of April: Directory redesign project: 50-70 hours

- The cover was outdated and needed updating to current year.
- The inner pages I designed were weirdly redesigned and so I had to put them back the way we liked them.
- The font choices were ugly, the subheads were ugly, the inner column margins were off, the font was too small. There were no stylesheets in the document so I had to create them. All of these fixes caused a domino effect of document flow problems.
- The directory information was often incorrect with bad addresses, phone numbers and websites. We had to call and manually check on hundreds of businesses.
- Before we sent it to print, we realized a lot of the ads sent to us were pixelated and unusable and had to ask for hi-res versions.
- After I sent the approved version to the printer, the printer came back with printing specs they needed me to adhere to, with very detailed notes on margin size, trim size, page count, document set-up which caused me to have to resize and reflow the entire document again. I had thought I was given the document prepared to the printer's specs initially, so this came as a very unexpected time sucker.
- We started getting pressure from the Signal on when it would be finished, when it would be distributed, and when we would do a press release.
- Got the initial hard proof and made corrections to the film regarding more pixelated ads that went undetected until this phase. Had to ask for better ads and even had to redesign one myself because the Signal only had a bad one. They even yelled at me asking me why I hadn't noticed before.

Total Hours of BKBIA money spent: 100 (give or take a few)

Total Cost: \$2,000.00 (per my hourly rate here at BKBIA)

Total time from start date: 1 year

I took something that they could not complete in a year and finished it within 2 months. Were I to take on this project as a freelancer, this would have taken maybe 50 hours and cost: \$3000.00 (per my hourly rate as a freelance graphic designer)

4:22 PM
04/24/19
Cash Basis

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

March 2019

	Mar 19	Jul '18 - Mar 19
Ordinary Income/Expense		
Income		
Assessment Income	46,918.66	197,905.33
Contributions	328.19	10,040.30
Corporate Sponsorship		
Light Pole Banners	0.00	10,000.00
Corporate Sponsorship - Other	1,000.00	3,700.00
Total Corporate Sponsorship	1,000.00	13,700.00
RDA Grant Funds		
RDA Grant Funds - Other	0.00	139,994.81
Total RDA Grant Funds	0.00	139,994.81
Rental Income	2,635.00	26,630.00
Total Income	50,881.85	388,270.44
Gross Profit	50,881.85	388,270.44
Expense		
Administration		
Accounting		
Accounting - Other	0.00	1,325.08
Total Accounting	0.00	1,325.08
Bank Charges	30.00	40.00
Board Meeting Expenses	0.00	83.26
COBA meeting expense	0.00	800.00
Concession Supplies	26.39	685.56
Consultants		
Consultants - Other	0.00	520.00
Total Consultants	0.00	520.00
Dues & Subscriptions	0.00	545.00
Employee Meals	0.00	916.63
EXPO Supplies	0.00	1,164.09
Fees		
Credit Card Processing Fees	0.00	31.92
Fees - Other	0.00	30.00
Total Fees	0.00	61.92
Insurance		
Commercial Liability	0.00	2,223.00
Directors & Officers	0.00	1,339.00
Total Insurance	0.00	3,562.00
Licenses and Permits	0.00	4,373.42
Meals & Entertainment	0.00	110.25
Miscellaneous	0.00	0.00
Office Equipment	1,075.83	4,837.46
Office Expense	4.15	1,282.50
Office Maintenance	75.00	584.25
Office Supplies	0.00	1,374.49
Outside Services	1,588.00	18,726.00
Postage	0.00	135.70
Printing	0.00	137.59
Repairs and Maintenance	0.00	86.96
Telecommunications	365.54	2,698.11
Utilities/Trash	0.00	5,968.05
Utilities/Trash - EXPO	1,674.24	11,187.07
Administration - Other	0.00	0.00
Total Administration	4,839.15	61,205.39
Building Supplies	0.00	1,279.03
EXPO Concession Supplies	0.00	146.29
EXPO Repairs and Maintenance	350.00	2,590.24
Finance Charges	0.00	343.88
On-Going Promotions		
Advertising & Marketing	512.04	12,433.71

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Bixby Knolls Business Improvement Association

OPERATING STATEMENT

March 2019

	Mar 19	Jul '18 - Mar 19
Banner Installation/Maintenance	0.00	1,185.00
Median Maint Utilities	0.00	1,377.55
Median Maintenance	365.00	2,845.00
Sponsored Light Pole Banners	0.00	-10,000.00
Total On-Going Promotions	877.04	7,841.26
Payroll Expenses	0.00	4,173.06
Promotional Event Expenses		
Annual Holiday Party	0.00	5,442.30
Annual Meeting	512.00	1,166.69
New Promotions	0.00	238.14
Promotional Event Expenses - Other	0.00	-187.60
Total Promotional Event Expenses	512.00	6,659.53
RDA Spec Proj		
2nd Saturday	0.00	9,182.83
Art Alley Project	0.00	3,500.00
Clean + Safe	5,054.00	38,350.40
Clean Team	1,350.00	7,592.70
Executive Director PR	3,583.77	22,697.21
EXPO Building Improv & Repairs	550.00	550.00
Facade/Streetscape Improvements	6,135.30	26,930.11
First Fridays	3,800.00	19,152.50
Good Spirits	0.00	150.00
Intern Payroll	0.00	0.00
Marketing	5,580.00	15,715.95
Member Outreach	4,475.82	5,875.82
Misc Events	1,710.00	18,037.15
Mural Project	0.00	746.15
Outside Services	0.00	1,455.00
Small Business Saturday	0.00	120.00
Support Staff PR	1,310.00	17,592.63
Trees & Landscaping	425.00	4,550.00
RDA Spec Proj - Other	0.00	428.16
Total RDA Spec Proj	33,973.89	192,626.61
Salaries/Benefits		
Executive Director	7,140.90	46,322.20
Payroll Preparation	289.80	2,156.66
Payroll Tax - Employer Contrib	1,351.61	8,797.09
Project Manager	3,010.00	6,760.00
Workers Comp Insurance	191.25	1,276.91
Total Salaries/Benefits	11,983.56	65,312.86
Special Programs		
Business Breakfast	0.00	3,908.30
First Fridays	2,200.00	5,842.28
Good Spirits Club	0.00	144.52
Kidical Mass	0.00	352.87
Literary Society	0.00	1,000.00
Misc Special Events	0.00	3,034.96
Strollers	0.00	775.48
Supper Club	0.00	29.26
Total Special Programs	2,200.00	15,087.67
Total Expense	54,735.64	357,265.82
Net Ordinary Income	-3,853.79	31,004.62
Other Income/Expense		
Other Income		
Other Grant Income LB BI Pilot	4,995.75	35,820.75
Other Income	0.00	871.18
Total Other Income	4,995.75	36,691.93
Other Expense		
LB Blvd Pilot Program	300.00	10,395.75

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04/24/19
Cash Basis

Bixby Knolls Business Improvement Association
OPERATING STATEMENT
March 2019

	Mar 19	Jul '18 - Mar 19
Total Other Expense	300.00	10,395.75
Net Other Income	4,695.75	26,296.18
Net Income	841.96	57,300.80

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Total Income	50,881.85	388,270.44
Gross Profit	50,881.85	388,270.44
Expense		
Administration	4,839.15	61,205.39
Building Supplies	0.00	1,279.03
EXPO Concession Supplies	0.00	146.29
EXPO Repairs and Maintenance	350.00	2,590.24
Finance Charges	0.00	343.88
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Other Income		
Other Grant Income LB BI Pilot	4,995.75	35,820.75
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Total Other Income	4,995.75	36,691.93
Other Expense		
LB Blvd Pilot Program	300.00	10,395.75
Total Other Expense	300.00	10,395.75
Net Other Income	4,695.75	26,296.18
Net Income	841.96	57,300.80

Bixby Knolls Business Improvement Association
STATEMENT OF FINANCIAL POSITION
As of March 31, 2019

	Mar 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Bixby Knolls RDA Acct	65,334.52
BKBIA Oper Acct	70,473.81
Total Checking/Savings	135,808.33
Total Current Assets	135,808.33
Fixed Assets	
Holiday Decorations	
Holiday Decorations- Acc Deprec	-51,575.00
Holiday Decorations - Other	52,013.49
Total Holiday Decorations	438.49
Total Fixed Assets	438.49
TOTAL ASSETS	136,246.82
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Staples	-8.81
Total Credit Cards	-8.81
Total Current Liabilities	-8.81
Total Liabilities	-8.81
Equity	
Opening Bal Equity	0.15
Retained Earnings	121,303.66
Unrestrict (retained earnings)	-42,348.98
Net Income	57,300.80
Total Equity	136,255.63
TOTAL LIABILITIES & EQUITY	136,246.82