



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.
Katherine Galanty- Wardlow Rd
Jane Ho – Bixby Knolls Shopping Center

Lourdes Valles-At Large
Debbie Peurrung- Long Beach Blvd.
Vacant -Long Beach Blvd
Cheryl Jacobs- Community Liaison
Mark Hawkins-Community Liaison
Roy Robbins- Community Liaison
Andrea Testa -Community Liaison
Blair Cohn-Executive Director
Cait Yoshioka – Project Manager

BOARD OF DIRECTORS MEETING

Thursday, December 14, 2017, 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 from November 16, 2017

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:

- Treasurer Report – Susan Cooper
- Security & Code Enforcement Report – Mike
- Promotion Report – Cheryl
- Executive Director's Report – Blair
- Project Manager's Report – Cait

8. OLD BUSINESS

-

9. NEW BUSINESS

- 501c3 formation
- First Fridays Coordinator

10. 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 November, 2017
TIME 7:45am
PLACE The Pan Restaurant

CHAIR Servando Orozco
RECORDER Blair Cohn
ADJOURNED 8:45 a.m.

Present

Servando Orozco, President
Mike Mora, Vice President
Anthony Wingfield, Secretary
Katherine Galanty
Anthony Puente
Bill Larson
Jane Ho
Lourdes Valles
Cheryl Jacobs – Community Liaison
Mark Hawkins – Community Liaison
Roy Robbins -- Community Liaison
Andrea Testa – Community Liaison
Blair Cohn – BKBIA
Cait Yoshioka -- BKBIA

Excused Absences

Debbie Peurrung, Norm Cauntay

Unexcused Absences

Guests:

Sandra Zetti, 7th District Council Office, City of Long Beach
Jonathan Kraus, 8th District Council Office, City of Long Beach
Susan Cooper, BKBIA
Kris Allen, First Bank
Jeff Beasley, Bundts on Melrose
Richard Jacobs, resident

Call Meeting to Order

- Servando called the meeting to order at 7:55am.

Welcome & Introductions

-

Approval of Minutes

- Approval of Minutes from September 28, 2017 (No October 2017 meeting). Mike made a motion to approve the minutes. Anthony seconded the motion. Motion approved unanimously.

Community Participation Report (limited to 3 minutes)

- Kris Allen, First Bank – Kris introduced himself to the board.

7th District Council Office Report

- Sandra Zetti reported: Annual Daisy Lane Parade is set for December 9. Still room for entrants from the BKBIA or local businesses; Harbor Freight was demolished. CD7 working on the homeless that have been hanging out on the site.

8th District Council Report

- Jonathan Kraus reported: District's Annual Toy Drive has begun with bins at local businesses; MWD work on Bixby Road (Pacific, Elm, Gundry), there are parking issues for both residents and businesses. Trying to work with parking enforcement on it; Land Use Element, ongoing process and revised plans going back to Planning Commission after community meetings

Committee Reports:

- a. Treasurer Report: Susan reported on monthly financials as provided in packet. CPA is processing the tax returns and will get them to the board to review and approve.
- b. Security and Code Enforcement Report – Mike reported from notes provided by LBPD and CSI Patrol Service. CSI deals with the homeless daily. First Fridays has been better with the presence of LBPD onsite.
- c. Promotion Report – Cheryl reported: Supper Club will be on hiatus until January; Good Spirits will update the concept in 2018 and will include a “pub crawl” type of event plus a brewing event at Dutch's Brewhouse. These are designed to keep things interesting for the participants; For Small Business Saturday the members are sending to Cait what specials, sales, or features they have for the day. We are hoping for a successful weekend for everyone.
- d. Executive Director's Report – Blair reported the updates for new businesses and development in the district including the discussion of future funding for the BKBIA, holiday party sponsors, and the new light pole banners.
- e. Project Manager's Report –Cait reported on Small Business Saturday and prepping for the day with our promotions and bingo game; Cait introduced the concept of a “tiered” membership program to bring in additional revenue to the BKBIA. This would be modeled after the DLBA where certain areas of the district pay a premium for additional services from the BKBIA. Looking into this with the city attorney and the E.D. department.

Old Business

- No old business discussed.

New Business

- No new business was discussed.

Adjournment

- Anthony made a motion to adjourn the meeting at 8:45am. Bill seconded the motion. Meeting was adjourned.

Next meeting is December 14, 2017, 7:45am at The Pan.

Respectfully submitted,
Norm Cauntay

5:11 PM
12/11/17
Cash Basis

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

November 2017

| | Nov 17 | Jul - Nov 17 |
|---------------------------------|-----------|--------------|
| Ordinary Income/Expense | | |
| Income | | |
| Assessment Income | 270.00 | 82,631.65 |
| Contributions | 1,841.62 | 5,230.13 |
| Corporate Sponsorship | | |
| Light Pole Banners | 5,000.00 | 20,000.00 |
| Corporate Sponsorship - Other | 2,750.00 | 6,750.00 |
| Total Corporate Sponsorship | 7,750.00 | 26,750.00 |
| RDA Grant Funds | | |
| RDA Grant Funds - Other | 0.00 | 61,926.51 |
| Total RDA Grant Funds | 0.00 | 61,926.51 |
| Rental Income | 3,200.00 | 7,580.00 |
| Total Income | 13,061.62 | 184,118.29 |
| Gross Profit | 13,061.62 | 184,118.29 |
| Expense | | |
| Administration | | |
| Accounting | | |
| Accounting - Other | 150.00 | 750.00 |
| Total Accounting | 150.00 | 750.00 |
| COBA meeting expense | 0.00 | 408.32 |
| Concession Supplies | 0.00 | 623.71 |
| Employee Meals | 0.00 | 71.63 |
| EXPO Supplies | 0.00 | 117.17 |
| Janitorial Services | 0.00 | 101.00 |
| Licenses and Permits | 494.82 | 3,466.32 |
| Office Equipment | 274.52 | 1,704.67 |
| Office Expense | 71.41 | 285.64 |
| Office Maintenance | 0.00 | 75.00 |
| Office Supplies | 0.00 | 572.34 |
| Outside Services | 600.00 | 5,881.00 |
| Parking Expense | 0.00 | 4.00 |
| Printing | 148.84 | 148.84 |
| Telecommunications | 247.51 | 1,073.30 |
| Utilities/Trash | 1,523.65 | 8,434.64 |
| Utilities/Trash - EXPO | 0.00 | 2,016.10 |
| Administration - Other | 0.00 | 0.00 |
| Total Administration | 3,510.75 | 25,733.68 |
| Business Gift | 0.00 | 35.99 |
| EXPO Equipment | 0.00 | 2,724.29 |
| Finance Charges | 0.00 | 109.07 |
| On-Going Promotions | | |
| Advertising & Marketing | 811.78 | 10,808.74 |
| Litter & Weed Abatement | 0.00 | 300.00 |
| Median Maint Utilities | 199.13 | 778.81 |
| Median Maintenance | 0.00 | 1,280.00 |
| Sponsored Light Pole Banners | 0.00 | 15,514.32 |
| Total On-Going Promotions | 1,010.91 | 28,681.87 |
| RDA Spec Proj | | |
| Art Alley Project | 800.00 | 3,200.00 |
| Beach Streets Programming | 400.00 | 2,150.00 |
| Clean + Safe | 4,339.06 | 14,359.06 |
| Clean Team | 87.50 | 1,689.00 |
| Executive Director PR | 2,389.18 | 13,140.49 |
| Facade/Streetscape Improvements | 0.00 | 3,311.04 |
| First Fridays | 3,140.00 | 15,820.00 |
| Good Spirits | 0.00 | 100.00 |
| Intern Payroll | 1,470.00 | 6,847.50 |
| Marketing | 0.00 | 1,475.00 |
| Misc Events | 100.00 | 5,259.44 |
| Support Staff PR | 2,042.80 | 11,235.40 |
| Trees & Landscaping | 700.00 | 1,050.00 |

5:11 PM
12/11/17
Cash Basis

Bixby Knolls Business Improvement Association

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| RDA Spec Proj - Other | 2,753.00 | 3,153.00 |
| Total RDA Spec Proj | 18,221.54 | 82,789.93 |
| Salaries/Benefits | | |
| Executive Director | 4,760.60 | 26,183.30 |
| Payroll Preparation | 186.14 | 1,226.61 |
| Payroll Tax - Employer Contrib | 969.37 | 5,364.20 |
| Project Manager | 1,887.96 | 10,383.78 |
| Workers Comp Insurance | 154.06 | 882.38 |
| Total Salaries/Benefits | 7,958.13 | 44,040.27 |
| Special Programs | | |
| Business Breakfast | 0.00 | 2,619.72 |
| Concerts | 0.00 | 2,571.14 |
| First Fridays | 0.00 | 9.83 |
| Kidical Mass | 0.00 | 345.00 |
| Literary Society | 100.00 | 200.00 |
| Strollers | 0.00 | 796.17 |
| Total Special Programs | 100.00 | 6,541.86 |
| Total Expense | 30,801.33 | 190,656.96 |
| Net Ordinary Income | -17,739.71 | -6,538.67 |
| Other Income/Expense | | |
| Other Income | | |
| Other Grant Income LB BI Pilot | 0.00 | 7,725.00 |
| Total Other Income | 0.00 | 7,725.00 |
| Other Expense | | |
| LB Blvd Clean Up Pilot Program | 0.00 | 3,275.55 |
| Total Other Expense | 0.00 | 3,275.55 |
| Net Other Income | 0.00 | 4,449.45 |
| Net Income | -17,739.71 | -2,089.22 |

5:12 PM
12/11/17
Cash Basis

Bixby Knolls Business Improvement Association

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| Other Expense | | |
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| Net Income | -17,739.71 | -2,089.22 |

Bixby Knolls Business Improvement Association
STATEMENT OF FINANCIAL POSITION
As of November 30, 2017

| | Nov 30, 17 |
|---------------------------------------|-------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Bixby Knolls RDA Acct | 35,951.52 |
| BKBIA Oper Acct | 39,579.50 |
| Total Checking/Savings | <u>75,531.02</u> |
| Total Current Assets | 75,531.02 |
| Fixed Assets | |
| Holiday Decorations | |
| Holiday Decorations- Acc Deprec | -46,427.00 |
| Holiday Decorations - Other | 52,013.49 |
| Total Holiday Decorations | <u>5,586.49</u> |
| Total Fixed Assets | <u>5,586.49</u> |
| TOTAL ASSETS | <u>81,117.51</u> |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Credit Cards | |
| VISA | -1,104.08 |
| Total Credit Cards | <u>-1,104.08</u> |
| Total Current Liabilities | <u>-1,104.08</u> |
| Total Liabilities | -1,104.08 |
| Equity | |
| Opening Bal Equity | 0.15 |
| Retained Earnings | 126,339.66 |
| Unrestrict (retained earnings) | -42,029.00 |
| Net Income | -2,089.22 |
| Total Equity | <u>82,221.59</u> |
| TOTAL LIABILITIES & EQUITY | <u>81,117.51</u> |

Bixby Knolls Business Improvement Association

Executive Director Report: December 14, 2017

General updates from around the district:

- **First Fridays Coordinator** – We said goodbye to Tokotah Ashcraft after six years in the position. We are working out the details but we may have Alyssandra Nighswonger take over the position as soon as next week. Tokotah created detailed files with operation plans, contacts, to-do lists, etc. This should be an easy transition into the position as Alyssandra has been a performer for years and knows many of the artists involved with the event. She will attend a board meeting after the new year to introduce herself.
- **Holiday Party Sponsors:** Special thank you to Laserfiche, Howard CDM, Clancy Foundation, and Bixby Knolls Mortgage for the sponsorship to make the holiday party extra special.

District Updates:

- **Cheese Addiction** – Opening this week and will host a special “neighborhood welcome” on Friday, December 15, 3pm – 7pm.
- **BK Advisory Group:** A LB restaurant advisory group has been meeting for some time and have brought BK into the mix. I sat in on a meeting a few months ago downtown and we discussed all things Bixby Knolls. There will be another meeting next Monday the 18th to again talk about the restaurants and potential new restaurants in the district. It’s an interesting group and I will see what type of results can come of these meetings but I appreciate someone putting the energy out to contribute to the district.
- **Liberation Brewing:** The build-out continues. Major interior work is nearly completed and water has been hooked up to the building. There will be a soft opening planned after the first of the year.
- **Ambitious Ales** – Still fine tuning demo plan and architectural plans for the city. The guys do not seem to be in any sort of panic so I will continue to check in with them on their progress.
- **Niky’s Sports** – Inventory has been loaded into the space from Nike and Adidas. Still some fine tuning to the building going on. Waiting to hear on an actual opening date.
- **West Bistro** – Code Enforcement was called out to the building again
- **Bixby Executive Center** – Major face-lift for the lobby and exterior work will begin by February. The building will be getting an updated look to the exterior and will be another great addition to the improvements all through the district.

Project Manager Report: November - December 2017

Event/Projects Recaps

- Small Business Saturday – November 25th
 - We heard excellent feedback!
 - We paid for social media advertising on Instagram and Facebook
- Bixby Knolls BINGO
 - More entries than expected!
 - All winners have been contacted
- Supper Club – no supper club in November/December
- November Kidical Mass – November 19th
 - Another large turnout!
 - Thank you to Servando for bringing the Canned Food Drive container for the Long Beach Rescue Mission

EXPO Arts Center

- Recent events:
 - Weekly broker tours by Bixby Knolls Mortgage
 - Weekly (Tuesday and Thursday) senior activities ran by the 8th District Council Office
 - Monthly “Lunch and Learns” by the Bixby Knolls Mortgage
 - Community meetings hosted by the 8th District Council Office
- Plus tenant events (TKTC – The Kids Theatre Company and Held2Gether Improv)
- Multiple Holiday rental events
- New carpet and other upgrades are set to happen in January

Outreach to Membership Committee

- Revamping Supper Club and Good Spirits
 - Progressive?
 - Making unique experiences
- Proposed tiered memberships
 - Currently in the planning stage and just waiting to hear back from the city and the city attorney's office on feasibility

Current Projects / Action Items

- Scheduling more Mobile Office Hours and Flash Events
- Dispersing of New Member Welcome Packets to current members as well as new businesses
- Upcoming monthly event prep (First Fridays, Supper Club, Literary Society, Kidical Mass) including emails, graphics, social media, etc.
- EXPO Arts Center building management

Upcoming Events

- First Fridays – January 5th
- COBA – January 10
- Good Spirits Club – will resume in Jan. 2018
- Literary Society – January 10 at Elise's Tea Room
- Kidical Mass – December 17th - Holiday Sweater Ride