



## 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.  
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, October 27, 2016, 7:45 a.m. at The Pan

### 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 22, 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

- Annual review of BKBIA Bylaws

#### 8. NEW BUSINESS

- No new business to discuss

#### 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** September 22, 2016  
**TIME** 7:45am  
**PLACE** The Pan

**CHAIR** Servando Orozco  
**RECORDER** Blair Cohn  
**ADJOURNED** 9:13 a.m.

## **Present**

Servando Orozco, President  
Mike Mora, Vice-President  
Norm Cauntay, Secretary  
Anthony Wingfield, Treasurer  
Katherine Galanty  
Jane Ho  
Lourdes Valles  
Michelle Jouvence  
Cheryl Jacobs – Community Liaison  
Roy Robbins – Community Liaison  
Andrea Testa – Community Liaison  
Blair Cohn – BKBIA  
Cait Yoshioka – BKBIA

## **Excused Absences**

Bill Larson, Anthony Puente, Debbie Peurrung

## **Unexcused Absences**

## **Guests:**

Jonathan Kraus, 8<sup>th</sup> District Council Office, City of Long Beach  
Susan Cooper, BKBIA  
Jahaziel Romero, Red Eye Media  
Berenice Dena, About U Boutique

## **Call Meeting to Order**

- At 7:59am Servando called the meeting to order.

## **Welcome & Introductions**

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## **Approval of Minutes**

- Approval of Minutes from August 11, 2016. Anthony made a motion to approve. Lourdes seconded the motion. Motion approved unanimously.

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

- n/a

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

- No report provided

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

- Jonathan reported: Budget passed with Measure A funds for Expo, \$200K; Post Office is all built out and we are just waiting for a grand opening date; (Discussion ensued about post office features including drop off mail boxes); Aldi is set to open before Thanksgiving; Smart & Final has submitted plans to the city (discussion ensued about safety in the Von's parking lot);

## **Old Business:**

- No old business was discussed.

**New Business**

- Long Beach Boulevard board position – Michelle Jouvence announced her resignation from the board as she is moving to Tennessee. Board thanked her for her time and contribution to the BKBIA. Servando introduced Jahaziel Romero from Red Eye Media who has been interested in serving on the board for at least five years to represent Long Beach Boulevard. Jahaziel spoke about himself and Red Eye Media and shared his desire to be even more involved in the district and community. Servando made a motion to appoint Jahaziel to fill the LB Blvd. board position. Anthony Wingfield seconded the motion. Motion passed unanimously. Blair told Jahaziel that he would be contacted by Jim Fisk from the City of Long Beach with the board requirements.
- Holiday Party – Blair addressed the issue about our annual holiday party. The event is labor-intensive for the staff and does not make for an opportunity for the BKBIA to actually enjoy the party. We would like to change the format a bit and have one caterer provide the food for the night rather than multiple restaurants. Also, we are looking for sponsorships for the Holiday Party so the cost of catering the dinner is covered. We should up the price to help cover all other costs. General discussion ensued about the party. The BKBIA will pursue sponsor possibilities and will look to board members to help.

Norm addressed the board about his recent email “reply all.” Norm stated he was not aware that the Brown Act prohibited him from discussing issues or presenting issues to the board when not in a public board meeting. Jim Fisk has reminded him of the policy and Norm, and other board members, now know about this policy.

**Reports:**

- **Treasurer’s Report:** Susan discussed the monthly report and status of cash on hand.
- **Executive Director’s Report** – Blair provided a report that included a follow up to potential sponsorship opportunities for the BKBIA ranging from First Fridays (galleries, trolley), to street pole banners, median banners, or our monthly events; Small Business Saturday plans including a scavenger hunt; Clean & Safe updates; and working on the BKBIA Employee Manual.
- **Committee Reports**
- **Security and Code Enforcement Report:** Mike reported that CSI Patrol Service continues to deal with the homeless issue in the area and responding to specific issues as they come up. LBPD was not in attendance this month.
- **Promotion Report:** Cheryl reported on potential new street pole banners sponsored by Sonnocco (Bill Larson) with design work from Commune Communication; Good Spirits Club was a bit hit at Lola’s; First Fridays celebrates Arts Month in October.

**Adjournment**

- Mike made a motion to adjourn the meeting at 9:13am. Katherine seconded the motion. Meeting was adjourned.
- Next meeting is October 27, 2016, at 7:45 a.m., The Pan.

Respectfully submitted,  
Blair Cohn

4:55 PM  
10/24/16  
Cash Basis

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

	Sep 30, 16	Sep 30, 15
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
Bixby Knolls RDA Acct	37,721.54	22,713.29
BKBIA Oper Acct	7,970.24	34,448.72
Total Checking/Savings	45,691.78	57,162.01
Total Current Assets	45,691.78	57,162.01
Fixed Assets		
Holiday Decorations		
Holiday Decorations- Acc Deprec	-46,427.00	-46,427.00
Holiday Decorations - Other	52,013.49	52,013.49
Total Holiday Decorations	5,586.49	5,586.49
Total Fixed Assets	5,586.49	5,586.49
<b>TOTAL ASSETS</b>	<b>51,278.27</b>	<b>62,748.50</b>
<b>LIABILITIES &amp; EQUITY</b>		
Liabilities		
Current Liabilities		
Credit Cards		
VISA	-33.57	1,584.61
Total Credit Cards	-33.57	1,584.61
Total Current Liabilities	-33.57	1,584.61
Total Liabilities	-33.57	1,584.61
Equity		
Opening Bal Equity	0.15	0.15
Retained Earnings	126,339.66	126,339.66
Unrestrict (retained earnings)	-96,582.09	-100,476.39
Net Income	21,554.12	35,300.47
Total Equity	51,311.84	61,163.89
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>51,278.27</b>	<b>62,748.50</b>

4:58 PM  
10/24/16  
Cash Basis

**Bixby Knolls Business Improvement Association**  
**OPERATING STATEMENT**  
September 2016

	Sep 16	Sep 15	Jul - Sep 16
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
Assessment Income	0.00	41,721.49	73,853.10
Contributions	1,037.25	1,772.60	6,971.97
RDA Grant Funds	30,096.95	33,307.90	60,017.85
Reimbursements	0.00	0.00	300.00
Rental Income	1,500.00	4,300.00	3,900.00
<b>Total Income</b>	<b>32,634.20</b>	<b>81,101.99</b>	<b>145,042.92</b>
<b>Expense</b>			
Administration	5,086.05	6,194.58	18,588.39
Building Supplies	298.41	0.00	298.41
EXPO Concession Supplies	0.00	611.44	0.00
EXPO Equipment	0.00	493.24	0.00
EXPO Repairs and Maintenance	0.00	20.00	0.00
Finance Charges	0.00	58.56	55.15
On-Going Promotions	2,579.81	1,009.50	7,917.38
Promotional Event Expenses	0.00	2,638.34	0.00
RDA Spec Proj	23,197.52	16,962.79	59,821.60
Salaries/Benefits	11,862.57	7,148.32	27,171.50
Special Programs	2,375.09	144.69	9,636.37
<b>Total Expense</b>	<b>45,399.45</b>	<b>35,281.46</b>	<b>123,488.80</b>
<b>Net Ordinary Income</b>	<b>-12,765.25</b>	<b>45,820.53</b>	<b>21,554.12</b>
<b>Net Income</b>	<b>-12,765.25</b>	<b>45,820.53</b>	<b>21,554.12</b>

## **Bixby Knolls Business Improvement Association Executive Director Report: October 27, 2016**

- **District Updates --**

- Clean & Safe projects: We have kept the security patrols a constant. The next big need for the area is to make sure that the corridors and rear exits/alleys are lit up at night. This keeps the district looking vibrant and attractive to customers but also helps with the safety issue, too. As there is an increase in homeless and other transients in the area, the BKBIA can take steps to help with the issue. Working with property and business owners to have lights replaced, fixed, or installed is one of our best tools. We have ten new projects in the works plus we are double checking timers, photo cells, and replacing bulbs along overhangs to keep the sidewalks lit up at night. Locations for lighting include: Go Fetch, Willmore Wine Bar, Made by Miss Hilde, Furniture Consignment, Red Eye Media, Gems & Jewels, Mo's Place, Georgie's Place, 4425 Atlantic, Bamboo Teri House. Fewer paint projects at the moment and more lighting projects have taken priority.
- Edgar & James is still working on its Administrative Use Permit and there was a finding that the lots had to be merged so that's in the works, too. They are still looking to open after the first of the year and will join us again in December at First Fridays.
- Dutch's Brew House is now open and serving pizza, too. It will be another 2-3 weeks before the "brew your own" service begins but it's great to have the place open its doors. Potential spot for Good Spirits Club in the next few months. I have encouraged the owner to pursue his signage so the business looks finished rather than still in construction.
- Mod Pizza – is building out in The Knolls. Signage is up and we're waiting for the grand opening date.
- Covent Lane – the new women's clothing store on Long Beach Boulevard will open on November 5. We have briefly spoken with the owner and invited him to come to the office to get acquainted with the BKBIA.
- Expo being painted – We have our painter prepping the north building of Expo for its facelift. We pulled a blue from the mural above the front doors for the body of the building. This will give the north building its own identity yet still be tied to the main building. Also, we will add spot colors matched from the mural for inside of the window ledges above our office. Work should be completed by next weekend.

- **Upcoming events:**

- November 2 COBA
- November 4 First Fridays – 10<sup>th</sup> Anniversary
- November 7 Supper Club at Bamboo Teri House
- November 9 Literary Society
- November 17 Good Spirits Club
- **November 17 Board Meeting**

## PLACE MAKE THE VOTE BIXBY KNOLLS

Tuesday, November 8th  
11am - 8pm  
[bit.ly/votebixbyknolls](http://bit.ly/votebixbyknolls)



A city-wide, grant-funded event focused on bringing communities together. The idea is to program polling sites as a way to engage neighbors before/after voting. We were approached to host this by local design firm City Fabrick and are being funded by Civic Nation.

## BIXBY KNOLLS SMALL BUSINESS SATURDAY

Saturday, November 26th  
[bixbyknollsinfo.com/sbs](http://bixbyknollsinfo.com/sbs)



Planned Promotions/Features:

- All local publications including The Edge, Bixby Neighbors, Signal Tribune, ,Gazettes and neighborhood association flyers.
- Facebook and Instagram Boosted Posts and Event Page
- District Wide Scavenger Hunt with Prizes (See Handout)

## MONTHLY EVENTS UPCOMING

### FIRST FRIDAYS

- November 4th
- 10th Anniversary

### SUPPER CLUB

- November 7th
- Bamboo Teri House

### LITERARY SOCIETY

- November 9th
- Elise's Tea Room
- "The Crying of Lot 49" by Thomas Pynchon

### GOOD SPIRITS CLUB

- November 17th
- La Casita Rivera (proposed)

### KIDICAL MASS

- November 20th
- Canned Food Ride

## IN THE QUE CONCEPT/DESIGN/PLANNING

### HOLIDAY PARTY

- Dress Code
- Increased Ticket Price
- Sponsorships
- Music and features being planned and priced

### FIRST FRIDAYS

- Membership
- Updated application and permit process
- 10th Anniversary will be huge!

### MEMBER OUTREACH

- Hosting more SBDC events at EXPO
- End of year Letter/Email

### IN HOUSE OPS

- Updating/redesigning website
- Managing EXPO rental