

BOARD MEETING DISCUSSION – August 13, 2020

- **New and Updates**
 - a. Operation: Pastrami
 - b. Black Business Month
 - c. First Friday Trolley & Beer Day
 - d. Cassidy's, Wood & Salt Dream Come True
 - e. Thunderbolt Pizza
 - f. Somi Somi
 - g. Allery status = \$21,000
 - h. Expo as PPE distribution center
 - i. Annual Report
 - j. CARES funding for BIDs
 - k. Mural assist
- **BKBIA core service continue:**
 - a. Power washing sidewalks
 - b. Landscaper
 - c. Security
 - d. Cal Heights Clean Team mulched trees and watered for BKBIA
- **Open Streets & outdoor dining – status quo**
- **Member & Community Outreach**
 - a. Letter to members – microgrant information
 - i. \$1,000 from Omniworks (may be bumped up to \$1000)
 - b. Social media & emails
 - i. Checking in and encouraging responses
 - c. Daily emails and posting
 - i. Flash Events – a critical and positive component
 - ii. Business showcase/highlighting
 - d. Sharing city resources
 - e. Visits & Direct contacts (calls, texts, email)
- **Business Retention: (30) Flash Events & Gift Cards**
 - a. Bixby Knolls Car Wash
 - b. Cheese Addiction
 - c. Brewery Knolls – Beer Day
 - d. MeeMa's
- **Council of Business Associations – weekly meeting**
- **Website – New and updated/current**
- **Sidewalk decals – new**
- **Finances**
 - a. All checks have been received; billed RDA for June & July
 - b. Foundation = account balance **\$11,024.28**
 - i. **Second anonymous donation of \$5,000**
 - 1. **Designated to: Flash Event with Bixby's Brooklyn Deli and the patio setup for Liberation Brewing**

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

a. Balance \$2,646.63

- **Events & Online Content**

First Fridays – trolley w/CSI

Strollers – walking every Saturday

Knights – weekly email

Bixby Saturday Nights – weekly email

Bixby Brief Newsletter – at least twice a week

Virtual "Concert in the Park(ing Lot) email

Kidical Mass – tentative for August 16

- **Letter to Cal Trans**
- **Letter to city regarding traffic speeds and accidents**