



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

Emily Duval Ledger - At Large
Brian Savala- Long Beach Blvd.
Jeff Beasley -Long Beach Blvd
Cheryl Jacobs- Community Liaison
Roy Robbins- Community Liaison
Andrea Testa -Community Liaison
Blair Cohn-Executive Director
Ashlee Orellano – Project Manager

BOARD OF DIRECTORS MEETING

Thursday, January 23, 2020, 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 December 19, 2019

4. Public Comment (limited to 3 minutes)

-

5. 7th District Council Office Report

6. 8th District Council Office Report

7. Bixby Knolls Strategic Plan/P.U.M.A. Report Discussion

8. 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 – Ashlee

9. OLD BUSINESS

- 501c3 update

10. NEW BUSINESS

- No new business

11. ADJOURNMENT

Bixby Knolls Business
Improvement Association

4321 Atlantic Avenue
Long Beach, CA 90807

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BIXBY KNOLLS BUSINESS IMPROVEMENT BOARD OF DIRECTORS MEETING MINUTES

DATE December 19, 2019
TIME 7:45am
PLACE The Pan Restaurant

CHAIR Mike Mora
RECORDER Blair Cohn
ADJOURNED 8:47 a.m.

Present

Mike Mora, President
Norm Cauntay, Vice-President
Bill Larson, Secretary
Servando Orozco
Antony Puente
Aaron Hovis
Kris Allen
Emily Duval Ledger
Brian Savala
Jeff Beasley
Crystal Rogers
Andrea Testa – Community Liaison
Blair Cohn – BKBIA
Ashlee Orellano -- BKBIA

Excused Absences

Anthony Wingfield

Guests:

- Natalie, 8th District Council Office, City of Long Beach
- Susan Cooper, BKBIA
- Ronnie De Leon, BKBIA

Call Meeting to Order

- Mike called the meeting to order at 7:58am.

Welcome & Introductions

- Introductions were made around the room

Approval of Minutes – November 21, 2019

- Aaron made a motion to approve the minutes; Brian seconded the motion. Motion passed unanimously.

Public Comment (limited to 3 minutes)

- No public comment

7th District Council Office Report

- No report given

8th District Council Report

- Natalie reported: The council approved the contract with the BKBIA for another year; Bike Share locations at Steelcraft, Bixby & Atlantic, Atlantic & San Antonio; Station #9 EIR process will begin, notice of preparation were mailed out; CD8 is holding its annual Holiday Toy & Food Drive at many local business locations.

Committee Reports:

- a. Treasurer Report: Susan presented on financial information as submitted in the packet.
- b. Security and Code Enforcement Report – Mike reported: Stats and updates from LBPD. CSI Patrol Service reported that daytime patrols have increased and will step up nighttime patrols through the holidays.
- c. Promotion Report – Included in Project Manager's Report.
- d. Executive Director's Report – Blair provided an end of year note including the new P.U.M.A. Strategic Plan, new outreach to the membership and community, new businesses set to open, and looking to create new programs and strategies for 2020. Discussion ensued regarding the Strategic Plan and the priorities for the Board to pursue.
- e. Project Manager Report – Ashlee provided recaps on Small Business Saturday, First Fridays December Family Festival, Jazz Night in January; Ashlee also reported on the effectiveness of our social media for the month.

Old Business

- No old business discussed

New Business

- No new business discussed

Adjournment

At 8:47am Aaron made a motion to adjourn. Brian seconded. Meeting was adjourned.

Next meeting is January 23, 7:45am at The Pan.

Respectfully submitted,
Bill Larson

5:31 PM
01/21/20
Cash Basis

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

December 2019

	Dec 19	Jul - Dec 19
Ordinary Income/Expense		
Income		
Assessment Income	0.00	120,005.71
Contributions	710.81	13,215.98
Corporate Sponsorship	2,300.00	6,700.00
RDA Grant Funds		
RDA - Community Garden	-630.00	-630.00
RDA Grant Funds - Other	0.00	95,430.37
Total RDA Grant Funds	-630.00	94,800.37
Reimbursements	1,700.00	4,625.00
Rental Income	4,496.00	24,015.50
Total Income	8,576.81	263,362.56
Gross Profit	8,576.81	263,362.56
Expense		
Administration		
Accounting		
Tax Return Prep	0.00	2,542.50
Accounting - Other	330.00	1,080.00
Total Accounting	330.00	3,622.50
Bank Charges	0.00	30.00
Board Meeting Expenses	0.00	244.20
COBA meeting expense	0.00	358.85
Concession Supplies	0.00	4,030.84
Consultants	0.00	714.47
Employee Meals	53.15	695.49
EXPO Supplies	0.00	474.45
Facilities Management	700.00	700.00
Fees		
Credit Card Processing Fees	0.00	22.31
Fees - Other	0.00	25.00
Total Fees	0.00	47.31
Insurance		
Commercial Liability	0.00	-4.00
Total Insurance	0.00	-4.00
Janitorial Services	700.00	1,200.00
Licenses and Permits	0.00	410.00
Meals & Entertainment	0.00	557.11
Member Relations	495.00	495.00
Miscellaneous	0.00	27.20
Office Equipment	125.00	4,094.09
Office Expense	0.00	620.49
Office Maintenance	75.00	240.00
Office Supplies	363.17	1,680.45
Outside Services	4,106.00	29,825.71
Postage	0.00	121.50
Printing	14.99	999.94
Repairs and Maintenance	0.00	1,005.84
Repairs and Maintenance - EXPO	480.00	711.49
Staff Meeting	0.00	13.51
Taxes	0.00	132.80
Telecommunications	276.10	2,468.04
Utilities/Trash	644.40	644.40
Utilities/Trash - EXPO	0.00	9,813.40
Administration - Other	0.00	2,000.00
Total Administration	8,362.81	67,975.08
Building Supplies	371.14	998.94
Business Gift	0.00	82.69
EXPO Equipment	0.00	872.45
EXPO Repairs and Maintenance	1,740.99	6,931.68
Finance Charges	0.00	95.72
On-Going Promotions		

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Bixby Knolls Business Improvement Association

OPERATING STATEMENT

December 2019

	Dec 19	Jul - Dec 19
Advertising & Marketing	2,546.90	13,348.75
Banner Installation/Maintenance	0.00	395.00
Median Maint Utilities	244.15	1,547.18
Median Maintenance	400.00	2,220.00
Total On-Going Promotions	3,191.05	17,510.93
Promotional Event Expenses		
Business Networking Events	0.00	1,092.58
Promotional Event Expenses - Other	12.00	12.00
Total Promotional Event Expenses	12.00	1,104.58
RDA Spec Proj		
Bixby Business Breakfast	0.00	897.75
Bixby Saturday Nights	0.00	800.00
Brewery Knolls	500.00	1,250.00
Clean + Safe	3,288.00	30,493.04
Clean Team	1,517.25	9,000.50
Craft Beer Trolley	0.00	2,250.00
Executive Director PR	2,389.18	15,529.67
Facade/Streetscape Improvements	0.00	11,246.00
First Fridays	1,870.00	20,444.03
Intern Payroll	0.00	0.00
Marketing	0.00	300.00
Member Outreach	0.00	715.00
Misc Events	100.00	12,142.90
Mural Project	0.00	300.00
Outside Services	0.00	1,040.00
Support Staff PR	1,197.00	9,957.00
Trees & Landscaping	0.00	3,730.45
Utility Box Project	0.00	600.00
WalkToberfest	0.00	1,150.00
Total RDA Spec Proj	10,861.43	121,846.34
Salaries/Benefits		
Executive Director	4,760.60	30,943.90
Payroll Preparation	201.10	1,391.60
Payroll Tax - Employer Contrib	894.75	5,580.12
Project Manager	1,041.75	5,111.75
Workers Comp Insurance	113.58	801.91
Total Salaries/Benefits	7,011.78	43,829.28
Special Programs		
Bixby Saturday Nights	0.00	1,808.22
Concerts	0.00	6,017.46
Expo Center Events	0.00	554.63
First Fridays	1,285.43	11,434.50
Kidical Mass	0.00	301.83
Knights of the Round(turn) Tabl	0.00	166.36
Literary Society	0.00	439.66
Misc Special Events	0.00	3,083.98
Strollers	0.00	1,243.01
Supper Club	0.00	237.99
Utility Box Project	3,400.00	4,200.00
Walktoberfest	0.00	199.27
Special Programs - Other	0.00	18.00
Total Special Programs	4,685.43	29,704.91
Total Expense	36,236.63	290,952.60
Net Ordinary Income	-27,659.82	-27,590.04
Net Income	-27,659.82	-27,590.04

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Promotional Event Expenses	12.00	1,104.58
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Net Income	<u><u>-27,659.82</u></u>	<u><u>-27,590.04</u></u>

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

	Dec 31, 19
ASSETS	
Current Assets	
Checking/Savings	
Bixby Knolls RDA Acct	60,994.10
BKBIA Oper Acct	49,949.07
Petty cash	400.00
Total Checking/Savings	111,343.17
Total Current Assets	111,343.17
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	111,781.66
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Staples	-8.81
VISA	953.67
Total Credit Cards	944.86
Other Current Liabilities	
Security Deposits	2,200.00
Total Other Current Liabilities	2,200.00
Total Current Liabilities	3,144.86
Total Liabilities	3,144.86
Equity	
Opening Bal Equity	0.15
Retained Earnings	121,303.66
Unrestrict (retained earnings)	14,923.03
Net Income	-27,590.04
Total Equity	108,636.80
TOTAL LIABILITIES & EQUITY	111,781.66

Bixby Knolls Business Improvement Association

Executive Director Report: January 2019

Staff Report:

- Thor remains in the hospital and will begin intensive rehab on his left arm/hand and lung capacity. Occupational therapy will begin immediately.
- Ronnie has a second title for the BKBIA. He is now “Arts Curator” as well as Clean Team. Ronnie has been coordinating all of the public art projects we do with Public Works as well as booking more artists and performers for First Fridays. Ronnie also brought in an artist to do a mural in the women’s bathroom of our building.
- Ashlee has taken on the responsibility of the events management for Expo and implementing a good, organized system to help keep all event items in place.

501c3 activation

- We have hired John Glaza to take care of the next steps for our non-profit. This includes an official name change, setting up bank account, writing bylaws, writing solicitation letter and donation acknowledgement letter, and drafting the verbiage for our website. Having a knowledgeable third party handle this for us will ensure that it gets done once and for all. Bank account should be close to being opened.
- Although there will be a different board for this organization, we are asking the BKBIA board for a donation to help seed the account with some working capital.

Annual “State of the District” Meeting – February 20, 7:00pm

- The meeting will be held at the Expo Arts Center this year. We will discuss our mission, projects, events, partnerships, and the results of the Strategic Plan from P.U.M.A.

RDA Funds:

- My first outreach to Economic Development regarding the P.U.M.A. recommendations is on the possibility of the “Sales Tax Sharing” option. Apparently, there is a document from 1992 that mentions this for BIDS. It hasn’t happened first but perhaps BKBIA can be the first.
- Parking meters – Councilman Austin recommends that the BKBIA pursue the parking meter option through the pedestrian zone. To make an educated decision about this, we would really want an official parking study (not a count) to provide a revenue estimate after the cost of installation and 50% revenue sharing with the city.
- PBID exploration – This conversation would be next. We will need to know if Economic Development would help with consultant cost for the property owner outreach, surveys, and overall engagement about a PBID.
- Neighborhood Outreach/Appeal Campaign -- Commune Communication – While we are pursuing all recommendations on funding sources through the city, it’s now time we reach out to the neighborhood for a potential stake in what we are doing and the Foundation. It has been suggested to me a number of times that a “volunteer membership” for residents be offered. Essentially, for an annual fee the residents would get a tax deduction from our 501c and the funds go right back into the services we provide, and would reach into the neighborhoods: security, clean team efforts, reporting issue to the city, and the overall mission of keeping the business corridors enhanced and vibrant. Plus, the funds would help to continue our ongoing events and programs.
 - Commune Communication will draft a campaign that the BKBIA can start to share around the neighborhood about this message. More or less: “Bixby Knolls; Love It or Lose It.”

ESHIP/Forward Cities:

- I have taken on another role under the economic development umbrella. The Kauffman Foundation (Kansas City) funds Forward Cities, a non-profit that focuses on “ecosystem building for entrepreneurs.” This comes at a good time. I am plenty busy with BKBIA responsibilities, an economic development commissioner, board member of the Long Beach Economic Partners, and co-chair of the Council of Business Associations. This new part-time position with Forward Cities ties it all together and I would be the catalyst to connect entrepreneurs to city resources (people and organizations) and further the city’s efforts for the adopted Economic Development Blueprint. Having received three raises in twelve years with the BKBIA, this is an opportunity for me to make some money without the financial pressure on the BKBIA. The BKBIA is going to keep a percentage as “project management revenue” from the quarterly payments. The balance will be run through payroll for me. (80/20 split)

Details/Description:

- Long Beach Entrepreneurial Ecosystem Building | Scope of Work
- Status: Part-Time Contract
- Time Period: December 3, 2019 through May 31, 2020
- Department: Community Innovation | ESHIP Communities
- General: The Bixby Knolls Business Improvement District (BKBID) will serve as the leading local entity for the ESHIP Communities engagement in Long Beach California, guiding this important work in the local community. Blair Cohn, Executive Director of BKBID, will serve as the designated ESHIP Long Beach Director, responsible for the management, implementation, and completion of the contracted responsibilities. Additional support for the deliverables can be provided by other members of the BKBID staff can be assigned to designated tasks, as outlined below.
- ESHIP Long Beach Local Director Responsibilities:
 - Attending scheduled meetings with the ESHIP staff (at least 2 per week by phone/Zoom) and periodic in-person visits. • Serving as the primary liaison with the City of Long Beach staff • Organizing and supporting the local ESHIP Council by identifying potential members, coordinating, facilitating, and guiding action items emerging from meetings; • Serving as a boundary-spanning connector in and between various groups of entrepreneurial stakeholders and local entrepreneurs; • Serving as lead project manager for pilot projects; • Building awareness and support for the work among local and regional partners and stakeholders;
 - • Learning and modeling the ESHIP values which promote vibrant, connected, and inclusive entrepreneurial communities; • Managing budgets for the local engagement and pilot projects; and • Leading with entrepreneurial thinking by addressing additional needs and opportunities as they arise consistent with the mission of advancing inclusive entrepreneurial supports locally and regionally. • Working in tandem with the Long Beach based ESHIP Communities Manager, who will be responsible for the management of local research and anchor institution duties for the engagement, as well as the emerging learnings from the local process.

Projects & Streetscape updates:

- **Dr. A/Bixby Animal Clinic**, demo work for the expansion will begin in February.
- **Cassidy’s Corner** – Delayed with city issues but continuing on build-out.
- **Jumpers Jungle** – Waiting on final inspection and will be opening within two weeks.
- **BurgerIm** – Plans were approved to begin their build-out but an article just came out about deep financial issues within the company. Waiting to hear from the landlord if the project will move forward or not.



Thriving Entrepreneurial Communities

The tighter the link between a community's entrepreneurs and its support system, the more economically vibrant that community will be – and its entrepreneurs will ultimately be more successful. This means building thriving, inclusive entrepreneurial communities that create greater equity, awareness, and connection specific to the local needs and strengths.

The ESHIP Communities program does just that. It is a community-driven approach that places inclusion, relationships, and collaboration across networks at the core of local entrepreneurship. The program supports the creation and evaluation of a repeatable, bottom-up approach to building and strengthening entrepreneurial networks and communities. To validate the effectiveness of the program, we are tracking our success and failures here in Long Beach as well as in Kansas City, Baltimore, and north central New Mexico.

Learnings, tools, and resources from the ESHIP Communities program will be shared nationwide through the ESHIP Summit and the Kauffman Entrepreneurial Ecosystem Building Playbook. Ultimately, policymakers, entrepreneur support organizations, and community leaders will be able to adopt this model's policies, practices, and programs to build their local healthy, inclusive and equitable entrepreneurial communities across the country.

ESHIP Long Beach

The ESHIP work in Long Beach engages grassroots and entrepreneur leaders in efforts to grow connectivity, collective impact, and community alignment in support of the City of Long Beach Economic Development Blueprint, as well as its goals for economic inclusion and entrepreneurship. The ESHIP Long Beach initiative is being supported by the City of Long Beach and the Long Beach Economic Partnership.

For more information:

Laura Merryfield

lmerryfield@forwardcities.org

ESHIP Learning Network Manager/

ESHIP Long Beach Community Liason

Blair Cohn

blair@bixbyknollsinfo.com

ESHIP Long Beach

Government Liaison

This Kauffman Foundation initiative is led by local collaborative councils of individuals who represent different stakeholders from across their communities. Kauffman Foundation grantee Forward Cities is managing the implementation of this effort.





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PROJECT MANAGER REPORT: January 2020

General Updates and Recaps

Recaps

First Friday: Jazz Night

- First Friday "Light" had steadier foot traffic than anticipated. Businesses seemed happy with the engagement level with the community. Still working on activating Atlantic Blvd. on south side

Strollers – 12th Anniversary Route

- Strollers is going strong. Large and happy crowd met Saturday and will continue to show up this week.

Bixby Saturday Nights – Tim Gill All-Star Band

- Best reception from community thus far

Upcoming

First Friday: Annual Mardi Gras Celebration – February 7

- BKBIA activating The Allery, Bixby Corner, MIXX Kitchen, and tentatively Taboon.
- Congratulations to our First Fridays Mardi Gras Queen and Queen: Mercedes and Jasmine, owners of The Pan!
- Calling revelers and characters! We will be meeting at Georgie's Place (3850 Atlantic Ave) at 6:30PM, parade steps off from at 7pm.
- Submit programming/ deals for the day to be posted to newsletter and social

Supper Club – February 10

- Reviving series. Restaurant TBA

Bixby Saturday Nights – February 15

- Long Beach Jazz Directors

State of the Business District Annual Meeting – February 20

- February 20, 7:00pm, at the EXPO Arts Center. Get "in the Know'lls" about what we have been up to and what we plan to do in 2020
- Tickets: \$5 BKBIA Member Businesses or \$10 General Public.

Knights of the Round Turn(Table) – February 26

- 'Are You Experienced' by Jimi Hendrix Experience

Social - @bixbyknolls

- Gained 225 followers since last meeting
- Insights for Jan 16 – Jan 22: 3,391 accounts reached. 26,565 impressions. 277 interactions
- If you have any events you want featured on social, email them to ashlee@bixbyknollsinfo.com

EXPO Arts Center Building Management

- Unfortunately, Thor is on medical leave, so I have taken over as the contact for upcoming bookings at the EXPO
- 12 upcoming events in the next month, including Nelson's Kerr's Retirement party, LB District forum for youth strategic plan, 8th council district forum, Rise LBC Art Show, etc.