



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
VACANT - Bixby Knolls Shopping Center
Lourdes Valles-At Large

Debbie Peurrung- Long Beach Blvd.
Jeff Beasley -Long Beach Blvd
Cheryl Jacobs- Community Liaison
Mark Hawkins-Community Liaison
Roy Robbins- Community Liaison
Andrea Testa -Community Liaison
Blair Cohn-Executive Director
Katie Phillips – Project Manager

BOARD OF DIRECTORS MEETING

Thursday, July 26, 2018, 7:45 a.m. at the Pan Restaurant

AGENDA

1. **CALL TO ORDER/ROLL CALL**
 - Excused Absences: None
2. **WELCOME & INTRODUCTIONS**
 -
3. **APPROVAL OF MINUTES**
 - Approval of Minutes June 28, 2018
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 – Blair Cohn
 - b. Security & Code Enforcement Report – Mike Mora
 - c. Promotion Report – No Report
 - d. Executive Director's Report – Blair Cohn
 - e. Project Manager's Report - Katie Phillips
8. **OLD BUSINESS**
 - No old business to discuss
9. **NEW BUSINESS**
 - First Fridays Reboot
 - Vacant Board Position
 - Annual Report Requirements - Eric Romero
10. **ADJOURNMENT**

Bixby Knolls Business
Improvement Association

4321 Atlantic Ave.
Long Beach, CA 90807

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BIXBY KNOLLS BUSINESS IMPROVEMENT BOARD OF DIRECTORS MEETING MINUTES

DATE June 28, 2018

TIME 7:45am

PLACE The Pan Restaurant

Present

Servando Orozco, President

Mike Mora, Vice President

Lourdes Valles

Anthony Puente

Bill Larson

Katherine Galanty

RECORDER Norm Cauntay

CHAIR Servando Orozco

ADJOURNED 8:45 a.m.

Debbie Peurrung

Jeff Beasley

Andrea Testa – Community Liaison

Mark Hawkins – Community Liaison

Blair Cohn – BKBIA

Katie Phillips – BKBIA

Excused Absences

Anthony Wingfield, Jane Ho

Guests:

- Jonathan Kraus, City of Long Beach, 8th District Council Office
- Eric Romero, City of Long Beach, Economic Development Department
- Susan Cooper

Call Meeting to Order

- Servando called the meeting to order at 7:57am.

Welcome & Introductions

-

Approval of Minutes

- Approval of Minutes from May 24, 2018. Mike made a motion to approve the minutes. Bill seconded the motion. Motion approved unanimously.

Public Comment (limited to 3 minutes)

- Mark Hawkins discussed Mayor Garcia's visit to Steelcraft as part of the mayor's city-wide tour. Garcia addressed the homeless issue, housing crisis, the BKBIA's RDA funds and suggested installing parking meters. General discussion ensued about the RDA funds sunset.

7th District Council Office Report

- • No report given.

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8th District Council Report

- Jonathan reported: Council office is hosting a Community Call to Action workshop in Expo on June 28, 11am-1pm to discuss the homeless issue in LB; Deforest Wetlands ribbon cutting ceremony will take place on June 30, 10am; Linden Avenue roundabout project has started. This is part of the new bike boulevard components; the city expanded the Bike Share program to Wrigley and Bixby Knolls. Look for the blue bikes soon; an electric scooter pilot program will soon begin and last 4 months. There may be some of these scooters in BK.

Committee Reports:

- a. Treasurer Report: Susan presented the current financial statements for the month. All assessment and RDA funds have been received.
- b. Security and Code Enforcement Report – Mike reported on incidents from LBPD and CSI Patrol Service. There were 8 incidents of burglary or petty theft over the last month. One in particular was at 7-11 at Wardlow & LB Blvd where the suspect tied up the employee and pretended to be an employee when another customer came into the store.
- c. Promotion Report – Blair included this in his Executive Director's Report.
- d. Executive Director's Report – Blair reported on the first Summer Saturdays on June 9 was a good first start to this new event. Surprisingly, the "mermaid" component was a big draw and families went to wherever we had one. The Beer Trolley was popular and people rode it the entire time. The July 14 event will include a "Classic Car Crawl" to tie into the Historical Society's new "Chrome" exhibit; Thor Carlson continues to work on our member directory to get the list accurate before sending it to the Signal Tribune for print; Kidical Mass "Necktie Ride" is this Sunday; Had a great turnout for our first Concert in the Park(ing Lot) featuring Janet Klein and her Parlor Boys at Georgie's Place; We will launch our Knights of the Round (Turn)Table tonight at 6:30pm featuring "Pet Sounds" by the Beach Boys; met again with the Bixby Knolls Task Group, an ad hoc group led by Ron Schuster and Paul Forman. The group suggested that the BKBIA work with the city to address the RV parking issue on 45th Street and San Antonio to help Gaska. Norm discussed the group further and his perspective of the meeting.



Old Business

- No old business was discussed.

New Business

- No new business was discussed.

Adjournment

- Bill announced that Harbor Freight may pull out of the deal to build on the land they just purchased. They discovered a total of five oil wells on the property that would have to be properly capped and it may be too cost prohibitive. Also, the land where Denny's and El Torito are is now on the market by the family trust. This could be sold and turned into 5-story residential units.
- Bill made a motion to adjourn the meeting at 8:58am. Mike seconded the motion. Meeting was adjourned.

Next meeting is July 26, 2018, 7:45am at The Pan.

Respectfully submitted,
Norm Cauntay

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3:15 PM
07/18/18
Cash Basis

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

June 2018

	Jun 18	Jul '17 - Jun 18
Ordinary Income/Expense		
Income		
Assessment Income	0.00	194,331.45
Contributions	0.81	10,130.46
Corporate Sponsorship		
Light Pole Banners	0.00	20,000.00
Corporate Sponsorship - Other	0.00	8,750.00
Total Corporate Sponsorship	0.00	28,750.00
Grant Awards	0.00	7,500.00
RDA Grant Funds	16,595.20	200,081.84
Reimbursements	0.00	2,000.00
Rental Income	3,050.00	27,238.00
Total Income	19,646.01	470,031.75
Gross Profit	19,646.01	470,031.75
Expense		
Administration		
Accounting		
Tax Return Prep	0.00	2,750.00
Accounting - Other	0.00	2,062.50
Total Accounting	0.00	4,812.50
Bank Charges	0.00	20.20
Board Meeting Expenses	0.00	138.43
COBA meeting expense	0.00	795.39
Concession Supplies	0.00	2,436.95
Dues & Subscriptions	350.00	545.00
Employee Meals	0.00	747.85
EXPO Supplies	0.00	162.29
Insurance		
Commercial Liability	0.00	3,244.00
Directors & Officers	0.00	1,641.00
Insurance - Other	0.00	924.00
Total Insurance	0.00	5,809.00
Janitorial Services	0.00	1,901.00
Licenses and Permits	0.00	12,729.58
Office Equipment	289.26	7,760.34
Office Expense	0.00	1,067.35
Office Maintenance	0.00	225.00
Office Supplies	0.00	1,601.19
Outside Services	2,992.00	27,084.75
Parking Expense	0.00	4.00
Postage	0.00	110.50
Printing	0.00	223.26
Repairs and Maintenance	0.00	153.30
Taxes	0.00	0.00
Telecommunications	258.83	3,018.01
Utilities/Trash	0.00	10,799.84
Utilities/Trash - EXPO	2,051.43	9,658.84
Administration - Other	0.00	0.00
Total Administration	5,941.52	91,804.57
Business Gift	0.00	35.99
EXPO Equipment	0.00	2,724.29
EXPO Repairs and Maintenance	0.00	16.00
Finance Charges	45.29	556.85
On-Going Promotions		
Advertising & Marketing	1,550.23	24,247.69
Banner Installation/Maintenance	0.00	790.00
Litter & Weed Abatement	0.00	300.00
Median Maint Utilities	171.21	-361.24
Median Maintenance	0.00	3,050.00
Sponsored Light Pole Banners	0.00	15,514.32
Website Update/Maintenance	0.00	14.88

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Bixby Knolls Business Improvement Association

OPERATING STATEMENT

June 2018

	Jun 18	Jul '17 - Jun 18
Total On-Going Promotions	1,721.44	43,555.65
Promotional Event Expenses		
Annual Holiday Party	0.00	2,582.73
Annual Meeting	0.00	2,866.57
Promotional Event Expenses - Other	0.00	175.00
Total Promotional Event Expenses	0.00	5,624.30
RDA Spec Proj		
2nd Saturday	2,400.00	2,400.00
Art Alley Project	1,600.00	6,400.00
Beach Streets Programming	0.00	2,150.00
Clean + Safe	3,252.00	41,015.81
Clean Team	495.00	5,834.00
Executive Director PR	2,389.18	31,059.34
EXPO Building Improv & Repairs	0.00	2,018.00
Facade/Streetscape Improvements	2,000.00	15,493.60
First Fridays	1,155.00	40,100.00
Good Spirits	0.00	100.00
Intern Payroll	0.00	7,717.50
Marketing	900.00	6,335.00
Misc Events	4,300.00	14,289.42
Mural Project	6,590.90	6,590.90
Small Business Saturday	0.00	920.00
Support Staff PR	1,365.00	17,707.40
Trees & Landscaping	900.00	7,070.00
RDA Spec Proj - Other	0.00	3,153.00
Total RDA Spec Proj	27,347.08	210,353.97
Salaries/Benefits		
Executive Director	4,760.60	61,887.80
Payroll Preparation	253.56	3,093.04
Payroll Tax - Employer Contrib	743.20	11,806.86
Project Manager	0.00	15,693.29
Workers Comp Insurance	121.03	1,809.99
Total Salaries/Benefits	5,878.39	94,290.98
Special Programs		
Business Breakfast	0.00	5,566.24
Concerts	0.00	2,571.14
First Fridays	0.00	1,455.59
Flash Events	0.00	776.28
Good Spirits Club	0.00	717.34
Happy Hour	0.00	380.00
Kidical Mass	100.00	530.05
Literary Society	0.00	1,256.09
Petroleum Club Events	0.00	1,927.74
Strollers	0.00	1,283.45
Total Special Programs	100.00	16,463.92
Total Expense	41,033.72	465,426.52
Net Ordinary Income	-21,387.71	4,605.23
Other Income/Expense		
Other Income		
Other Grant Income LB BI Pilot	0.00	16,200.55
Total Other Income	0.00	16,200.55
Other Expense		
LB Blvd Clean Up Pilot Program	0.00	19,000.55
Total Other Expense	0.00	19,000.55
Net Other Income	0.00	-2,800.00
Net Income	-21,387.71	1,805.23

3:16 PM
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Rental Income	3,050.00	27,238.00
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Business Gift	0.00	35.99
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Net Income	<u><u>-21,387.71</u></u>	<u><u>1,805.23</u></u>

Bixby Knolls Business Improvement Association
STATEMENT OF FINANCIAL POSITION
As of June 30, 2018

	Jun 30, 18
ASSETS	
Current Assets	
Checking/Savings	
Bixby Knolls RDA Acct	71,688.46
BKBIA Oper Acct	11,173.94
Total Checking/Savings	82,862.40
Total Current Assets	82,862.40
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	83,300.89
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
VISA	2,332.85
Total Credit Cards	2,332.85
Total Current Liabilities	2,332.85
Total Liabilities	2,332.85
Equity	
Opening Bal Equity	0.15
Retained Earnings	121,303.66
Unrestrict (retained earnings)	-42,141.00
Net Income	1,805.23
Total Equity	80,968.04
TOTAL LIABILITIES & EQUITY	83,300.89



BIXBY KNOLLS BUSINESS IMPROVEMENT ASSOCIATION

EXECUTIVE DIRECTOR REPORT: JULY 2018

First Fridays: Since the decision to put First Fridays on hold and pursue Summer Saturdays, I have received feedback from a number of our businesses, the council office, and the community.

From the businesses:

- Businesses are wanting it back and have asked about the “when.” The tone of the conversations is that they have been waiting patiently and following our lead on the Summer Saturdays concept, but it’s First Fridays they want and need.
- Many are understanding when it’s all explained to them in full and clear but can feel the loss of the event
- Many rely on it for revenue as well as exposure to the business. Some businesses have explained that have took a big “hit” from the loss of the event.
- Some were unhappy that the decision to turn the event over to the businesses hadn’t been presented or discussed prior to it being made (and then the media mishap compounded these feelings)

Branding

- First Fridays is about the branding of Bixby Knolls and the BKBIA.
- The signature event for the area, it has become synonymous with BK
- No other event or program does it quite the same
- Al Austin feedback: He echoed the sentiments from our members and has heard the same comments and feedback. He said he will help to provide additional security who will interact directly with any group of kids causing trouble.

Reboot of First Fridays

- Recommendation: Bring it back but start slow.
- Open Expo with art show like before. We already have an art coordinator for this.
- More activities indoors, businesses have programming like Summer Saturdays (inside their locations), fewer bands.

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- September First Fridays could come back as First Fridays “Lite” with Expo open, one-two bands; get the businesses to have their events happening
- September was committed to the VA to have their 2nd annual photography show and we need to get back to the VA about this.

Misc.

- Continue the programming of Summer Saturdays in August
- October is Arts Month and the Arts Council has a show planned with the Port of LB
- The Beer Trolley is very popular and growing in popularity – get sponsorship and continue this one Saturday a month?
- Arbitrary decisions from Special Events office to cancel security when we had requested it and then schedule PD after we said we didn’t want/need it

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PROJECT MANAGER REPORT: JULY 2018

Current Events and Projects Recaps

- **Website Updates** - I'm gradually updating our website to reflect our current events, resources, artist opportunities, etc. I'm reworking graphics and modernizing the look of the site so it's a better resource for our community.
- **Consistent Branding** - Making sure all of our events, materials, promotions, and notices have the correct badges and language
- **Updating the BKBIA's promotional design** - Modernizing and refreshing our visual appeal. The more professional and clean we look, the more confidence we inspire for our members and prospective new businesses.
- **Streamlining Event Processes** - a.k.a. spreadsheets galore! I'm working together with Thor to create comprehensive spreadsheets with dates, payment info, needs and wants of the event. I've created a clear floorplan of the Expo and we've revised the rental agreement to simplify our responsibilities (such as not renting our tables or chairs anymore)
- **Knights of the Round (Turn)Table** - I'm working with Blair on finding albums with the most appeal for our community and we're constantly searching for ways to keep things fresh and interactive. Our newest addition to the event happening tonight is getting the participants to fill out an index card with a memory of the album that they'll get to read and talk about for a few minutes during the session. After the event, they'll be asked to fill out another index card with an album suggestion for an upcoming Knights event. We are looking into costs for making enameled member pins to encourage more participation.
- **Summer Saturdays** - Planning "Weird Science" theme. We've begun programming this event with fun science experiments, themed cocktails, our beer trolley, food, art shows, music, movies. We may book a company called Mad Science who puts on science themed parties.
- **Quarterly Business Breakfast** - Our breakfast was lightly attended. We seemed to be about 20 members short of a full meeting. Could be everyone is on summer vacation? Our speakers ran long. Board members who came, please give feedback.
- **EXPO Arts Center building management** - programming events and working with the two theater groups, office of the councilmember, and brokers group.

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Upcoming monthly event prep (First Fridays, Good Spirits, Literary Society, Kidical Mass, Strollers) including emails, graphics, social media, etc.

Upcoming Events

- COBA – August 8th at DLBA
- Literary Society – August 8th - Location TBD
- Summer Saturdays - August 11 - “Weird Science” theme
- Good Spirits Club – August 16 - Location TBD
- Kidical Mass – August 19th at Georgie’s Place - “Superhero” ride
- Concerts in the Park(ing Lot) - Howard CDM - feat. Western Standard Time Ska Orchestra, 6:30 p.m.
- Knights of the Round (Turn)Table – August 23 feat. *The Rise and Fall of Ziggy Stardust* by David Bowie

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