



## 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

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Lourdes Valles-At Large  
Debbie Peurrung- Long Beach Blvd.  
Michelle Jouvence -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, May 26, 2016, 7:45 a.m. at West Bistro

### AGENDA

#### 1. CALL TO ORDER/ROLL CALL

##### Excused Absences:

#### 2. WELCOME & INTRODUCTIONS

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#### 3. APPROVAL OF MINUTES

- Approval of Minutes from April 28, 2016

#### 4. COMMUNITY PARTICIPATION (limited to 3 minutes)

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

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

#### 7. OLD BUSINESS

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#### 8. NEW BUSINESS

- What's New – Status of things
- Strategic Planning Session II – June 28

#### 9. REPORTS:

- Treasurer's Report
- Executive Director's Report: Blair
- Security & Code Enforcement Report: Mike
- Promotion Report: Blair

#### 10. ADJOURNMENT

# BIXBY KNOLLS BUSINESS IMPROVEMENT BOARD OF DIRECTORS MEETING MINUTES

**DATE** April 28, 2016  
**TIME** 7:45am  
**PLACE** Breakfast Club of Long Beach

**CHAIR** Servando Orozco  
**RECORDER** Blair Cohn  
**ADJOURNED** 9:01 a.m.

## **Present**

Servando Orozco, President  
Mike Mora, Vice-President  
Norm Cauntay, Secretary  
Anthony Wingfield, Treasurer  
Debbie Peurrung  
Jane Ho  
Bill Larson  
Lourdes Valles  
Roy Robbins  
Andrea Testa  
Blair Cohn – BKBIA  
Cait Yoshioka – BKBIA  
Tokotah Ashcraft – BKBIA

## **Excused Absences**

Michelle Jouvence, Katherine Galanty, Anthony Puente

## **Unexcused Absences**

## **Guests:**

Jessica Chetsawant, 7<sup>th</sup> District Council Office, City of Long Beach  
Jonathan Kraus, 8<sup>th</sup> District Council Office, City of Long Beach  
Jim Fisk, City of Long Beach  
Susan Cooper, BKBIA  
Berenice Dena, About U Boutique

## **Call Meeting to Order**

- At 7:54am Servando called the meeting to order.

## **Welcome & Introductions**

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## **Approval of Minutes**

- Approval of Minutes from April 28, 2016. Mike made a motion to approve. Anthony Wingfield seconded the motion. Motion approved unanimously.

## **Community Participation Report** (limited to 3 minutes)

- n/a

## **7<sup>th</sup> District Council Office Report**

- Jessica reported: Great Earth Day event in Bixby Knolls and thank you to everyone that helped make it a success; Green Prize Festival will be held at Kidd Park, April 30, 11am – 7pm.

## **8<sup>th</sup> District Council Report**

- Jonathan reported: Grand opening for The Knolls Shopping Center was a success; Hof's Hut property: owner is trying to resolve the insurance issues and has promised to keep the property clean and maintained; Aldi Market is building its space out now; Post office is waiting on Gaska to get its plans approved and do the work to the building that they need to do before post office can begin its construction.

## **Old Business:**

- BKBIA Strategic Planning Session – Summary: Comments from board members included the following: Anthony Wingfield – add action items to board meetings that should be addressed each month; Mike – set up the follow-up session; Andrea – good to do this type of session each year, good for team building; Servando – John did a good job with the format; Norm – execution is the key component. Board members should take ownership of action items; Roy – Great to have committees in place to address action items.

**New Business**

- First Fridays – Policies and Procedures: Blair, Cait, and Tokotah reported: The event has grown much larger than our staff to handle. And it takes a full month to plan it and a full day to set up, tear down, and clean up. One of the biggest challenges is having rogue vendors set up and/or having a business allow someone to set up in front of their space without contacting us. There needs to be control systems in place. We issue official Vendor Passes so CSI Patrol can tell who is “legit” and who is rogue. Businesses need to communicate with us before allowing any vendor to set up out in front. Cannot have any bake sales of any kind and we have to make sure there are no real conflicts in vendors that compete with an existing BKBIA business. We could always use additional help with clean-up of the Expo building at the end of the night.

**Reports:**

- **Treasurer’s Report:** Susan discussed the monthly report and status of cash on hand.
- **Executive Director’s Report** – Blair reported: Councilman Austin has asked us for a “needs” list for Expo, large and small items (carpet, paint, soundproofing, etc.). We need to obtain bids for all areas of repairs and submit to the council office; parking issue in The Knolls Shopping Center, Trader Joe’s and gym customers are trying to park in the parking structure but there has not been an agreement between the two property owners for this use. We hope Red Mountain will come to some type of a lease agreement for spaces from the adjacent property owner. Promotion Report: Flash Event was held on election day at Angel Food Donuts. Total cost to the BKBIA was \$85 and the benefit to the business was a packed house and the promotion it received on Monday and Tuesday. Owners were happy. Supper Club at Johnny Rebs last month had 2 full seatings. The Pan will host Supper Club in May and it looks like we will have another capacity crowd. First Fridays “County Fair” was again one of our most popular and drew large crowds. Tonight is the Good Spirits Club at the Petroleum Club. Hope to see you all there.

**Committee Reports**

- **Security & Code Enforcement:** Mike reported from LBPD that there were a few break-ins: 4143 nail salon, Royal Buffet has had its copper stolen after their fire, Corked had a window broken, AT&T store had an iphone stolen. Mike also shared the LBPD “distracted driver awareness” flyer.
- **Promotion Report:** Blair gave report as included in the E.D. Report

**Adjournment**

- Anthony made a motion to adjourn the meeting at 9:01am. Mike seconded the motion. Meeting was adjourned.
- Next meeting is May 26, 2016, at 7:45 a.m., The Breakfast Club

Respectfully submitted,  
Norm Cauntay

**Bixby Knolls Business Improvement Association**  
**Executive Director Report: May 26, 2016**

- **Two new murals:** The local Camp Fire USA group approached us about a community project for the kids. Rather than doing a bake sale we suggested doing more of a “legacy” project that the kids could point to long after it was complete. The group partnered with a local artist to create the mural which is now on the south wall of Alsace Lorraine Bakery. The design was created by the kids and is a whimsical view of Atlantic Avenue celebrating First Fridays. The second mural is the “Don Gibbs” abstract piece on the building just south of George’s 50s Diner. The artists have outlined the piece and will be back this weekend to continue working until completion. Gibbs Studio has been credited with the designs of many significant buildings in the city including the current civic center and main library.
- **July First Fridays, Bike Lane Experiment** – Public Works recently came to us with an idea for an upcoming First Fridays. The city would like to install a “separated bike lane” from San Antonio to Bixby Road, both sides of the street. There will be a bike lane against the curb, then a barrier, then a parking lane, and then one lane open to traffic. The city will install all of the equipment and electronic sign boards to notify drivers. We will be coordinating all of this after the June First Fridays event. This project is to further promote cycling and bike infrastructure in the city and give an example of how bikes and cars can share the road. There will be plenty of notice to the community prior to the event to limit the number of folks caught off guard. More information will be shared as we are further along with the planning.
- **New resources for businesses:** The city’s Innovation Team along with Code for America have been working on resources to help entrepreneurs open a business in Long Beach. The site: BizPort has a very detailed list of items a perspective business owner would need before pursuing opening a business. The I-Team is looking for all feedback on how easy the site is to navigate and its usefulness. Open Counter was presented to the BIDs nearly 3 years ago and is now live. This is a cost estimator for an entrepreneur so they know if the proposed business is zoned for the proposed use and how much it will cost in permits before opening the doors. We will send these links to anyone we know that is interested in opening a new business in our district.

### Promotion Report:

- **Cash Mob for Long Beach Cyclery:** Long Beach Cyclery is now victim of 6 burglaries in the short time it has been open. This is the perfect opportunity for us to organize a Cash Mob to get support from the community to help out the shop. We are reaching out to owner Brian Keate to see which day and time might work best for him. We have not had a Cash Mob for at least 4 years and this seems to be the right time and place for one.
- **Good Spirits Club:** Tonight at Sonnocco EJ Malloy's providing the drinks. You can also order food from EJs and have your food delivered by bike. We get to offer a unique experience for the attendees and promote two businesses. DJ Bill will be on site to provide music and Sonnocco will offer a great backdrop for the night.
- **First Fridays "Summer Session"** is June 3 and will include the mural dedication and a Prince tribute from MOVE.
- **Concerts in the Park(ing Lot) Series** begins in June. Schedule:
  - June 27 – Georgie's Place featuring the Jazz Angels
  - July 25 – DRNK featuring Boogaloo Assassins
  - August 22– Howard CDM parking lot featuring Western Standard Time Ska Orchestra
- **Upcoming events:**
  - June 1 COBA
  - June 3 First Fridays
  - June 6 Supper Club
  - June 12 Kidical Mass
  - June 15 Literary Society
  - June 23 Board Meeting
  - June 28 Strategic Planning Session – Part II

**Bixby Knolls Business Improvement Association**

**OPERATING STATEMENT**

April 2016

	<u>Apr 16</u>	<u>Oct '15 - Apr 16</u>	<u>Apr 15</u>	<u>Oct '14 - Apr 15</u>
<b>Ordinary Income/Expense</b>				
Income				
Assessment Income	30,649.48	123,080.46	30,444.47	110,995.66
Contributions	819.61	7,035.42	1,936.02	10,936.36
Grant Awards	0.00	500.00	10,000.00	10,000.00
RDA Grant Funds	34,225.90	120,791.77	25,931.02	168,332.57
Rental Income	1,300.00	8,540.00	0.00	0.00
<b>Total Income</b>	<b>66,994.99</b>	<b>259,947.65</b>	<b>68,311.51</b>	<b>300,264.59</b>
<b>Expense</b>				
Administration	3,849.05	34,125.83	9,394.96	33,046.75
Building Supplies	87.82	438.63	0.00	0.00
EXPO Repairs and Maintenance	0.00	1,070.00	0.00	264.44
Finance Charges	0.00	73.91	0.00	1,200.00
On-Going Promotions	1,404.01	19,256.42	1,208.51	10,803.71
Promotional Event Expenses	0.00	2,700.77	0.00	1,421.05
RDA Spec Proj	19,803.60	135,090.08	28,718.48	127,796.53
Salaries/Benefits	11,260.87	61,428.70	9,171.68	56,310.48
Special Programs	354.40	9,057.88	506.57	7,824.84
<b>Total Expense</b>	<b>36,759.75</b>	<b>263,242.22</b>	<b>49,000.20</b>	<b>238,667.80</b>
<b>Net Ordinary Income</b>	<b>30,235.24</b>	<b>-3,294.57</b>	<b>19,311.31</b>	<b>61,596.79</b>
<b>Net Income</b>	<b>30,235.24</b>	<b>-3,294.57</b>	<b>19,311.31</b>	<b>61,596.79</b>

4:30 PM  
05/24/16  
Cash Basis

# Bixby Knolls Business Improvement Association

## OPERATING STATEMENT

### April 2016

	Apr 16	Oct '15 - Apr 16
<b>Ordinary Income/Expense</b>		
Income		
Assessment Income	30,649.48	123,080.46
Contributions	819.61	7,035.42
Grant Awards	0.00	500.00
RDA Grant Funds	34,225.90	120,791.77
Rental Income	1,300.00	8,540.00
<b>Total Income</b>	<b>66,994.99</b>	<b>259,947.65</b>
Expense		
Administration		
Accounting	0.00	898.00
Bank Charges	0.00	20.00
Concession Supplies	0.00	300.88
Dues & Subscriptions	0.00	300.00
Employee Meals	41.86	354.55
EXPO Supplies	234.83	586.97
Fees	0.00	25.00
Insurance		
Commercial Liability	0.00	3,740.00
Directors & Officers	0.00	1,641.00
Insurance - Other	0.00	924.00
<b>Total Insurance</b>	<b>0.00</b>	<b>6,305.00</b>
Licenses and Permits	0.00	50.00
Meals & Entertainment	72.53	72.53
Miscellaneous	25.00	25.00
Office Equipment	156.22	2,224.44
Office Expense	0.00	839.09
Office Maintenance	0.00	150.00
Office Supplies	106.02	1,061.33
Outside Services	2,100.00	8,251.25
Postage	54.00	219.00
Printing	87.20	87.20
Repairs and Maintenance	0.00	629.23
Repairs and Maintenance - EXPO	14.53	14.53
Telecommunications	0.00	1,438.01
Utilities/Trash	956.86	10,273.82
<b>Total Administration</b>	<b>3,849.05</b>	<b>34,125.83</b>
Building Supplies	87.82	438.63
EXPO Repairs and Maintenance	0.00	1,070.00
Finance Charges	0.00	73.91
On-Going Promotions		
Advertising & Marketing	1,313.53	13,450.87
Banner Installation/Maintenance	0.00	1,295.00
Median Maint Utilities	90.48	842.41
Median Maintenance	0.00	3,160.00
Website Update/Maintenance	0.00	508.14
<b>Total On-Going Promotions</b>	<b>1,404.01</b>	<b>19,256.42</b>
Promotional Event Expenses		
Annual Meeting	0.00	2,257.09
Business Networking Events	0.00	230.91
New Promotions	0.00	212.77
<b>Total Promotional Event Expenses</b>	<b>0.00</b>	<b>2,700.77</b>
RDA Spec Proj		
Art Alley Project	400.01	400.01
Banners for District	0.00	250.00
Clean + Safe	2,358.00	27,605.70
Clean Team	708.00	2,853.00
Executive Director PR	3,583.77	19,113.44
EXPO Building Improv & Repairs	0.00	1,350.00
Facade/Streetscape Improvements	4,280.00	18,074.00
First Fridays	3,500.00	24,705.60

4:30 PM  
05/24/16  
Cash Basis

# Bixby Knolls Business Improvement Association

## OPERATING STATEMENT

April 2016

	Apr 16	Oct '15 - Apr 16
Intern Payroll	1,384.62	7,384.64
Marketing	0.00	8,237.50
Misc Events	250.00	2,963.95
Small Business Saturday	0.00	2,150.00
Support Staff PR	3,064.20	16,342.40
Trees & Landscaping	275.00	3,659.84
<b>Total RDA Spec Proj</b>	<b>19,803.60</b>	<b>135,090.08</b>
<b>Salaries/Benefits</b>		
Executive Director	7,140.90	38,349.96
Payroll Preparation	303.24	1,715.25
Payroll Tax - Employer Contrib	1,386.51	8,403.49
Project Manager	2,197.35	11,719.20
Workers Comp Insurance	232.87	1,240.80
<b>Total Salaries/Benefits</b>	<b>11,260.87</b>	<b>61,428.70</b>
<b>Special Programs</b>		
Business Networking	0.00	1,931.80
First Fridays	169.65	2,823.31
Good Spirits Club	84.75	84.75
Happy Hour	0.00	1,633.88
Kidical Mass	0.00	685.38
Literary Society	100.00	600.00
Strollers	0.00	966.55
Supper Club	0.00	242.21
Trees	0.00	90.00
<b>Total Special Programs</b>	<b>354.40</b>	<b>9,057.88</b>
<b>Total Expense</b>	<b>36,759.75</b>	<b>263,242.22</b>
<b>Net Ordinary Income</b>	<b>30,235.24</b>	<b>-3,294.57</b>
<b>Net Income</b>	<b>30,235.24</b>	<b>-3,294.57</b>

4:33 PM  
05/24/16  
Cash Basis

**Bixby Knolls Business Improvement Association**  
**STATEMENT OF FINANCIAL POSITION**  
**As of April 30, 2016**

	<u>Apr 30, 16</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Bixby Knolls RDA Acct	23,101.48
BKBIA Oper Acct	29,884.77
<b>Total Checking/Savings</b>	<u>52,986.25</u>
<b>Total Current Assets</b>	52,986.25
<b>Fixed Assets</b>	
Holiday Decorations	5,586.49
<b>Total Fixed Assets</b>	<u>5,586.49</u>
<b>TOTAL ASSETS</b>	<u><b>58,572.74</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Credit Cards	
VISA	703.42
<b>Total Credit Cards</b>	<u>703.42</u>
<b>Total Current Liabilities</b>	<u>703.42</u>
<b>Total Liabilities</b>	703.42
<b>Equity</b>	
Opening Bal Equity	0.15
Retained Earnings	126,339.66
Unrestrict (retained earnings)	-65,175.92
Net Income	-3,294.57
<b>Total Equity</b>	<u>57,869.32</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>58,572.74</b></u>