



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.
Vacant -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, November 16, 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 September 28, 2017; No October 2017 meeting

4. Public Comment (limited to 3 minutes)

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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. Security & Code Enforcement Report – Mike
- c. Promotion Report – Cheryl
- d. Executive Director's Report – Blair
- e. Project Manager's Report – Cait

8. OLD BUSINESS

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9. NEW BUSINESS

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10. ADJOURNMENT

Bixby Knolls Business
Improvement Association

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Long Beach, CA 90807

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7:04 PM
11/07/17
Cash Basis

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

October 2017

	Oct 17	Jul - Oct 17
Ordinary Income/Expense		
Income		
Assessment Income	42,356.03	82,361.65
Contributions	471.03	3,388.51
Corporate Sponsorship		
Light Pole Banners	15,000.00	15,000.00
Corporate Sponsorship - Other	2,500.00	4,000.00
Total Corporate Sponsorship	17,500.00	19,000.00
RDA Grant Funds	11,931.45	61,926.51
Rental Income	1,500.00	4,380.00
Total Income	73,758.51	171,056.67
Gross Profit	73,758.51	171,056.67
Expense		
Administration		
Accounting	300.00	600.00
COBA meeting expense	0.00	408.32
Concession Supplies	0.00	623.71
Employee Meals	0.00	71.63
EXPO Supplies	0.00	117.17
Janitorial Services	0.00	101.00
Licenses and Permits	2,945.50	2,971.50
Office Equipment	607.83	1,430.15
Office Expense	71.41	214.23
Office Maintenance	0.00	75.00
Office Supplies	198.41	572.34
Outside Services	1,863.00	5,281.00
Parking Expense	0.00	4.00
Telecommunications	247.62	825.79
Utilities/Trash	0.00	6,910.99
Utilities/Trash - EXPO	2,016.10	2,016.10
Administration - Other	0.00	0.00
Total Administration	8,249.87	22,222.93
Business Gift	0.00	35.99
EXPO Equipment	2,724.29	2,724.29
Finance Charges	0.00	109.07
On-Going Promotions		
Advertising & Marketing	4,782.09	9,996.96
Litter & Weed Abatement	0.00	300.00
Median Maint Utilities	198.45	579.68
Median Maintenance	590.00	1,280.00
Sponsored Light Pole Banners	15,514.32	15,514.32
Total On-Going Promotions	21,084.86	27,670.96
RDA Spec Proj		
Art Alley Project	800.00	2,400.00
Beach Streets Programming	1,750.00	1,750.00
Clean + Safe	2,805.00	10,020.00
Clean Team	268.75	1,601.50
Executive Director PR	2,389.18	10,751.31
Facade/Streetscape Improvements	0.00	3,311.04
First Fridays	3,200.00	12,680.00
Good Spirits	0.00	100.00
Intern Payroll	1,185.00	5,377.50
Marketing	675.00	1,475.00
Misc Events	749.44	5,159.44
Support Staff PR	2,042.80	9,192.60
Trees & Landscaping	350.00	350.00
RDA Spec Proj - Other	0.00	400.00
Total RDA Spec Proj	16,215.17	64,568.39
Salaries/Benefits		
Executive Director	4,760.60	21,422.70
Payroll Preparation	257.14	1,040.47
Payroll Tax - Employer Contrib	966.66	4,394.83

7:04 PM
11/07/17
Cash Basis

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

October 2017

	Oct 17	Jul - Oct 17
Project Manager	1,887.96	8,495.82
Workers Comp Insurance	153.84	728.32
Total Salaries/Benefits	8,026.20	36,082.14
Special Programs		
Business Breakfast	1,370.22	2,619.72
Concerts	0.00	2,571.14
First Fridays	0.00	9.83
Kidical Mass	200.00	345.00
Literary Society	0.00	100.00
Strollers	192.07	796.17
Total Special Programs	1,762.29	6,441.86
Total Expense	58,062.68	159,855.63
Net Ordinary Income	15,695.83	11,201.04
Other Income/Expense		
Other Income		
Other Grant Income LB BI Pilot	7,725.00	7,725.00
Total Other Income	7,725.00	7,725.00
Other Expense		
LB Blvd Clean Up Pilot Program	3,275.55	3,275.55
Total Other Expense	3,275.55	3,275.55
Net Other Income	4,449.45	4,449.45
Net Income	20,145.28	15,650.49

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

	Oct 31, 17
ASSETS	
Current Assets	
Checking/Savings	
Bixby Knolls RDA Acct	47,583.58
BKBIA Oper Acct	47,687.15
Total Checking/Savings	<u>95,270.73</u>
Total Current Assets	95,270.73
Fixed Assets	
Holiday Decorations	
Holiday Decorations- Acc Deprec	-46,427.00
Holiday Decorations - Other	52,013.49
Total Holiday Decorations	<u>5,586.49</u>
Total Fixed Assets	<u>5,586.49</u>
TOTAL ASSETS	<u>100,857.22</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
VISA	895.92
Total Credit Cards	<u>895.92</u>
Total Current Liabilities	<u>895.92</u>
Total Liabilities	895.92
Equity	
Opening Bal Equity	0.15
Retained Earnings	126,339.66
Unrestrict (retained earnings)	-42,029.00
Net Income	15,650.49
Total Equity	<u>99,961.30</u>
TOTAL LIABILITIES & EQUITY	<u>100,857.22</u>

Bixby Knolls Business Improvement Association

Executive Director Report: November, 2017

General updates from around the district:

- **Future funding for BKBIA --** The executive committee met last month with John Keisler, Director of the Economic Development Department and Jonathan Kraus from Councilmember Austin's office. The purpose was to have the first conversation regarding funding for the BKBIA when the RDA contract expires. John discussed the option of adding parking meters around the district and working out a revenue share agreement with the city. There are both pros and cons to this and will be on a future board meeting agenda for discussion. Another option discussed was the monetization of the Expo Arts Center. I had mentioned to John that the only real way to program and maximize Expo as a revenue generator the city would have to fully invest in the improvements of the building. The Measure A funds are great for small cosmetic improvements but there needs to be a solid million-dollar investment into the building to maximize its use. There was also discussion about monetizing First Fridays.
- **Light Pole Banner Program** – Installed last week. The new banners are up and cover the entire district. I've already heard good feedback from folks I have run into. I hope our sponsors are happy and we thank them for making this happen.
- **BKBIA Annual Renewal** – Our annual renewal from the city council was approved with no issues. Complimentary statements from the mayor and 7th & 8th councilmembers. I am not sure it is necessary to make a formal statement at the meeting each year as the council has a copy of our annual report detailing all progress from the previous year and plans for the new one.
- **Holiday Party Sponsors:** I have begun to solicit sponsors for the holiday party and have had good results. Laserfiche has committed to \$2500. The Clancy Foundation will give \$1000. Martin Howard has committed to helping again, too. We are now working on the details for the party.

District Updates:

- **Ambitious Ales** – Had a fun presence at Beach Streets and were able to meet a lot of community members. They will submit their plans to the city in the next two weeks having had to make some adjustments with their architect.
- **Liberation Brewing:** Also at Beach Streets and we are happy that these new businesses are coming along. Construction on site is continuing and Michael Clements said he's looking for a soft opening in 6 weeks or so. Stay tuned for more specifics.
- **Art & Craft Eatery** – The restaurant opened with a "neighborhood night" seating a few weeks ago. There have been positive reviews across the board about the food and service. They will be tested (in a positive way) at Beach Streets and First Fridays. Both events should get them great exposure and build a customer base. We will plan a Supper Club there after the first of the year. We will also meet with them to set up a "food writer's night" in their space to get some press coverage.
- **Niky's Sports** – Luis Orrellano says he plans to be open by November 24. He is also planning an event with Adidas to be in the Allery and partner with EJ Malloy's.
- **Oil tanks on LB Blvd.**– We received permission from the owners to paint the tanks and have a boy scout work on the landscaping. I met on site with the scout to give him a scope of work. I also met with one artist to come up with some concepts to share with the oil operators to get the green light to start painting. We have already added the oil operator to our insurance.

- **Royal Buffet** has been demolished.
- **West Bistro** – Code Enforcement tagged the building and contacted the owner with a deadline to submit construction plans or be cited. Waiting to hear from Planning & Building if plans were indeed submitted. Same status as October
- **Please note: The December Board Meeting will be on Wednesday, December 13.**



BIXBY KNOLLS BUSINESS IMPROVEMENT BOARD OF DIRECTORS MEETING MINUTES

DATE September 28, 2017
TIME 7:45am
PLACE The Pan Restaurant

CHAIR Servando Orozco
RECORDER Blair Cohn
ADJOURNED 8:045 a.m.

Present

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

Excused Absences

Anthony Wingfield, Debbie Peurrung

Unexcused Absences

Guests:

Eric Romero, City of Long Beach
Jonathan Kraus, 8th District Council Office, City of Long Beach
Susan Cooper, BKBIA
Kris Allen, First Bank
Jeff Beasley, Bundts on Melrose
Berenice Dena, About U Boutique

Call Meeting to Order

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

Welcome & Introductions

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Approval of Minutes

- Approval of Minutes from August 31, 2017. Mike made a motion to approve the minutes. Lourdes seconded the motion. Motion approved unanimously.

Community Participation Report (limited to 3 minutes)

- No public comment.

7th District Council Office Report

- No report given.

8th District Council Report

- Jonathan Kraus reported: Beach Streets Community Meeting set for October 4, 6pm, at the YMCA; Beach Streets is on Saturday, October 28; BKBIA is up for renewal the first week of October.

Committee Reports:

- a. Treasurer Report: Susan reported on monthly financials as provided in packet.
- b. Security and Code Enforcement Report – Mike reported on incidents provided by LBPD. Two burglaries occurred just outside the district. The Merchant had a burglary on 9/22 with no loss, just damage; Seeing a trend that incidents happening on Monday night/Tuesday mornings; Got a report that Verizon store had a robbery, phones lost; Wardlow & LB Blvd. still an issue with homeless and trash; CSI reported on all the homeless regulars in the district; 7-11 on LB Blvd and Wardlow is an issue for trash and homeless hanging out; Discussion ensued about increased security at First Fridays and the option of hiring Special Events police officers for the event. Board agreed that this is an option worth pursuing. Mike also discussed that Lot 33 has become a dumping ground and owners need to clean it, panhandlers are at the freeway off-ramps especially on LB Blvd., graffiti is a major issue at Royal Buffet property, and we need to call Cal Trans about the northbound exit on the 405 at Atlantic for clean-up.
- c. Promotion Report – Cheryl reported on First Fridays for September and October, Beach Streets next month will draw huge crowds to the area, Pole banners have sponsors and now ready to pursue the project, Supper Club at Rasselbock and we will take a break from the event in November and December, Good Spirits Club at Baja Sonora.
- d. Executive Director's Report – Blair reported the updates for new businesses and development in the district.
- e. Project Manager's Report –Cait reported on Kidical Mass for September and October; great turnout for the Business Breakfast. Need to improve the sound in the room for presentations but good content from speakers nonetheless; Small Business Saturday Bixby Bingo, Cheryl suggested that Tokotah should speak at an upcoming breakfast as well as other businesses to discuss "success stories" and best practices.

Old Business

- No old business discussed.

New Business

- No new business was discussed.

Adjournment

- Public Comment: Longfellow Elementary PTA is seeking sponsorships for its Harvest Festival on November 4. They could also use auction items.
- Bill made a motion to adjourn the meeting at 8:45am. Mike seconded the motion. Meeting was adjourned.

Next meeting is October 25, 2017, 7:45am at The Pan.

Respectfully submitted,
Norm Cauntay

Project Manager Report: September - November 2017

Event/Projects Recaps

- September Good Spirits Club at Baja Sonora on September 28th
 - Not a super large turnout, but enough people to fill the patio
 - Owner was happy and was very engaged during the event
- October Supper Club at Rasselbock on October 1st
 - Awesome turnout for our Oktoberfest themed Supper Club!
- October Kidical Mass – “Zombie Ride” at Georgie’s Place on October 22nd
 - Another large turnout!
 - The face painter hired did a fantastic job – painting over 30 kids faces in less than an hour
 - An annual favorite with the kids- some even came in costume
- October Good Spirits at Willmore on October 26th
 - Small turn out, but all attendees ordered from the new Wilmore menu which was a great chance to highlight that addition to the business
- Mobile Office Hours – October 12th at Hashtag Burgers
 - Good to check in with the owner – we discussed his signage and Beach Streets
 - BIA treated everyone who stopped by to lunch
- Spotlight on Business
 - Sacred Skincareapy (current)
 - Go Fetch (next up)
 - Our spotlights will feature businesses in the order the submissions were received (to make it fair) and any one of our businesses are invited to fill out the form. They can find the form on our website and it’s been shared in the members only Facebook group.

Beach Streets – October 28th

EXPO Arts Center

- Recent events:
 - 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.
 - Community meetings hosted by the 8th District Council Office
- Plus tenant events (TKTC – The Kids Theatre Company and Held2Gether Improv)

Outreach to Membership Committee

- Preparing for Small Business Saturday
 - BINGO cards are back and plan to roll it out so that it begins on October 1st and ends on November 30th. This gives folks two months to make all these stops and make a big last effort on Small Business Saturday.
 - Facebook event page is up and advertisements are out
 - We are looking for donation items for the BINGO card prizes.
- Proposed tiered memberships
 - Currently in the planning stage and just waiting to hear back from the city and the city attorney’s office on feasibility

Current Projects / Action Items

- Scheduling more Mobile Office Hours and Flash Events
- Small Business Saturday – November 25th
 - Really pushing the event and features
- Dispersing of New Member Welcome Packets to current members as well as new businesses
- Upcoming monthly event prep (First Fridays, Supper Club, Literary Society, Kidical Mass) including emails, graphics, social media, etc.
- EXPO Arts Center building management

Upcoming Events

- **Small Business Saturday – November 25th**
- First Fridays – December 1st – Holiday Edition
- COBA – December 6th
- Supper Club – no supper club in November/December

- Good Spirits Club – will resume in Jan. 2018
- Literary Society – December 13 at Elise's Tea Room
- Kidical Mass – November 19th at Georgie's Place "Canned Food Ride"

