



BOARD OF DIRECTORS MEETING

Thursday, July 27, 2017, 7:45 a.m. at the Pan Restaurant

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences:

2. WELCOME & INTRODUCTIONS

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3. APPROVAL OF MINUTES

- Approval of Minutes from June 22, 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:

- a. Treasurer Report – Susan Cooper
- b. Welcome Kits – Cait, Jane, Cheryl
- c. Vacant board member seat
- d. Continued First Fridays Discussion – rules and regulations
Use of EXPO Arts Center (events) during First Fridays
- e. Security & Code Enforcement Report – Mike
- f. Promotion Report – Cheryl
- g. Executive Director's Report – Blair
- h. Project Manager's Report – Cait

8. OLD BUSINESS

-

9. NEW BUSINESS

-

10. ADJOURNMENT

Bixby Knolls Business
Improvement Association

4321 Atlantic Avenue
Long Beach, CA 90807

P: 562 - 595 - 0081
info@bixbyknollsinfo.com

www.bixbyknollsinfo.com

BIXBY KNOLLS BUSINESS IMPROVEMENT BOARD OF DIRECTORS MEETING MINUTES

DATE June 22, 2017

TIME 7:45am

PLACE The Pan Restaurant

CHAIR Servando Orozco

RECORDER Blair Cohn

ADJOURNED 9:12 a.m.

Present

Servando Orozco, President
Mike Mora, Vice President
Anthony Wingfield, Treasurer
Bill Larson
Katherine Galanty
Debbie Peurrung
Cheryl Jacobs – Community Liaison
Roy Robbins -- Community Liaison
Blair Cohn – BKBIA
Cait Yoshioka – BKBIA

Excused Absences

Jane Ho, Norm Cauntay, Anthony Puente

Unexcused Absences

Jahaziel Romero

Guests:

Eric Romero, City of Long Beach
Jonathan Kraus, 8th District Council Office
Sandra Zetti, 7th District Council Office
Susan Cooper, BKBIA
Freddie Richard, CSI Patrol Services

Call Meeting to Order

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

Welcome & Introductions

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Approval of Minutes

- Approval of Minutes from May 25, 2017. Mike Mora made a motion to approve with corrected date on top. Anthony W. seconded the motion. Motion approved unanimously.

Community Participation Report (limited to 3 minutes)

- Debbie introduced Kristine Lopshire the new manager for Steelcraft.

7th District Council Office Report

- Sandra reported: Uptown Jazz Festival will be on Saturday, June 24, 11am to 7:30pm at Houghton Park. 7th district is sponsoring the event with the 9th district; the lights at Dana Branch Library will be repaired. The building has been dark but repairs will happen soon .

8th District Council Report

- Jonathan reported: Street musician performer guidelines will be going before council. City will work with COBA and LB Music Council to create new and specific guidelines and policies, including enforcement. Council looking for ways to encourage more music inside venues as well as outside performances to be a music-friendly city; 1st reading of the enforcement ordinance for illegal marijuana dispensaries will add more tools for shutting these operations down; Council will be addressing RVs, trailers, and all over-sized vehicles; prohibit 22'

or over to park in residential neighborhoods. Cheryl asked about the RV parking on 45th Way. Can any signage be added to that street? Traffic engineer will look into it.

Committee Reports:

- a. Treasurer Report: Susan reported on the monthly information provided to the board.
- b. Welcome Kits – Cait distributed the sample kits to board members and discussed content. Board members enthusiastic about the kits and applauded efforts from Cait, Jane, and Cheryl. Kits will now be giving to new business members.
- c. Banners -- Blair reported on Nom's proposal included in board packet. Seeking up to 4 sponsors max for pole banners with a 3-year commitment, \$5000 per year, \$1500 up-front deposit. General discussion ensued about the banners and the proposal. Katherine made a motion to approve the proposal and send out notification/offer to membership. Mike seconded the motion. Motion passed unanimously.
- d. First Fridays Discussion – Blair and Cait reported on two major issues happening with the event. First, increasing number of packs of kids throughout the event that have been disruptive. There is a need for more security to manage this and to keep the event family-friendly and not a turn off to our local residents. Second issue is the increasing number of rogue vendors setting up along the street and business owners who do not follow our protocol. New rules and regulations are being put together for distribution to all members before the next Business Breakfast.
- e. Security & Code Enforcement – Mike reported on issues from LBPD: Commander Komizsa discussed all the basic safety tips that business should follow and practice. We will share these comments in our members-only Facebook page.
- f. Promotion Report – Cheryl reported on the first Concert in the Park(ing Lot) on June 26 at Georgie's Place featuring Salt Petal.
- g. Executive Director's Report – Blair reported the updates for new businesses and development in the district; all requested information by the city auditor's office has been submitted and we are awaiting the next steps of the audit.
- h. Project Manager's Report – Cait reported on event/project recaps (Supper Club, Good Spirits Club at EJ Malloy's, new branding packet from Commune, First Fridays June; Expo Arts Center events; current projects (business breakfast, welcome kits, prep for parking lot concerts) and calendar of upcoming events.

Old Business

- No old business was discussed.

New Business

- No new business was discussed.

Adjournment

- Anthony made a motion to adjourn the meeting at 9:12am. Bill seconded the motion. Meeting was adjourned. Next meeting is July 27, 2017, 7:45am at The Pan.

Respectfully submitted,
Norm Cauntay

4:19 PM
07/24/17
Cash Basis

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

June 2017

	Jun 17	Jul '16 - Jun 17
Ordinary Income/Expense		
Income		
Assessment Income	40,560.73	250,274.00
Contributions	196.70	16,624.97
Corporate Sponsorship	0.00	7,404.70
Grant Awards	3,000.00	3,000.00
RDA Grant Funds	17,653.98	198,205.36
Reimbursements	0.00	991.08
Rental Income	2,080.00	22,527.95
Total Income	<u>63,491.41</u>	<u>499,028.06</u>
Gross Profit	63,491.41	499,028.06
Expense		
Administration	6,075.95	62,780.26
Building Supplies	0.00	459.74
Business Gift	0.00	27.95
EXPO Concession Supplies	0.00	130.56
Finance Charges	58.35	451.33
On-Going Promotions	1,824.85	26,510.74
Promotional Event Expenses	0.00	1,159.07
RDA Spec Proj	16,335.48	227,843.44
Salaries/Benefits	7,997.99	104,707.20
Special Programs	375.00	14,894.28
Total Expense	<u>32,667.62</u>	<u>438,964.57</u>
Net Ordinary Income	30,823.79	60,063.49
Other Income/Expense		
Other Income		
Other Income	0.00	2,000.00
Total Other Income	<u>0.00</u>	<u>2,000.00</u>
Other Expense		
LB Blvd Clean Up Pilot Program	2,775.00	3,775.00
Total Other Expense	<u>2,775.00</u>	<u>3,775.00</u>
Net Other Income	<u>-2,775.00</u>	<u>-1,775.00</u>
Net Income	<u><u>28,048.79</u></u>	<u><u>58,288.49</u></u>

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

	Jun 30, 17
ASSETS	
Current Assets	
Checking/Savings	
Bixby Knolls RDA Acct	39,791.29
BKBIA Oper Acct	41,493.28
Total Checking/Savings	81,284.57
Total Current Assets	81,284.57
Fixed Assets	
Holiday Decorations	
Holiday Decorations- Acc Deprec	-46,427.00
Holiday Decorations - Other	52,013.49
Total Holiday Decorations	5,586.49
Total Fixed Assets	5,586.49
TOTAL ASSETS	86,871.06
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
VISA	824.85
Total Credit Cards	824.85
Total Current Liabilities	824.85
Total Liabilities	824.85
Equity	
Opening Bal Equity	0.15
Retained Earnings	126,339.66
Unrestrict (retained earnings)	-98,582.09
Net Income	58,288.49
Total Equity	86,046.21
TOTAL LIABILITIES & EQUITY	86,871.06

4:18 PM
07/24/17
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RDA Grant Funds	17,653.98	198,205.36
Reimbursements	0.00	991.08
Rental Income	2,080.00	22,527.95
Total Income	63,491.41	499,028.06
Gross Profit	63,491.41	499,028.06
Expense		
Administration		
Accounting		
Tax Return Prep	2,675.00	5,300.00
Accounting - Other	0.00	1,979.25
Total Accounting	2,675.00	7,279.25
Bank Charges	0.00	169.00
Board Dev and Training	0.00	360.74
Board Meeting Expenses	0.00	65.61
COBA meeting expense	0.00	400.00
Concession Supplies	0.00	790.94
Dues & Subscriptions	195.00	690.00
Employee Meals	0.00	358.96
EXPO Supplies	0.00	-566.37
Fees	0.00	20.00
Insurance		
Commercial Liability	0.00	2,714.00
Directors & Officers	0.00	1,641.00
Insurance - Other	0.00	924.00
Total Insurance	0.00	5,279.00
Janitorial Services	0.00	38.00
Licenses and Permits	0.00	613.85
Miscellaneous	0.00	798.30
Office Equipment	490.35	4,069.13
Office Expense	0.00	219.98
Office Maintenance	75.00	413.00
Office Supplies	0.00	2,015.76
Outside Services	713.00	15,357.16
Postage	0.00	151.20
Printing	0.00	35.28
Repairs and Maintenance	0.00	70.00
Taxes	0.00	135.00
Telecommunications	573.13	3,829.23
Utilities/Trash	1,354.47	20,187.24
Total Administration	6,075.95	62,780.26
Building Supplies	0.00	459.74
Business Gift	0.00	27.95
EXPO Concession Supplies	0.00	130.56
Finance Charges	58.35	451.33
On-Going Promotions		
Advertising & Marketing	1,349.89	18,860.51
Banner Installation/Maintenance	0.00	790.00
Median Maint Utilities	179.96	2,217.47
Median Maintenance	295.00	4,340.00
Tree Maintenance	0.00	75.00
Website Update/Maintenance	0.00	227.76
Total On-Going Promotions	1,824.85	26,510.74
Promotional Event Expenses		
Annual Meeting	0.00	1,159.07

4:18 PM
07/24/17
Cash Basis

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

June 2017

	Jun 17	Jul '16 - Jun 17
Business Networking Events	0.00	0.00
Promotional Event Expenses - Other	0.00	0.00
Total Promotional Event Expenses	0.00	1,159.07
RDA Spec Proj		
Art Alley Project	0.00	6,400.00
Clean + Safe	2,280.00	37,784.10
Clean Team	398.50	4,598.25
Executive Director PR	2,389.18	31,059.34
EXPO Building Improv & Repairs	300.00	2,300.00
Facade/Streetscape Improvements	1,280.00	30,242.16
First Fridays	4,215.00	43,050.00
Good Spirits	0.00	600.00
Intern Payroll	1,230.00	16,287.12
Marketing	0.00	9,255.00
Misc Events	1,600.00	12,626.07
Small Business Saturday	0.00	2,210.00
Support Staff PR	2,042.80	26,556.40
Trees & Landscaping	600.00	4,875.00
Total RDA Spec Proj	16,335.48	227,843.44
Salaries/Benefits		
Executive Director	4,760.60	61,887.80
Payroll Preparation	245.93	3,030.41
Payroll Tax - Employer Contrib	941.76	13,766.72
Project Manager	1,887.96	23,908.89
Workers Comp Insurance	161.74	2,113.38
Total Salaries/Benefits	7,997.99	104,707.20
Special Programs		
Business Breakfast	0.00	2,342.73
Concerts	0.00	5,586.10
Expo Center Events	0.00	567.31
First Fridays	375.00	2,872.84
Flash Events	0.00	888.16
Good Spirits Club	0.00	260.00
Kidical Mass	0.00	1,193.01
Landscape Upgrades	0.00	-400.00
Literary Society	0.00	800.00
Movie Night	0.00	316.99
Strollers	0.00	300.00
Supper Club	0.00	167.14
Total Special Programs	375.00	14,894.28
Total Expense	32,667.62	438,964.57
Net Ordinary Income	30,823.79	60,063.49
Other Income/Expense		
Other Income		
Other Income	0.00	2,000.00
Total Other Income	0.00	2,000.00
Other Expense		
LB Blvd Clean Up Pilot Program	2,775.00	3,775.00
Total Other Expense	2,775.00	3,775.00
Net Other Income	-2,775.00	-1,775.00
Net Income	28,048.79	58,288.49

First Fridays – Mission, Policies, Procedures for BKBIA Businesses

Mission: First Fridays is a monthly showcase of our membership organized and managed by the BKBIA and sponsored by the City of Long Beach. Over the last 10 years First Fridays has evolved from just a handful of businesses participating to over 50 businesses staying open late, hosting an artist or musician, and creating a monthly buzz for the district. Also participating are multiple city departments and a variety of features organized by the BKBIA.

Details: Event happens on the First Friday of every month from 6:30pm-9:30pm on Atlantic Avenue between San Antonio Road and Bixby Road, the district's "pedestrian zone."

This event IS: A showcase of our local businesses! It is all about *our* district. Any BKBIA member can participate and set up a table at First Fridays and just needs to coordinate their space with our office. Additionally, the event is "Bixby-centric.": Bixby Knolls neighborhood associations, non-profits, schools, and youth groups are welcome to participate to help create a stronger sense of community pride.

This event is NOT: A craft fair, street fair, or an open invitation for businesses, crafters, hobbyists, or restaurants from outside of Bixby Knolls to participate. Remember, our members pay a city business license fee, a BKBIA assessment fee, and rent for a location in the district. BKBIA members get priority.

Benefits of participating in First Fridays

First Fridays provides you with an opportunity each month to meet up close and personal the thousands of attendees, many of whom are local residents who would be the first to use your goods or services. You can engage the community, distribute flyers or samples from your business, and help draw these attendees to your business at a future time.

If you are a BKBIA business located outside of the First Fridays zone:

- We encourage you to participate! This is an opportunity for your business to meet the community.
- Please contact our office to coordinate a space. If you need suggestions on activities to host at your table or creative ways for your business to participate, contact our office so we can help you get the most impact from the event.

If you are a BKBIA business located within the First Fridays zone and plan to participate:

- Please submit your plan **at least a week** before the event so we can properly promote it.
- If you'd like to host an outside vendor, please read the notes below.
- Permits for outside vendors will only be issued with at least 48-hour notice to the BKBIA office. If you contact us the day of the event, a permit **will not be issued** and the vendor will need to set up inside of your business.

Definition of an acceptable “outside vendor”:

- First definition: Bixby-centric, including a Bixby Knolls school, non-profit, or youth organization.
- Second definition: Event enhancement, including: face painter, photo booth, free kids activities.

If you are hosting an outside vendor, please note:

- All non BKBIA vendors/businesses must fill out a First Fridays application via the First Fridays website: firstfridayslongbeach.com
- Vendors placed outside in front of your business must be an extension of your business (a product you already carry, etc.). If the vendor is NOT an extension of your business, or they fall within the category of prohibited vendors, they **cannot** be placed on the street and must be hosted INSIDE your shop. See list of examples below.
- Your shop must remain open during First Fridays hours if you are hosting a vendor, even if that vendor is outside your business.
- There must be at least FOUR FEET of clear sidewalk (per ADA requirements) in front of your shop.
- You, as the business, are responsible for any approved vendor you have set up in front of your shop.

We DO NOT allow: Conflicting vendors. These are any vendors that sell something similar to what your fellow BKBIA businesses sell. This is out of respect for your fellow members. Again, this event is first and foremost for the BKBIA businesses (any business member within our district, even if they are not located on the First Fridays corridor). Second reminder, our members pay a city business license fee, a BKBIA fee, and rent for a location in the district. It is not fair to any member when a competing vendor sets up and takes away sales from a paying member. No business would like a competitor out front or next door to his/her space who did not pay anything to be there, yet taking all the sales home.

Examples of these vendors include: Jewelry, crafters, bath and beauty products, bake sales (even for fundraisers), any type of food vendor, etc.

- There are too many liability issues per the City of Long Beach Health Department regarding the sale or distribution of homemade consumable items not made in a licensed commercial kitchen. This puts the business or organization at risk as well as the BKBIA.
- No open flames or grilling of any food on the sidewalks is permitted.
- No homemade baked goods or drinks are permitted to be sold. This provides too many risks for illness, allergies, health code violations, and worse.
- All un-permitted (meaning they were not approved by the BKBIA and have not been given a vendor pass) vendors will be asked to leave by security.

We DO allow and encourage: Musicians, artists, local non-profits, kids activities (face painters, balloon animals, coloring, etc.) to add to the overall fun and energy of the event.

Bixby Knolls Business Improvement Association
Executive Director Report: July 27, 2017

General updates from around the district:

- **Former Tuttle Cameras space** – Potential new tenant received a counter offer from the landlord and will respond soon. We are hoping that an agreement can be made asap.
- **Cheese Addiction:** Resubmitted plans and is still waiting on city approvals.
- **4262** – Original deal is dead. The chef and partners walked away from the space because they could not come to terms with the landlord. Landlord now has to decide whether to extend lease with Tom (Atun, 4262) or terminate lease. Tom wants to sell the business.
- **Niky's Sports** – Waiting on city approvals to begin build out.
- **Hof's Hut** – Owner is looking to keep it restaurant/retail. May make it multiple tenants. Landlord is working with the city on it (for special requirements).
- **Smart & Final** – The only response we can get from the corporate office is that the store will open in 2018.
- **Royal Buffet property** – Harbor Freight signed the lease. There is 60 days for the deal to fall out but we hope it's all good to go. This is a great tenant for that space.
- **Annual Report & Budget Approval** – Our report to the city is due for our annual renewal and I am currently updating our annual report. This report and our proposed fiscal year '17-'18 will need to be approved prior to August 18. There will be a special board meeting held to review and approve the budget. Stay tuned for date and time.
- **City Audit of all BIDs** – We met with the city auditor's office this week on the status of the BID audit. The discussion was mainly about getting practices to be standard for all BIDs. This includes the understanding of the contract with city and state requirements, reporting timelines, reporting tools. There were minor questions about our budget and projected revenues for the year. We will hear back again at the end of August once the auditors start to put their formal report together with recommendations and findings.

Project Manager Report: June - July 2017

Event/Projects Recaps

- May Supper Club at La Casita Rivera
 - Overwhelming success with over 70 diners total throughout the night. Lily, the owner, was every happy with the turnout.
- Good Spirits Club
 - We decided to take a break from having a Good Spirits in June and instead encouraged the neighborhood to attend the first Concert in the Park(ing Lot).
- Business Breakfast – July 19th
 - Over 90 attendees with our largest number of RSVPs ever.
 - We handed out a “New Member Business Packet” to every business in attendance.
 - Extremely positive feedback from attendees.
- Concert in the Park(ing Lot) featuring The Buttertones at DRNK Coffee and Tea
 - Over 700 attendees, largest in history.
 - Younger demographic that was seen supporting the businesses in the immediate vicinity (DRNK, Cold Stone Creamery, Domino’s Pizza and Subway).

EXPO Arts Center

- Recent events:
 - Center for Pacific Asian Families youth forum
 - Crowne Pointe Neighborhood Association Meeting
 - Quilters by the Sea two day quilt expo
 - 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.
- Plus tenant events (TKTC – The Kids Theatre Company and Held2Gether Improv)
- Usage during First Fridays
 - Discussion on what the building can be used for during First Fridays.

Outreach to Membership Committee

- Successful first handout of packets at the Business Breakfast. We now have a list of businesses that have already received the packets.
- Next step is distributing the packets to all current members and creating a plan to meet with any new businesses as they open.

Current Projects

- Dispersing of New Member Welcome Packets to current members as well as new businesses
- First Fridays : Updated policies and procedures
 - We now have an updated policies handout for all BKBIA businesses that participate in First Fridays. Our next step is to create a similar handout for artists, musicians and any outside participants.
 - We will be distributing the updated First Fridays policies handout to businesses located along the First Fridays corridor this week and next.
- Upcoming monthly event prep (Concert, First Fridays, Supper Club, Literary Society, Kidical Mass) including emails, graphics, social media, etc.
- EXPO Arts Center building management
- Collecting proposals for a new BKBIA website

New Ideas

- Unique “flash event” combined with a scavenger hunt for free items
- SBDC event specifically for our businesses, possibly in a speed workshop format

Upcoming Action Items/Events

- Good Spirits Club – July 27th at The Linden Lounge inside of the Long Beach Petroleum Club
- COBA – August 2nd at SteelCraft
- First Fridays – August 4th
- Supper Club – August 7th at Bella Pizza and Aura Thai
- Literary Society – August 9th at Elise’s Tea Room
- Kidical Mass – August 20th
- Concert in the Park(ing Lot) – August 28th in the SteelCraft parking lot

