



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, October 25, 2017, 7:45 a.m. at the Pan Restaurant

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences: Katherine Galanty,

2. WELCOME & INTRODUCTIONS

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3. APPROVAL OF MINUTES

- Approval of Minutes from September 28, 2017

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

4321 Atlantic Avenue
Long Beach, CA 90807

P: 562 - 595 - 0081
info@bixbyknollsinfo.com

www.bixbyknollsinfo.com

1:59 PM
10/20/17
Cash Basis

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

September 2017

	Sep 17	Jul - Sep 17
Ordinary Income/Expense		
Income		
Assessment Income	40,005.62	40,005.62
Contributions	1,838.96	2,917.48
Corporate Sponsorship		
Corporate Sponsorship - Other	1,500.00	1,500.00
Total Corporate Sponsorship	1,500.00	1,500.00
RDA Grant Funds		
RDA Grant Funds - Other	18,915.91	49,995.06
Total RDA Grant Funds	18,915.91	49,995.06
Rental Income	1,000.00	2,880.00
Total Income	63,260.49	97,298.16
Gross Profit	63,260.49	97,298.16
Expense		
Administration		
Accounting		
Accounting - Other	150.00	300.00
Total Accounting	150.00	300.00
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	1.00	26.00
Office Equipment	274.52	822.32
Office Expense	142.82	142.82
Office Maintenance	75.00	75.00
Office Supplies	0.00	373.93
Outside Services	1,918.00	3,418.00
Parking Expense	0.00	4.00
Telecommunications	503.38	578.17
Utilities/Trash	4,669.14	6,910.99
Administration - Other	0.00	0.00
Total Administration	7,733.86	13,973.06
Business Gift	0.00	35.99
Finance Charges	36.89	109.07
On-Going Promotions		
Advertising & Marketing	1,219.32	5,214.87
Litter & Weed Abatement	300.00	300.00
Median Maint Utilities	183.51	381.23
Median Maintenance	395.00	690.00
Total On-Going Promotions	2,097.83	6,586.10
RDA Spec Proj		
Art Alley Project	0.00	1,600.00
Clean + Safe	4,035.00	7,215.00
Clean Team	443.75	1,332.75
Executive Director PR	3,583.77	8,362.13
Facade/Streetscape Improvements	0.00	3,311.04
First Fridays	3,000.00	9,480.00
Good Spirits	0.00	100.00
Intern Payroll	2,047.50	4,192.50
Marketing	0.00	800.00
Misc Events	1,685.00	4,410.00
Support Staff PR	3,064.20	7,149.80
RDA Spec Proj - Other	400.00	400.00
Total RDA Spec Proj	18,259.22	48,353.22
Salaries/Benefits		
Executive Director	7,140.90	16,662.10
Payroll Preparation	339.63	783.33
Payroll Tax - Employer Contrib	1,474.97	3,428.17

1:59 PM
10/20/17
Cash Basis

Bixby Knolls Business Improvement Association
OPERATING STATEMENT
September 2017

	Sep 17	Jul - Sep 17
Project Manager	2,831.94	6,607.86
Workers Comp Insurance	246.66	574.48
Total Salaries/Benefits	12,034.10	28,055.94
Special Programs		
Business Breakfast	0.00	1,249.50
Concerts	2,500.00	2,571.14
First Fridays	0.00	9.83
Kidical Mass	0.00	145.00
Literary Society	0.00	100.00
Strollers	604.10	604.10
Total Special Programs	3,104.10	4,679.57
Total Expense	43,266.00	101,792.95
Net Ordinary Income	19,994.49	-4,494.79
Net Income	19,994.49	-4,494.79

2:00 PM
10/20/17
Cash Basis

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

September 2017

	Sep 17	Jul - Sep 17
Ordinary Income/Expense		
Income		
Assessment Income	40,005.62	40,005.62
Contributions	1,838.96	2,917.48
Corporate Sponsorship	1,500.00	1,500.00
RDA Grant Funds	18,915.91	49,995.06
Rental Income	1,000.00	2,880.00
Total Income	63,260.49	97,298.16
Gross Profit	63,260.49	97,298.16
Expense		
Administration	7,733.86	13,973.06
Business Gift	0.00	35.99
Finance Charges	36.89	109.07
On-Going Promotions	2,097.83	6,586.10
RDA Spec Proj	18,259.22	48,353.22
Salaries/Benefits	12,034.10	28,055.94
Special Programs	3,104.10	4,679.57
Total Expense	43,266.00	101,792.95
Net Ordinary Income	19,994.49	-4,494.79
Net Income	19,994.49	-4,494.79

Bixby Knolls Business Improvement Association
STATEMENT OF FINANCIAL POSITION
As of September 30, 2017

	Sep 30, 17
ASSETS	
Current Assets	
Checking/Savings	
Bixby Knolls RDA Acct	51,152.01
BKBIA Oper Acct	24,473.44
Total Checking/Savings	75,625.45
Total Current Assets	75,625.45
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	81,211.94
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
VISA	1,895.92
Total Credit Cards	1,895.92
Total Current Liabilities	1,895.92
Total Liabilities	1,895.92
Equity	
Opening Bal Equity	0.15
Retained Earnings	126,339.66
Unrestrict (retained earnings)	-42,529.00
Net Income	-4,494.79
Total Equity	79,316.02
TOTAL LIABILITIES & EQUITY	81,211.94

Bixby Knolls Business Improvement Association
Executive Director Report: October 25, 2017

General updates from around the district:

- **Future funding for BKBIA --** The executive committee met last week 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** – The artwork files have been submitted to AAA Flag & Banner and our new banners are in production. Unfortunately the banners will not be able to be installed in time for Beach Streets. They are scheduled to go up on October 31. We waited just a bit long to make it on the installation schedule in time. However, we are excited to see this project finally come to fruition.
- **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.

District Updates:

- **Ambitious Ales** – Now ready to submit plans to the city. They will have a presence at Beach Streets (with signage and activities at their space).
- **Liberation Brewing:** Construction has begun on the interior of the building. The exterior landscaping and irrigation will be repaired, too. Slow going but moving ahead.
- **Art & Craft Eatery** – The restaurant opened with a “neighborhood night” seating a week 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.
- **Niky's Sports** – They have been working hard on all interior improvements (plumbing, electrical) and hope to have some type of presence at Beach Streets to meet the community. They are working hard to get open as soon as possible.
- **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.
- **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 September.

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 - October 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
- 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
 - 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.

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
 - Land Use Element Meeting was moved from EXPO Arts Center to the North Division Police Station
- Plus tenant events (TKTC – The Kids Theatre Company and Held2Gether Improv)

Outreach to Membership Committee

- Preparing for Small Business Saturday
 - We’ll be bringing the BINGO cards 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.
 - We are looking for donation items for the BINGO card prizes.
- Next step is distributing the packets to all current members and creating a plan to meet with any new businesses as they open.

Current Projects / Action Items

- Scheduling more Mobile Office Hours and Flash Events
- Next Spotlight on Business: “X L SERVICES a div of A T Vardi Inc” owned by Debbie Vardi
- Small Business Saturday – November 25th
 - Planning will begin right after Labor Day as we want to get a head start on this year’s Small Business Saturday event.
 - With the support of the national “Small Business Saturday” sponsored by American Express, we think that this event will be great for our businesses.
 - We’re planning on bringing back the BINGO card earlier so the neighborhood can have a few months to complete it.
- 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

- **Beach Streets – October 28th**
- **Small Business Saturday – November 25th**
- First Fridays – November 3rd “Day of the Dead” and 11th Anniversary
- COBA – November 1st
- Supper Club – no supper club in November

- Good Spirits Club – October 26th at Willmore Wine Bar
- Literary Society – November 8th at Elise's Tea Room
- Kidical Mass – November 19th at Georgie's Place "Canned Food Ride"
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