



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, March 28, 2019 7:45 a.m. at the Pan Restaurant**

### **AGENDA**

#### **1. CALL TO ORDER/ROLL CALL**

- Excused Absences: Mike Mora

#### **2. WELCOME & INTRODUCTIONS**

#### **3. APPROVAL OF MINUTES**

- Approval of Minutes Feb 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**

#### **9. NEW BUSINESS**

#### **10. ADJOURNMENT**

Bixby Knolls Business  
Improvement Association

4321 Atlantic Ave.  
Long Beach, CA 90807

(562) 595-0081

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## BIXBY KNOLLS BUSINESS IMPROVEMENT BOARD OF DIRECTORS MEETING MINUTES

<b><u>DATE</u></b>	<b>February 28, 2019</b>	<b><u>RECORDER</u></b>	<b>Norm Cauntay</b>
<b><u>CHAIR</u></b>	<b>Servando Orozco</b>	<b><u>PLACE</u></b>	<b>The Pan</b>
<b><u>TIME</u></b>	<b>7:45am</b>	<b><u>ADJOURNED</u></b>	<b>9:08 a.m.</b>

### **Present**

Servando Orozco, President  
Mike Mora, Vice President  
Norm Cauntay – Secretary  
Anthony Wingfield - Treasurer  
Anthony Puente  
Aaron Hovis  
Kris Allen

Stephanie Gray  
Jeff Beasley  
Cheryl Jacobs – Community Liaison  
Andrea Testa – Community Liaison  
Blair Cohn – BKBIA  
Katie Phillips -- BKBIA

### **Excused Absences**

Bill Larson, Kris Allen

### **Guests:**

- Sean Bernhoft, 7th District Council Office, City of Long Beach
- Jonathan Kraus, 8th District Council Office, City of Long Beach
- Eric Romero, Economic Development Department, City of Long Beach
- Susan Cooper -- BKBIA
- Paul Forman, guest
- Alexey Steele, guest

### **Call Meeting to Order**

Servando called the meeting to order at 7:58am.

### **Welcome & Introductions**

Introductions were made around the table.

### **Approval of Minutes**

Approval of Minutes from January 24, 2019. Mike made a motion to approve the minutes. Aaron seconded the motion. Motion approved unanimously.

### **Public Comment (limited to 3 minutes)**

Paul Forman shared the improvements that have been made to 3838 Atlantic Avenue. It is now a “creative space” and is seeking a good tenant. The challenges are Zoning (change of use and parking), Power (needing to upgrade and add power; very expensive), and Parking (hoping for an after-hours parking agreement with BofA. Needs BKBIA help with this).

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Alexey Steele, artist, discussed his work in Carson and improving the neighborhood of Scottsdale. Alexey will be renting storage space in the Expo Arts Center and looks forward to getting involved with Bixby Knolls.

### **7th District Council Office Report**

Sean reported: Council office is doing community outreach to get feedback for its "7 Murals for the 7th District." 1179 Wardlow will be a kitten adoption & nursery; e-scooter pilot program has been approved by the council. Four operators and up to 4,000-6,000 scooters city-wide; Green Education, Inc., holding a meeting on March 9, 10:30am to noon "New Technology in the Port"; North LB Leaders Meeting with the North Division Commander, March 13, 6pm-7:30pm. Quality of Life Officer Art Trujillo will be there to meet the public, too; Little League begins in Cherry Park; CD7 can partner with neighborhoods to host a Clean-Up Day.

### **8th District Council Report**

Jonathan reported: On Tuesday the council will meet to approve Laserfiche's plans for expansion; city shredding event this weekend at Vets Stadium, 9am-11am

### **Committee Reports:**

- a. Treasurer Report: Susan reported on financial reports included in board packet.
- b. Security and Code Enforcement Report – Mike reported: Updates and crime stats from LBPd and CSI Patrol Service
- c. Promotion Report – Cheryl reported on Supper Club at Taboon, Brewery Knolls Beer Trolley, Knights of the Round (Turn)Table at the Petroleum Club (last meeting at that location), and street artist Tom Bob returning to Bixby Knolls next month.
- d. Executive Director's Report – Blair reported: We received the first proof back from the printer on the Directory. Katie will review it; Annual Meeting summary; Update on 501c3 and next steps; Commune Communication working on two new programs for us to be shared with BKBIA board very soon
- e. Project Manager Report – Katie reported: Directory status; potential Beer Tasting book for each location; website updates, getting to all pages so they are current and informative

### **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

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## BIXBY KNOLLS BUSINESS IMPROVEMENT ASSOCIATION

### EXECUTIVE DIRECTOR REPORT: JANUARY 2019

#### GENERAL UPDATES & INFO.

- Paul Forman/3838 Atlantic Avenue

Katie and I followed up with Paul Forman last week. We checked out the work he had done to his property and it really has made the building more attractive. It is ideal for a design, advertising, or other creative type of business. We discussed the challenges and will be reaching out to Bank of America to see if an after-hours parking arrangement can be made. If the BKBIA can bring some things to the table (like security patrols, clean-team, and arrange for a towing company) this may be incentive enough to create an agreement. It would help the 3800 block and the businesses there. It may also make it easier for the zoning changes to Paul's building. Updates to follow.

- **The Sameness**

We are currently in the middle of a unique phenomenon that's also very frustrating. We have interest from the "same" type of businesses wanting to come and open up in the district. We just met with two guys who own a barber shop in downtown on Pine Avenue. We talked to them about the saturation of barbers and salons in the 4200-4300 block of Atlantic and that their services would do better elsewhere in the district. They insist on opening up in the former bike shop which is just doors away from Esquire Barber Shop and across from Super Cuts (let alone all the salons, too). Speaking of saturation, we have our share of nail salons and a eye lash salon in the pedestrian zone. Apparently, Howard CDM wants to lease out our former office space at 4313 Atlantic to an "eye brow" salon which would be next to the existing nail salon which is across the street from Flirt Last Bar. Plus, there is a nail salon just south of us and of course some of the neighboring hair salons offer these services. And shall we mention ramen? The tentative name for the new restaurant at 4262 Atlantic is "Ramen Guild." Katie and I had a great meeting with this business owner and were very direct and honest about the perception of that location from the community perspective and that taking "ramen" out of the business name would be critical for success. He was very open-minded and appreciated our candor. He will check with the ABC about name changes to their liquor license application. The bottom line to all

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of this is that I am completely baffled and amazed at the lack of market research and understanding of the neighborhood. Businesses are set up to fail by piling on the same thing over and over again in a neighborhood with no density and which craves variety. (Side note: we need a board member to stay on top of the broker for the former Abrams Clark space for fear of a lease to a business that would be bad news to the neighborhood).

- **Vacant board positions**

We have two vacant positions on the board at the moment; At-Large & LB Blvd. Stephanie Gray recently left Howard CDM. I am not sure if Debbie will come back to fill the position or not. Howard CDM has been on the board for more than a decade. I do not believe we are in a rush to fill the positions until we find members that are willing to be engaged and participate in our programs. I do not want to invest any time into someone that isn't investing back into the association.

- **Commune Communication - update**

- o Working with us simultaneously on two projects.
- o Boosting attendance at Literary Society, Good Spirits, Knights  
»Drawing attendees from outside the area

**»The Facebook ad for the Knights has created a huge buzz and awareness for the page and the event itself. We have had to tell Phil Trani's that we will pack the house and they need to be prepared. I am hoping we can build the same buzz for Literary Society and Kidical Mass.**

- o Destination Bixby Knolls – promoting clusters and subsets from the district
- o **We will ask Commune to present the new slogans and programs to the board in April.**

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## PROJECT MANAGER REPORT: MARCH 2019

### Current Events and Projects Recaps

- We are gearing up for more activity in the Expo building due to the LBPC closing.
- The Expo had the LB Music Council Summit, an Aviation expo, Brokers Meetings and Lunch & Learn, GoFetch's Planning Retreat, along with the usual TKTC & Held2Gether shows, rehearsals, and classes. The African American Cultural Center planning meeting takes place every month in our North Room and the Arts Council for LB is hosting their Board Meeting in our North Gallery.
- Our Brewery Knolls is monthly now on the 3rd or 4th Sunday of the month depending on participant input.
- Commune Communications put out their first ad for Knights and we are expecting a big crowd for tonight's event. Reminder: it's at Phil Trani's at 6:30pm in the bar
- Supper Club at Taboon was packed to the delight (and a little dismay) of the owner.
- The Directory is off to print (finally.)

### Upcoming Events

- **Tonight** - Knights of the Round (Turn)Table featuring "Led Zeppelin IV" by Led Zeppelin at Phil Trani's in the bar. Will be packed. Pretty excited because we hope to see new faces from our new ad campaign.
- **Friday, April 5:** First Fridays presents Long Beach County Fair - including LB Fresh, LB Littles, Blue Ribbon Produce competition, Produce Photo Contest, Group Art Show, Spoken Word, Box of Boom, carnival games, local food, petting zoo, etc.
- **Weds, April 10:** Literary Society
- **Weds April 17th:** Good Spirits Club tentatively scheduled at The Knolls
- **Monday April 22nd:** Supper Club tentatively at EJ's Pub
- **Thursday April 25th:** Next Board meeting and Knights feat. "Joshua Tree" by U2
- **Sunday, April 28th:** Kidical Mass and Brewery Knolls

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8:23 PM  
03/26/19  
Cash Basis

# Bixby Knolls Business Improvement Association

## OPERATING STATEMENT

February 2019

	Feb 19	Jul '18 - Feb 19
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
Assessment Income	0.00	150,986.67
Contributions	199.79	9,712.11
Corporate Sponsorship		
Light Pole Banners	0.00	10,000.00
Corporate Sponsorship - Other	0.00	2,700.00
<b>Total Corporate Sponsorship</b>	0.00	12,700.00
RDA Grant Funds	19,330.13	139,994.81
Rental Income	4,555.00	23,995.00
<b>Total Income</b>	24,084.92	337,388.59
<b>Gross Profit</b>	24,084.92	337,388.59
<b>Expense</b>		
<b>Administration</b>		
Accounting	725.00	1,325.08
Bank Charges	0.00	10.00
Board Meeting Expenses	0.00	83.26
COBA meeting expense	0.00	600.00
Concession Supplies	0.00	120.61
Consultants	0.00	520.00
Dues & Subscriptions	545.00	545.00
Employee Meals	0.00	724.78
EXPO Supplies	0.00	1,164.09
Fees		
Credit Card Processing Fees	0.00	31.92
Fees - Other	0.00	30.00
<b>Total Fees</b>	0.00	61.92
Insurance		
Commercial Liability	0.00	2,223.00
Directors & Officers	0.00	1,339.00
<b>Total Insurance</b>	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	786.57	3,316.49
Office Expense	0.00	1,024.39
Office Maintenance	0.00	509.25
Office Supplies	170.66	1,114.84
Outside Services	2,361.00	17,138.00
Postage	0.00	79.10
Repairs and Maintenance	0.00	86.96
Telecommunications	264.11	2,332.57
Utilities/Trash	0.00	5,968.05
Utilities/Trash - EXPO	1,599.02	9,512.83
Administration - Other	0.00	0.00
<b>Total Administration</b>	6,451.36	54,282.89
Building Supplies	0.00	209.28
EXPO Concession Supplies	0.00	146.29
EXPO Repairs and Maintenance	692.00	2,240.24
Finance Charges	0.00	250.59
<b>On-Going Promotions</b>		
Advertising & Marketing	990.36	11,662.62
Banner Installation/Maintenance	0.00	790.00
Median Maint Utilities	355.46	1,377.55
Median Maintenance	365.00	2,480.00
Sponsored Light Pole Banners	0.00	-10,000.00
<b>Total On-Going Promotions</b>	1,710.82	6,310.17
Payroll Expenses	0.00	4,173.06
<b>Promotional Event Expenses</b>		
Annual Holiday Party	0.00	4,726.30
New Promotions	0.00	238.14



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## OPERATING STATEMENT

February 2019

	Feb 19	Jul '18 - Feb 19
Promotional Event Expenses - Other	0.00	-187.60
Total Promotional Event Expenses	0.00	4,776.84
RDA Spec Proj		
2nd Saturday	0.00	9,182.83
Art Alley Project	800.00	3,500.00
Clean + Safe	5,483.50	33,296.40
Clean Team	512.70	6,242.70
Executive Director PR	1,194.59	19,113.44
Facade/Streetscape Improvements	4,135.30	20,794.81
First Fridays	3,975.00	15,352.50
Good Spirits	0.00	150.00
Intern Payroll	0.00	0.00
Marketing	198.45	10,135.95
Member Outreach	390.00	1,400.00
Misc Events	1,246.90	16,027.15
Mural Project	0.00	746.15
Outside Services	655.00	1,455.00
Small Business Saturday	0.00	120.00
Support Staff PR	1,712.63	16,282.63
Trees & Landscaping	775.00	4,125.00
RDA Spec Proj - Other	0.00	428.16
Total RDA Spec Proj	21,079.07	158,352.72
Salaries/Benefits		
Executive Director	3,476.80	39,181.30
Payroll Preparation	193.20	1,866.86
Payroll Tax - Employer Contrib	960.54	7,445.48
Project Manager	0.00	3,750.00
Workers Comp Insurance	130.86	1,085.66
Total Salaries/Benefits	4,761.40	53,329.30
Special Programs		
Business Breakfast	0.00	3,908.30
First Fridays	0.00	2,660.55
Good Spirits Club	0.00	144.52
Kidical Mass	0.00	206.75
Literary Society	0.00	800.00
Misc Special Events	0.00	3,034.96
Strollers	0.00	775.48
Total Special Programs	0.00	11,530.56
Total Expense	34,694.65	295,601.94
Net Ordinary Income	-10,609.73	41,786.65
Other Income/Expense		
Other Income		
Other Grant Income LB BI Pilot	0.00	30,825.00
Other Income	0.00	871.18
Total Other Income	0.00	31,696.18
Other Expense		
LB Blvd Pilot Program	0.00	10,095.75
Total Other Expense	0.00	10,095.75
Net Other Income	0.00	21,600.43
Net Income	-10,609.73	63,387.08

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Rental Income	4,555.00	23,995.00
<b>Total Income</b>	<b>24,084.92</b>	<b>337,388.59</b>
<b>Gross Profit</b>	<b>24,084.92</b>	<b>337,388.59</b>
Expense		
Administration	6,451.36	54,282.89
Building Supplies	0.00	209.28
EXPO Concession Supplies	0.00	146.29
EXPO Repairs and Maintenance	692.00	2,240.24
Finance Charges	0.00	250.59
On-Going Promotions	1,710.82	6,310.17
Payroll Expenses	0.00	4,173.06
Promotional Event Expenses	0.00	4,776.84
RDA Spec Proj	21,079.07	158,352.72
Salaries/Benefits	4,761.40	53,329.30
Special Programs	0.00	11,530.56
<b>Total Expense</b>	<b>34,694.65</b>	<b>295,601.94</b>
<b>Net Ordinary Income</b>	<b>-10,609.73</b>	<b>41,786.65</b>
<b>Other Income/Expense</b>		
Other Income		
Other Grant Income LB BI Pilot	0.00	30,825.00
Other Income	0.00	871.18
<b>Total Other Income</b>	<b>0.00</b>	<b>31,696.18</b>
Other Expense		
LB Blvd Pilot Program	0.00	10,095.75
<b>Total Other Expense</b>	<b>0.00</b>	<b>10,095.75</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>21,600.43</b>
<b>Net Income</b>	<b>-10,609.73</b>	<b>63,387.08</b>

**Bixby Knolls Business Improvement Association**  
**STATEMENT OF FINANCIAL POSITION**  
As of February 28, 2019

	Feb 28, 19
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Bixby Knolls RDA Acct	88,318.89
BKBIA Oper Acct	49,554.42
Total Checking/Savings	137,873.31
Total Current Assets	137,873.31
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
<b>TOTAL ASSETS</b>	<b>138,311.80</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Staples	-8.81
VISA	-4,021.30
Total Credit Cards	-4,030.11
Total Current Liabilities	-4,030.11
Total Liabilities	-4,030.11
Equity	
Opening Bal Equity	0.15
Retained Earnings	121,303.66
Unrestrict (retained earnings)	-42,348.98
Net Income	63,387.08
Total Equity	142,341.91
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>138,311.80</b>