



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.  
Jahaziel Romero -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, June 22, 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 May 25, 2017

#### 4. Public Comment (limited to 3 minutes)

- 

#### 5. 7th DISTRICT COUNCIL REPORT – 7<sup>th</sup> District Council Representative

#### 6. 8th DISTRICT COUNCIL REPORT - 8<sup>th</sup> District Council Representative

#### 7. Committee Reports:

- Treasurer Report – Susan Cooper
- Welcome Kits – Cait, Jane, Cheryl
- Banners - Norm
- First Fridays Discussion
- Security & Code Enforcement Report – Mike
- Promotion Report –Cheryl
- Executive Director’s Report – Blair
- 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

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# **BIXBY KNOLLS BUSINESS IMPROVEMENT BOARD OF DIRECTORS MEETING MINUTES**

**DATE** May 25, 2017

**TIME** 7:45am

**PLACE** The Pan Restaurant

**CHAIR** Servando Orozco

**RECORDER** Blair Cohn

**ADJOURNED** 9:18 a.m.

## **Present**

Servando Orozco, President  
Mike Mora, Vice President  
Norm Cauntay, Secretary  
Anthony Wingfield, Treasurer  
Anthony Puente  
Bill Larson  
Jane Ho  
Lourdes Valles  
Debbie Peurrung  
Mark Hawkins – Community Liaison  
Cheryl Jacobs – Community Liaison  
Roy Robbins -- Community Liaison  
Blair Cohn – BKBIA  
Cait Yoshioka – BKBIA

## **Excused Absences**

Katherine Galanty, Jahaziel Romero

## **Unexcused Absences**

## **Guests:**

Jim Fisk, City of Long Beach  
Eric Romero, City of Long Beach  
Jonathan Kraus, 8th District Council Office  
Sandra Zetti, 7th District Council Office  
Susan Cooper, BKBIA  
Berenice Dena, About U Boutique

## **Call Meeting to Order**

- Servando called the meeting to order at 7:53am.

## **Welcome & Introductions**

- 

## **Approval of Minutes**

- Approval of Minutes from April 27, 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)**

- No public comment

## **7th District Council Office Report**

- Sandra reported: Free Summer Social on June 3, Boba Loca (36<sup>th</sup> & LB Blvd.), 12pm – 1:30pm; free shaved ice. Come meet the councilmember

**8th District Council Report**

- Jonathan reported: Municipal Band concerts will begin on June 28 and continue for 6 weeks; Measure A projects are now getting started including: Los Cerritos Park playground, Rancho Los Cerritos, Dana Branch Library, Expo Arts Center; Alsace Lorraine is supposed to cease operation and vacate its building. Not sure of exact date but it's a slow process.

**Committee Reports:**

- a. Treasurer Report: Susan reported on the monthly information provided to the board.
- b. Welcome Kits – Cait reported that the group is gathering all old information together as a reference, creating a “Spotlight” on businesses, and now there is a branding kit from Commune to help with the design of the kits. There will be kits to look review at the June board meeting.
- c. City Lease -- Bill reported that he had a conference call with the city attorney's office to work out the issue of BKBIA's control and programming for the building, the city indemnifying the BKBIA, and correct report to the county assessor. The issue should be completed soon.
- d. New Business Recruitment & Retention – Blair reported on: Niky's Sports coming this summer, The Merchant now open and well received, Edgar & James to soon begin construction, Summerjax renovating their building; Also, a kosher market wanted to lease the Abrams Clark space but the deal had fallen apart recently. Norm stated that he would like to be an advocate/ambassador for the new businesses, helping to reach out to new leads and those that have just signed leases.
- e. Security & Code Enforcement – Mike read the submitted reports from CSI and LBPD. LBPD stated that there were no incidents at all over the last 30 days. CSI reports that there is an increase in the homeless in the area and they are dealing with it daily. Mike brought up the issue of the packs of teens at First Fridays being disruptive and fighting throughout the event. General discussion ensued especially about how to program an area that would especially attract the teens.
- f. Promotion Report – Cheryl reported on First Fridays in June will be “Summer of Love”, Kidical Mass' 5<sup>th</sup> anniversary, and Good Spirits Club.
- g. Executive Director's Report – No report given this month.
- h. Project Manager's Report – Cait reported on Supper Club at Phil Trani's, Good Spirits at Smog City; We have our new branding kit from Commune Communication so now we can have a uniform look to everything we produce; Small Business Saturday – poor response both from businesses and the community. A very quiet day on Saturday even with print and Facebook ads plus other marketing. The Bingo game is a good concept but didn't catch on. General discussion ensued about possibly canceling it or moving it to Mother's Day weekend for better opportunity. Cait also presented on continued member outreach efforts and the calendar of upcoming events in May/June.

**Old Business**

- Norm continued the discussion about the pole banners and potential sponsorship to cover costs. Norm proposed a 3-year multiple sponsor option to get the banners done. Jim Fisk explained that this item will need to be presented in a formal detailed proposed and made as an agenda item at the June board meeting. Item tabled until then.

**New Business**

- No new business was discussed.

**Adjournment**

- Public comment: Berenice suggested changing the date of the May Small Business Saturday to the week of Mother's Day which is a better shopping weekend. Bill said he would like an update on the city's land use element status.
- Mike made a motion to adjourn the meeting at 9:18am. Anthony W. seconded the motion. Meeting was adjourned.
- Next meeting is May 25, 2017, at 7:45 a.m., The Pan.

Respectfully submitted,  
Norm Cauntay



**Bixby Knolls Business Improvement Association**  
**STATEMENT OF FINANCIAL POSITION**  
As of May 31, 2017

	May 31, 17
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Bixby Knolls RDA Acct	32,810.81
BKBIA Oper Acct	21,366.62
Total Checking/Savings	54,177.43
Total Current Assets	54,177.43
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
<b>TOTAL ASSETS</b>	<b>59,763.92</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
VISA	-473.32
Total Credit Cards	-473.32
Total Current Liabilities	-473.32
Total Liabilities	-473.32
Equity	
Opening Bal Equity	0.15
Retained Earnings	126,339.66
Unrestrict (retained earnings)	-98,582.09
Net Income	32,479.52
Total Equity	60,237.24
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>59,763.92</b>

3:10 PM  
06/19/17  
Cash Basis

# Bixby Knolls Business Improvement Association

## OPERATING STATEMENT

May 2017

	May 17	May 16	Jul '16 - May 17
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
Assessment Income	37,506.80	-250.00	209,713.27
Contributions	156.87	776.85	16,428.27
Corporate Sponsorship	1,040.00	0.00	7,404.70
RDA Grant Funds	15,664.26	16,226.46	180,551.38
Reimbursements	0.00	0.00	991.08
Rental Income	2,314.00	2,625.00	20,447.95
<b>Total Income</b>	<b>56,681.93</b>	<b>19,378.31</b>	<b>435,536.65</b>
<b>Gross Profit</b>	<b>56,681.93</b>	<b>19,378.31</b>	<b>435,536.65</b>
<b>Expense</b>			
Administration	3,563.81	5,660.89	56,113.83
Building Supplies	0.00	0.00	459.74
Business Gift	0.00	0.00	27.95
EXPO Concession Supplies	0.00	0.00	130.56
Finance Charges	0.00	0.00	194.59
On-Going Promotions	2,823.40	4,259.00	23,441.25
Promotional Event Expenses	297.97	1,954.54	1,159.07
RDA Spec Proj	19,199.29	21,796.06	211,507.96
Salaries/Benefits	8,119.11	7,587.57	96,709.21
Special Programs	0.00	674.77	14,312.97
<b>Total Expense</b>	<b>34,003.58</b>	<b>41,932.83</b>	<b>404,057.13</b>
<b>Net Ordinary Income</b>	<b>22,678.35</b>	<b>-22,554.52</b>	<b>31,479.52</b>
<b>Other Income/Expense</b>			
<b>Other Income</b>			
Other Income	0.00	0.00	2,000.00
<b>Total Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>2,000.00</b>
<b>Other Expense</b>			
Utility Box Painting	1,000.00	0.00	1,000.00
<b>Total Other Expense</b>	<b>1,000.00</b>	<b>0.00</b>	<b>1,000.00</b>
<b>Net Other Income</b>	<b>-1,000.00</b>	<b>0.00</b>	<b>1,000.00</b>
<b>Net Income</b>	<b>21,678.35</b>	<b>-22,554.52</b>	<b>32,479.52</b>

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06/19/17

Cash Basis

## Bixby Knolls Business Improvement Association

## OPERATING STATEMENT

May 2017

	May 17	May 16	Jul '16 - May 17
<b>Ordinary Income/Expense</b>			
Income			
Assessment Income	37,506.80	-250.00	209,713.27
Contributions	156.87	776.85	16,428.27
Corporate Sponsorship	1,040.00	0.00	7,404.70
RDA Grant Funds	15,664.26	16,226.46	180,551.38
Reimbursements	0.00	0.00	991.08
Rental Income	2,314.00	2,625.00	20,447.95
<b>Total Income</b>	<b>56,681.93</b>	<b>19,378.31</b>	<b>435,536.65</b>
<b>Gross Profit</b>	<b>56,681.93</b>	<b>19,378.31</b>	<b>435,536.65</b>
Expense			
Administration			
Accounting			
Tax Return Prep	0.00	0.00	2,625.00
Accounting - Other	600.00	200.00	1,979.25
<b>Total Accounting</b>	<b>600.00</b>	<b>200.00</b>	<b>4,604.25</b>
Bank Charges	0.00	0.00	169.00
Board Dev and Training	0.00	0.00	360.74
Board Meeting Expenses	221.00	0.00	65.61
COBA meeting expense	0.00	0.00	200.00
Concession Supplies	0.00	179.24	790.94
Dues & Subscriptions	0.00	110.00	495.00
Employee Meals	0.00	62.05	322.61
EXPO Supplies	0.00	400.84	-566.37
Fees	0.00	0.00	20.00
Insurance			
Commercial Liability	0.00	0.00	2,714.00
Directors & Officers	0.00	0.00	1,641.00
Insurance - Other	0.00	0.00	924.00
<b>Total Insurance</b>	<b>0.00</b>	<b>0.00</b>	<b>5,279.00</b>
Janitorial Services	0.00	0.00	38.00
Licenses and Permits	0.00	0.00	613.85
Meals & Entertainment	0.00	81.79	0.00
Miscellaneous	0.00	0.00	798.30
Office Equipment	273.28	542.82	3,328.65
Office Expense	0.00	71.88	209.98
Office Maintenance	0.00	0.00	338.00
Office Supplies	168.46	101.35	2,015.76
Outside Services	988.00	1,873.00	14,644.16
Postage	0.00	62.95	97.20
Printing	0.00	209.28	35.28
Repairs and Maintenance	0.00	0.00	30.00
Taxes	85.00	85.00	135.00
Telecommunications	410.22	482.61	3,256.10
Utilities/Trash	817.85	1,198.08	18,832.77
<b>Total Administration</b>	<b>3,563.81</b>	<b>5,660.89</b>	<b>56,113.83</b>
Building Supplies	0.00	0.00	459.74
Business Gift	0.00	0.00	27.95
EXPO Concession Supplies	0.00	0.00	130.56
Finance Charges	0.00	0.00	194.59
On-Going Promotions			
Advertising & Marketing	2,206.90	3,296.18	17,283.74
Banner Installation/Maintenance	0.00	450.00	0.00
Median Maint Utilities	321.50	117.82	2,037.51
Median Maintenance	295.00	395.00	4,045.00
Tree Maintenance	0.00	0.00	75.00
<b>Total On-Going Promotions</b>	<b>2,823.40</b>	<b>4,259.00</b>	<b>23,441.25</b>
Promotional Event Expenses			
Annual Meeting	297.97	0.00	1,159.07
Business Networking Events	0.00	1,954.54	0.00
Promotional Event Expenses - Other	0.00	0.00	0.00
<b>Total Promotional Event Expenses</b>	<b>297.97</b>	<b>1,954.54</b>	<b>1,159.07</b>
RDA Spec Proj			
Art Alley Project	1,600.00	2,000.00	6,400.00
Clean + Safe	2,955.00	3,120.00	35,504.10
Clean Team	325.25	681.00	4,199.75
Executive Director PR	2,389.18	2,389.18	28,670.16
EXPO Building Improv & Repairs	0.00	0.00	2,000.00
Facade/Streetscape Improvements	3,532.06	1,800.00	28,962.16
First Fridays	3,100.00	6,340.00	38,835.00

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Cash Basis

## Bixby Knolls Business Improvement Association

## OPERATING STATEMENT

May 2017

	May 17	May 16	Jul '16 - May 17
Good Spirits	0.00	0.00	600.00
Intern Payroll	1,260.00	923.08	15,057.12
Marketing	1,895.00	1,300.00	9,255.00
Misc Events	100.00	1,200.00	11,026.07
Small Business Saturday	0.00	0.00	2,210.00
Support Staff PR	2,042.80	2,042.80	24,513.60
Trees & Landscaping	0.00	0.00	4,275.00
<b>Total RDA Spec Proj</b>	<b>19,199.29</b>	<b>21,796.06</b>	<b>211,507.96</b>
<b>Salaries/Benefits</b>			
Executive Director	4,760.60	4,760.60	57,127.20
Payroll Preparation	335.00	217.85	2,784.48
Payroll Tax - Employer Contrib	973.50	984.51	12,824.96
Project Manager	1,887.96	1,464.90	22,020.93
Workers Comp Insurance	162.05	159.71	1,951.64
<b>Total Salaries/Benefits</b>	<b>8,119.11</b>	<b>7,587.57</b>	<b>96,709.21</b>
<b>Special Programs</b>			
Business Breakfast	0.00	0.00	2,342.73
Business Networking	0.00	0.00	200.00
Concerts	0.00	0.00	5,586.10
Expo Center Events	0.00	0.00	567.31
First Fridays	0.00	366.59	2,477.40
Flash Events	0.00	0.00	802.29
Good Spirits Club	0.00	0.00	260.00
Happy Hour	0.00	100.00	0.00
Kidical Mass	0.00	57.78	1,193.01
Landscape Upgrades	0.00	0.00	-400.00
Literary Society	0.00	100.00	500.00
Movie Night	0.00	0.00	316.99
Strollers	0.00	0.00	300.00
Supper Club	0.00	50.40	167.14
<b>Total Special Programs</b>	<b>0.00</b>	<b>674.77</b>	<b>14,312.97</b>
<b>Total Expense</b>	<b>34,003.58</b>	<b>41,932.83</b>	<b>404,057.13</b>
<b>Net Ordinary Income</b>	<b>22,678.35</b>	<b>-22,554.52</b>	<b>31,479.52</b>
<b>Other Income/Expense</b>			
Other Income			
Other Income	0.00	0.00	2,000.00
<b>Total Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>2,000.00</b>
Other Expense			
Utility Box Painting	1,000.00	0.00	1,000.00
<b>Total Other Expense</b>	<b>1,000.00</b>	<b>0.00</b>	<b>1,000.00</b>
<b>Net Other Income</b>	<b>-1,000.00</b>	<b>0.00</b>	<b>1,000.00</b>
<b>Net Income</b>	<b>21,678.35</b>	<b>-22,554.52</b>	<b>32,479.52</b>



## **BKBIA Light Pole Banner Proposal – Norm Cauntay**

- 160 banners in total
- (4) BKBIA member business sponsors
- if no member interest we can open up to local business per board vote
- lottery system if multiple interest. Then waitlist with \$500 deposit for subsequent years.
- Commitment is 3 years - \$5000 per year with \$1500 upfront deposit (kept if fail to meet payments and cancel after year one)

### **Banner arrangement for vote is:**

- Option A:
  - (4) sections in total; (2) along Atlantic and (2) sections along Long Beach Blvd.. Each section totals 40 banners.
- Option B:
  - Series of 10 banner stretch along each corridor so sponsors have presence in both.

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### **Notes:**

Cost for all 160 banners

- \$54.50 per banner to make
- \$22.50 per banner for install
  - **\$77.00 total each**
- \$12,320 total cost
- \$20,000 sponsorship year one
- -\$12320
- **\$7,680 immediate revenue in year one**

Problem is if someone cancels after the first round. Foreseeable future issue in year 4 but after looking at numbers we are still positive. Cost to make only 40 banners would be double.

97.50 create and \$37.50 install. \$135 each

\$5400 cost for 40 banners

If replacement business pays \$5000 for year one, years two and three are all profit over \$10,000. We also have deposit from canceling business. This is no risk. Only risk is getting sponsorship which the entire board should help sell.

Last option to consider which the banner company had to get back on cost was to have a decal for the companies to put on the banners.

**Bixby Knolls Business Improvement Association**  
**Executive Director Report: June 22, 2017**

General updates from around the district:

- **Former Tuttle Cameras space** – The broker for the owner has been showing the space. Current asking price seems pricey considering the condition of the building and limited parking spaces. We are staying in touch with the broker.
- **3853 Atlantic** – The demolition work began on June 12 and should be completed by the end of the month. At that time the owners will start the outreach to those that have contacted them with interest to be a tenant. (Property is fenced off currently)
- **Edgar & James** – Construction has begun on the property and we have heard directly that the ribbon cutting/grand opening is set for July 14. We will help with the invites and press for the event.
- **Cheese Addiction:** The business owners have their plans submitted to the city and their architect is working on final design. It's really just a matter of approvals before the work can begin in the space. It will be built out strictly for retail sales. At some point in the future they will apply for a beer & wine license so customers have the option to sit and try some wine and cheese pairings.
- **4262** -- Chef Scott is working out the details to get the business in escrow and buy the restaurant from previous owner. He has a new concept for the space and he and his partners want to get started as soon as possible with the renovations. Chef Scott has created a video message for the neighborhood which he will soon post to provide a personal update for everyone.
- **The Merchant** – Now open and has taken off immediately. Their breads and pastries have been selling out quickly each morning and the business has its “regulars” from the neighborhood.
- **Niky's Sports** – Minor demo work as begun in the space and the owner will submit his plans to the city this week. A/C units are being added to the building, too. The front entrance of the space will be improved and it should not be long before we are told about a grand opening date for the business.
- There is a **new dental office** going in next to El Pocho Grill. This space has been vacant for 3-4 years so now they will at least have a steady tenant to fill in that retail center.
- **Hof's Hut** – The property has been sold and the owner and brokers have been reaching out to a number of restaurateurs about the property. So the good news is that there eventually will be a restaurant back in that location. That whole area with Trader Joe's, a new restaurant, and the businesses at LB Blvd and Carson will have that part of the district fully activated.
- **Smart & Final** – I cannot get any news or status on this project for inside of the OSH space. The Planning and Building departments show no recent activity for any permits or plans.
- **Summerjax**, who purchased the Killingsworth building at 4047 Long Beach Blvd., are moving fast on their renovations for the building to restore it to its original mid-century modern glory. There will be two photo studios in the back so they can have their clients come down to this space for work. Their P.R. person is pitching a story about them being in Bixby Knolls to the L.A. Times and other publications. They will let us know when the grand opening party will be.
- **City Audit of all BIDs** – We have submitted all financial reports as requested and are waiting for any other questions or requests as the audit continues. I will provide any/all feedback from the auditor's office.

## Project Manager Report: May - June 2017

### Event/Projects Recaps

- May Supper Club at Long Beach Petroleum Club
  - Great turnout for the Red Room
- Good Spirits Club – EJ Malloy's
  - Always a great host, and guests were all pleased
- New branding
  - New social media graphics are being used
- First Fridays “Summer of Love”
  - Huge turn out
  - More rogue vendors than previous months
  - Most security guards (10)
  - Still issues with high schoolers fighting with each other and causing problems

### EXPO Arts Center

- Recent events: Women's Shelter health day, Bixby Knolls Neighborhood Association meeting, Crowne Pointe Neighborhood Association Meeting, TKTC Arts Camp, weekly broker tours by Bixby Knolls Mortgage, weekly (Tuesday and Thursday) senior activities ran by the 8<sup>th</sup> District Council Office, Rise Long Beach art showcase and monthly “Lunch and Learns” by the Bixby Knolls Mortgage.
- Plus tenant events (TKTC – The Kids Theatre Company and Held2Gether Improv)
- Current Issues:
  - Rentals – Women's Shelter not wanting to pay fee
  - Manpower and time it takes to take calls, handle walk-throughs, multiple event planning meetings to answer questions, cleaning up the bathrooms and spaces after events.
  - Council office “sponsorships”

### Outreach to Membership Committee

- Packets for new members are finished and being presented for feedback.

### Current Projects

- Business Breakfast
- Final updates on New Member Welcome Packets
- Concert in the Park(ing Lot) prep
- EXPO Arts Center building management

### Upcoming Action Items/Events

- Concert in the Park(ing Lot) – June 26<sup>th</sup> featuring Salt Petal at Georgie's Place
- COBA – July 5<sup>th</sup>
- First Fridays – July 7<sup>th</sup>
- Supper Club – July 10<sup>th</sup> at La Casita
- Kidical Mass – July 16<sup>th</sup>
- Business Breakfast – July 19<sup>th</sup>