



Business Improvement Association

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

4321 Atlantic Avenue
Long Beach, CA 90807
562-595-0081
562-595-0281
info@bixbyknollsinfo.com
www.bixbyknollsinfo.com

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

BOARD OF DIRECTORS MEETING

Thursday, March 23, 2017, 7:45 a.m. at The Pan

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences:

2. WELCOME & INTRODUCTIONS

-

3. APPROVAL OF MINUTES

- Approval of Minutes from January 26, 2017

4. COMMUNITY PARTICIPATION (limited to 3 minutes)

-

5. 7th DISTRICT COUNCIL REPORT – 7th District Council Representative

6. 8th DISTRICT COUNCIL REPORT - 8th District Council Representative

7. OLD BUSINESS

- Veterans Day Parade status
- BKBIA lease for Expo building
- Board member projects

8. NEW BUSINESS

- Roberts Rules of Order/Parliamentary Procedures – Jim Fisk

9. REPORTS:

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

10. ADJOURNMENT

BIXBY KNOLLS BUSINESS IMPROVEMENT BOARD OF DIRECTORS MEETING MINUTES

DATE February 23, 2017

TIME 7:45am

PLACE The Pan – Meeting moved to Georgie's Place

CHAIR Mike Mora

RECORDER Blair Cohn

ADJOURNED 9:03 a.m.

Present

Mike Mora, Vice-President

Norm Cauntay, Secretary

Bill Larson

Jane Ho

Jahaziel Romero

Katherine Galanty

Debbie Peurrung

Lourdes Valles

Cheryl Jacobs – Community Liaison

Blair Cohn – BKBIA

Cait Yoshioka – BKBIA

Excused Absences

Servando Orozco, Anthony Puente, Anthony Wingfield

Unexcused Absences

Guests:

Jim Fisk, City of Long Beach

Susan Cooper, BKBIA

Jonathan Kraus, 8th District Council Office

Sandra, 7th District Council Office

Berenice Dena, About U Boutique

Call Meeting to Order

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

Welcome & Introductions

-

Approval of Minutes

- Approval of Minutes from January 26, 2017. Jahaziel. made a motion to approve. Lourdes seconded the motion. Motion approved unanimously.

Community Participation Report (limited to 3 minutes)

- N/A

7th District Council Office Report

- Sandra Zetti reported: Free pet clinic happening this Sunday at Veterans Park, 7am-3pm; Affordable Housing study at city council this week; this Friday is a Meet & Greet at the Bixby Knolls Car Wash (time was still TBD)

8th District Council Report

- Jonathan reported: Council approved a new lease agreement with the BKBIA; City is going to pay the possessory interest tax for Expo (20K); The Measure A funds for Expo (200K) will soon be available for improvements to the building; starting Monday, February 27, there will be a monthly Meet-Up with Councilman Austin. This first one will be at McDonalds on Del Amo & LB Blvd.

Old Business:

- Veterans Day Parade: Blair and Jonathan reported that the parade committee voted to move the event to Bixby Knolls. The proposed route would have the staging between Del Amo and San Antonio and parade route would head south on Atlantic from San Antonio to 36th Street with disbanding at the Petroleum Club. A permit application needs to be submitted to the Special Events Office. The BKBIA will wait to be given the green light that the event is a go in Bixby Knolls. More updates will be shared as the event develops.
- Annual Meeting recap: General discussion ensued regarding the Annual Meeting: presentation, attendance, food, board support. Overall positive comments and everyone was very pleased with the event.

New Business

- **Steelcraft parking:** Blair reported that there are now parking impacts to residents on Bixby Road and along Elm Avenue. The Steelcraft crowds have been parking in the residential areas and it's now creating issues in the neighborhood. Howard CDM just installed new signed marking the parking lot across the street at 3745 LB Blvd for patrons to park. Additional signs will be added on site directing people to the lot across the street. The city is considering signs along Bixby Road and also painting the tips of the driveways red on Bixby to allow residents more room to get in and out of their driveways. There needs to be direct outreach from Steelcraft to the residents to address the concerns. General discussion ensued.

Reports:

- **Treasurer's Report:** Susan discussed the monthly report and status of cash on hand.
- **Executive Director's Report** – Blair reported on the general requirements and expectations on being a board member. Next month a list of projects will be provided for board members to sign up for and take ownership. This will relieve some of the pressure of the day-to-day operations of the staff.
- **Project Manager's Report** – Cait: Annual Meeting was a success. Next projects include the membership welcome packet and sponsorship opportunities.
- **Committee Reports**
- **Security and Code Enforcement Report:** Mike reported details from CSI Patrol Service and LBPD: Denny's door was left open and a robbery occurred during this early morning maintenance period; Verizon store had a robbery as a phone was stolen from a customer's hands. Berenice commented that CVS was robbed and witnessed the suspect leaving the building; At First Fridays, CSI picked up through social media that there were plans for a fight between students of Jordan and Poly. CSI was able to break up any crowds and chance of this happening. CSI also assisted in the arrest of a drunk in public.
- **Promotion Report:** Cheryl reported on the great success of the Annual Meeting, also commenting on how inclusive the event was and welcoming to the new businesses coming to BK.

Adjournment

- Jahaziel made a motion to adjourn the meeting at 9:14am. Katherine seconded the motion. Meeting was adjourned.
- Next meeting is March 23, 2017, at 7:45 a.m., The Pan.

Respectfully submitted,
Norm Cauntay

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

February 2017

	Feb 17	Jul '16 - Feb 17
Ordinary Income/Expense		
Income		
Assessment Income	0.00	133,248.62
Contributions	1,173.76	11,773.43
Corporate Sponsorship	1,000.00	6,364.70
RDA Grant Funds	0.00	112,326.51
Reimbursements	0.00	991.08
Rental Income	1,800.00	14,113.95
Total Income	3,973.76	278,818.29
Expense		
Administration		
Accounting		
Tax Return Prep	0.00	2,625.00
Accounting - Other	279.25	1,379.25
Total Accounting	279.25	4,004.25
Bank Charges	0.00	163.00
Board Dev and Training	0.00	360.74
Board Meeting Expenses	0.00	50.61
COBA meeting expense	0.00	200.00
Concession Supplies	0.00	534.95
Dues & Subscriptions	0.00	495.00
Employee Meals	0.00	322.61
EXPO Supplies	0.00	-566.37
Fees	0.00	20.00
Insurance		
Commercial Liability	500.00	500.00
Directors & Officers	0.00	1,641.00
Total Insurance	500.00	2,141.00
Janitorial Services	0.00	38.00
Licenses and Permits	0.00	613.85
Miscellaneous	0.00	798.30
Office Equipment	273.28	2,508.81
Office Expense	0.00	209.98
Office Maintenance	0.00	263.00
Office Supplies	77.91	1,519.65
Outside Services	1,800.00	11,312.41
Postage	0.00	97.20
Repairs and Maintenance	0.00	30.00
Taxes	0.00	50.00
Telecommunications	241.91	2,190.86
Utilities/Trash	1,483.91	14,671.99
Total Administration	4,656.26	42,029.84
Building Supplies	0.00	459.74
Business Gift	0.00	27.95
Finance Charges	0.00	194.59
On-Going Promotions		
Advertising & Marketing	2,086.75	12,516.15
Median Maint Utilities	0.00	1,460.35
Median Maintenance	395.00	3,160.00
Tree Maintenance	0.00	75.00
Total On-Going Promotions	2,481.75	17,211.50
Promotional Event Expenses		
Annual Meeting	100.00	100.00
Business Networking Events	0.00	0.00
Promotional Event Expenses - Other	0.00	0.00
Total Promotional Event Expenses	100.00	100.00
RDA Spec Proj		
Art Alley Project	1,216.51	4,800.00
Clean + Safe	2,607.00	24,139.50
Clean Team	264.00	3,520.50

3:42 PM
03/20/17
Cash Basis

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

February 2017

	Feb 17	Jul '16 - Feb 17
Executive Director PR	2,389.18	20,308.03
EXPO Building Improv & Repairs	800.00	2,000.00
Facade/Streetscape Improvements	1,500.00	23,682.60
First Fridays	3,850.00	27,895.00
Good Spirits	0.00	600.00
Intern Payroll	1,320.00	10,339.62
Marketing	0.00	4,225.00
Misc Events	100.00	8,158.26
Small Business Saturday	0.00	2,210.00
Support Staff PR	2,042.80	17,363.80
Trees & Landscaping	0.00	1,700.00
Total RDA Spec Proj	16,089.49	150,942.31
Salaries/Benefits		
Executive Director	4,760.60	40,465.10
Payroll Preparation	237.93	1,962.62
Payroll Tax - Employer Contrib	1,103.78	9,330.16
Project Manager	1,887.96	15,413.07
Workers Comp Insurance	165.39	1,381.79
Total Salaries/Benefits	8,155.66	68,552.74
Special Programs		
Business Breakfast	1,092.81	2,342.73
Business Networking	0.00	200.00
Concerts	0.00	5,586.10
Expo Center Events	0.00	567.31
First Fridays	0.00	2,010.06
Flash Events	0.00	802.29
Good Spirits Club	0.00	260.00
Kidical Mass	0.00	993.01
Landscape Upgrades	0.00	-400.00
Literary Society	0.00	500.00
Movie Night	0.00	316.99
Strollers	0.00	300.00
Supper Club	0.00	167.14
Total Special Programs	1,092.81	13,645.63
Total Expense	32,575.97	293,164.30
Net Ordinary Income	-28,602.21	-14,346.01
Other Income/Expense		
Other Income		
Other Income	0.00	2,000.00
Total Other Income	0.00	2,000.00
Net Other Income	0.00	2,000.00
Net Income	-28,602.21	-12,346.01

3:43 PM
03/20/17
Cash Basis

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

February 2017

	Feb 17	Jul '16 - Feb 17
Ordinary Income/Expense		
Income		
Assessment Income	0.00	133,248.62
Contributions	1,173.76	11,773.43
Corporate Sponsorship	1,000.00	6,364.70
RDA Grant Funds	0.00	112,326.51
Reimbursements	0.00	991.08
Rental Income	1,800.00	14,113.95
Total Income	3,973.76	278,818.29
Expense		
Administration	4,656.26	42,029.84
Building Supplies	0.00	459.74
Business Gift	0.00	27.95
Finance Charges	0.00	194.59
On-Going Promotions	2,481.75	17,211.50
Promotional Event Expenses	100.00	100.00
RDA Spec Proj	16,089.49	150,942.31
Salaries/Benefits	8,155.66	68,552.74
Special Programs	1,092.81	13,645.63
Total Expense	32,575.97	293,164.30
Net Ordinary Income	-28,602.21	-14,346.01
Other Income/Expense		
Other Income		
Other Income	0.00	2,000.00
Total Other Income	0.00	2,000.00
Net Other Income	0.00	2,000.00
Net Income	-28,602.21	-12,346.01

Bixby Knolls Business Improvement Association
STATEMENT OF FINANCIAL POSITION
As of February 28, 2017

	Feb 28, 17
ASSETS	
Current Assets	
Checking/Savings	
Bixby Knolls RDA Acct	6,041.13
BKBIA Oper Acct	5,710.77
Total Checking/Savings	11,751.90
Total Current Assets	11,751.90
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	17,338.39
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
VISA	1,926.68
Total Credit Cards	1,926.68
Total Current Liabilities	1,926.68
Total Liabilities	1,926.68
Equity	
Opening Bal Equity	0.15
Retained Earnings	126,339.66
Unrestrict (retained earnings)	-98,582.09
Net Income	-12,346.01
Total Equity	15,411.71
TOTAL LIABILITIES & EQUITY	17,338.39

**Bixby Knolls Business Improvement Association
Executive Director Report: March 23, 2017**

Board Members tasks and duties – Following up on our discussion last month I mapped out a list of areas and tasks that board members can take on as projects to help us keep things rolling along at the momentum we need.

- **Member Outreach**
 - Welcome Kits – development and delivery
 - Invites to member breakfast – Encouraging your business neighbors to attend
 - Gathering email addresses and getting businesses to join the BKBIA Members Only Facebook page
- **Sponsorship**
 - Soliciting funds to pay for summer concerts, First Fridays, Big Red Bus, Expo building improvements and inventory
- **Office & Building Maintenance**
 - Come to the building 1-2 times a week to walk each space to check for trash; status of building supplies; make sure all lights work and everything is secured
- **District Patrols**
 - Regular patrols to report graffiti, shopping carts, weeds, and other issues
- **Broker & Property Owner Outreach**
 - Need help gathering up the list of spaces for lease, addresses, and who is handling the listing.
 - Need to create a list of property owner names
 - Need to create an inventory list of available spaces
- Bill Larson is helping with the city lease for Expo
- Anthony Wingfield his helping to edit the BKBIA Employee Handbook
- Cheryl and Jane are helping Cait with Welcome Kits
- **Mural Project:** We have another mural project in the works with international artists Dabs & Myla <http://dabsmyla.com/> The mural will go on the south wall of Power of One at x Long Beach Boulevard. A mutual friend reached out to see if we had any walls to offer up and the owners of the martial arts studio were all for it. The BKBIA will help to prep the building (sanding, patching) and the artists are sponsored on other costs. The mural will be just in sight of Steelcraft or vice versa and helps to add another great feature to the boulevard. We are going to be delayed a week because of rain but should get everything started as soon as possible. I will share photos of the work in progress.
- **Business Recruitment** – We met with the new property owners of the former Nino's space. They are a husband and wife plus a brother-in-law from Orange County. The wife is already a BKBIA member with a business at 3711 Long Beach Boulevard called Med Compounders. It's a specialized pharmacy where they tailor make medications to meet specific needs and address issues like severe allergies. The plan is to knock down the storage building and the small annex off the main building and add parking to the rear of the property. They will keep the current building in place and add a new building on the corner of the lot right at Roosevelt and Atlantic. This will provide the opportunity for 4-5 retail/restaurant or office spaces. They are open to having us help find tenants for them and are interested in businesses that will serve the community and also complement their pharmacy (perhaps a wellness center?). They are using a local architect with design plans that will turn the whole project into a much more modern look. The renderings we saw are something that we definitely need on that block and throughout our district. They will start to get more involved with the community and be in contact with us throughout their design and build-out process. They estimate it will be one year from now when they are ready to open their doors.

Project Manager Report: February – March 2017

Past-Event Recaps

- March Supper Club at Lola's Mexican Cuisine
 - Great turn out – all but one table was Supper Club
 - Direct response to a need expressed by business owners
- Kidical Mass
 - Largest group of riders seen in months
- Mobile Office Hours – Recreation Fitness
 - No outside attendees, but great chance to check in with Emily, the owner, about her business goals and upcoming events



Outreach to Membership Committee

- Continued discussions on the sponsorship menu and added in more information and numbers
 - (how many homes get the local publications, number of cars on Atlantic, etc.)
- Updating handouts for new/current members
 - Including the “welcome packet” for new businesses and looking at ways to best track new businesses coming in
 - Creating a “list of services offered”



Upcoming Action Items/Events

- First Fridays – Long Beach County Fair – April 7th
 - Assisting Tokotah with event prep
- Earth Day Bixby Knolls – April 8th
 - Second year being hosted by Bryson Financial
 - Hyper local and another event for our businesses to get involved with
- Business Breakfast – April 19th
 - Guest speaker – John Keisler, Economic Development Blueprint for the City
 - Post cards are being designed and will be mailed with a letter to the membership in the coming week

Small Successes

- We were able to meet with the new owners of the old Nino's property because the Planning Department SUGGESTED THEY CONTACT US.
- The BKBIA Members Only Facebook Group is being utilized and businesses contacted me DIRECTLY with content for one of the email newsletters.

