

BOARD MEETING DISCUSSION – December 10, 2020

- CD7 Report
 - CD8 Report
 - Health Orders and shut down status
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- **CARES Grant Funding for BIDS**

- a. BKBIA to receive \$114,695
- b. Contract with city has been signed
- c. 15% advance is supposed to be processed – we received first \$17,000
- d. Invoices sent/working on:
 - i. Invoice #1 \$46,354.84 (March – October Expenses)
 - ii. Invoice #2 \$33,057.75 (Outdoor Dining Reimbursements)
 - iii. Invoice #3 15,384.68 (November Reimbursements)
 - iv. Invoice #4 in progress (12 Days of Giveaway & December Expenses)

- **New and Updates**

- a. **“12 Days of Bixby” Giveaways – \$5,901.88**
 - i. We purchased gift cards or services from various businesses to giveaway on Instagram/Facebook that we haven’t been able to do a flash event from.
 - ii. From December 1-12, 1-4 winners are picked for each giveaway
 - iii. Great community engagement every day on the posts & they must follow the businesses to be entered on the giveaway
 - iv. Businesses included:
 - 1. Bixby Knolls Car Wash
 - 2. Maid Easy Cleaning
 - 3. Liberation
 - 4. Dutch's Brewhouse
 - 5. Ambitious Ales
 - 6. Salon Medusa
 - 7. Deluxe Parlor
 - 8. Red Eye Media
 - 9. Five Starr Fitness
 - 10. Willmore Wine Bar
 - 11. Cheese Addiction
 - 12. Furniture Consignment & More
 - 13. GOfetch
 - 14. Lucy's Boudoir
 - 15. Fresh Print Designs
 - 16. Orozco's Auto Service
 - 17. Melinda McCoy's Flowers
 - 18. Flirt Lash Bar
 - 19. Urban Escape Body Works

20. Wonderful Hands Holistic

21. Nails Spa & Skin Care

b. Holly Jolly Bixby – Business Decorating Contest

- i. Voting started on Small Business Saturday and goes through December 28 on our website
- ii. Gets community to go out and visit all the businesses participating & gives them a festive activity to enjoy
- iii. **23 businesses entered**

c. Small Business Saturday

- i. Great turnout throughout the district
- ii. The Better Half had best day to date
- iii. People were happy to support our businesses
- iv. Randomly gave away gift cards from different businesses while we were out and about
- v. Gave away 200 “Sticker Packs” and distributed at retail and restaurants
 - 1. Included Bixby Knolls themed stickers and donated ones from businesses

d. First Friday Trolley – Holiday Parade December 13

- i. We have sponsors for the trolleys and giveaway items
- ii. Noon to 4pm
- e. One last holiday shopping/support push within the restrictions of health orders
 - i. Importance of neighborhood support and business survival
 - ii. Overcoming public fear of being outside again
- f. Allery grant was spent in full

• **BKBIA Status**

- a. Holiday donation letter from Foundation
- b. Letter/Report/Proposal to the city management
 - i. John Glaza helping to wordsmith the letter
 - ii. Proposed sales tax revenue split to replace redevelopment funds
 - iii. **Spreadsheet from Myra with proposed splits**

• **Business Retention: (30+) Flash Events & Gift Cards – most recent:**

- a. The Merchant
- b. Long Beach Creamery
- c. Thunderbolt Pizza
- d. Liberation Brewing Co.
- e. Mixx Kitchen
- f. George’s 50’s Diner
- g. Bixby Knolls Tattoo
- h. Bake n Broil

- **Member & Community Outreach**
 - a. Virtual Business Breakfast – 40 businesses attended
 - b. Social media & emails
 - c. Daily emails and posting
 - d. Sharing city resources
 - e. Visits & Direct contacts (calls, texts, email)
 - f. **Letter to go out regarding CARES funds**

- **Finances**
 - a. October/November Assessment check due
 - b. November RDA check due
 - c. BK Community Foundation = account balance **\$6,024.28**
 - i. Foundation made \$5K payment to CSI for “civil unrest” invoice
 - ii. Anonymous donation (**\$10,000**):

1. And Then	\$1,200
2. Georgie’s Place	\$2,500
3. George’s 50s	\$3,000
4. Salon 36	\$ 653.73
5. StudioPick	\$ 925.00
6. Steelcraft	\$ 742.23
7. G&G Studio	\$ 700.90
a. Balance	\$ 278.50

- **Council of Business Associations – weekly meeting**

- **BKBIA core service continue:**
 - a. Power washing sidewalks
 - b. Landscaper
 - c. Security
 - d. Clean Team via Jesse Brown

- **Events & Online Content**
 - First Fridays – trolley w/CSI
 - Strollers – walking every Saturday
 - Knights – weekly email
 - Bixby Saturday Nights – weekly email
 - Bixby Brief Newsletter – Weekly
 - Kidical Mass – November 15
 - Always a heavy social media presence**