



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.  
Aaron Hovis - Wardlow Rd  
Kris Allen – At Large

Sam Hall - At Large  
Debbie Peurrung- Long Beach Blvd.  
Jeff Beasley -Long Beach Blvd  
Cheryl Jacobs- Community Liaison  
Mark Hawkins-Community Liaison  
Roy Robbins- Community Liaison  
Andrea Testa -Community Liaison  
Blair Cohn-Executive Director  
Katie Phillips – Project Manager

## **BOARD OF DIRECTORS MEETING**

**Thursday, October 25, 2018, 7:45 a.m. at the Pan Restaurant**

### **AGENDA**

**1. CALL TO ORDER/ROLL CALL**

- Excused Absences: Norm Cauntay, Jeff Beasley

**2. WELCOME & INTRODUCTIONS**

**3. APPROVAL OF MINUTES**

- Approval of Minutes September 27, 2018

**4. PUBLIC COMMENT (LIMITED TO 3 MINUTES)**

**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 Report -- Katie

**8. OLD BUSINESS**

- 501c3 status
  - o Strategic planning session

**9. NEW BUSINESS**

- Board position appointment – Stephanie Gray to replace Debbie Peurrung

**10. ADJOURNMENT**

Bixby Knolls Business  
Improvement Association

4321 Atlantic Ave.  
Long Beach, CA 90807

(562) 595-0081

info@bixbyknollsinfo.com  
www.bixbyknollsinfo.com



## BIXBY KNOLLS BUSINESS IMPROVEMENT BOARD OF DIRECTORS MEETING MINUTES

<b><u>DATE</u></b>	<b>September 27, 2018</b>	<b><u>RECORDER</u></b>	<b>Norm Cauntay</b>
<b><u>CHAIR</u></b>	<b>Servando Orozco</b>	<b><u>PLACE</u></b>	<b>The Pan</b>
<b><u>TIME</u></b>	<b>7:45am</b>	<b><u>ADJOURNED</u></b>	<b>8:54 a.m.</b>
Servando Orozco, President Norm Cauntay, Secretary		Debbie Peurrung	
Anthony Wingfield - Treasurer		Cheryl Jacobs – Community Liaison	
Anthony Puente		Roy Robbins – Community Liaison	
Aaron Hovis		Blair Cohn – BKBIA	
Kris Allen		Katie Phillips -- BKBIA	

### **Excused Absences**

Mike Mora, Sam Hall, Jeff Beasley

### **Guests:**

- Sean Bernhoft, 7th District Council Office
- Jonathan Kraus, 8th District Council Office
- Susan Cooper

### **Call Meeting to Order**

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

### **Welcome & Introductions**

### **Approval of Minutes**

Approval of Minutes from August 30, 2018. Anthony P. made a motion to approve the minutes. Debbie seconded the motion. Motion approved unanimously.

### **Public Comment (limited to 3 minutes)**

- No public comment

### **7th District Council Office Report**

Sean reported: Dealing with Foasberg Dry Cleaning and their trucks and vans blocking the alleyways. Signal Hill PD contacted the business owner to have business keep alley clear. SHPD also helped clear out the homeless encampment by Island Pacific Market; 405 & LB Blvd near Newport Dental

Bixby Knolls Business  
Improvement Association

4321 Atlantic Ave.  
Long Beach, CA 90807

(562) 595-0081

info@bixbyknollsinfo.com  
www.bixbyknollsinfo.com



Bixby Knolls Business  
Improvement Association

4321 Atlantic Ave.  
Long Beach, CA 90807

(562) 595-0081

info@bixbyknollsinfo.com  
www.bixbyknollsinfo.com

remains a problem for loitering and homeless. A fence is being installed on the far west end of the shopping center; Hortencia's is having their Grand Opening at noon this Saturday; the Fiesta in the Park was a success; 65th Daisy Lane Parade planning is now in the works. Parade is on December 8; October 27, Green Prize Festival at Kidd Park.

### **8th District Council Report**

Jonathan reported: Putt Putt in the Knolls event was a huge success and heard great feedback from businesses and participants; work in the median on Carson is nearly done; Bella Pizza was sold and will soon become Pow Wow Pizza.

### **Committee Reports:**

- a. Treasurer Report: Susan reported on financial reports.
- b. Security and Code Enforcement Report – Blair reported the notes from LBPD and CSI Patrol. xxx
- c. Promotion Report – Cheryl reported on the Putt Putt event xxx. October 3 is the city-wide "Coffee with a Cop" and the BKBIA is hosting the event at Steelhead Coffee at Steelcraft.
- d. Executive Director's Report – Blair reported on First Fridays September recap, business recruitment and outreach, and board member participation.
- e. Project Manager Report – Katie reported on the upcoming Walktoberfest event, website updates, business directory, Zinefest at Expo was a huge success, and upcoming BKBIA events. Katie proposed a Bixby Knolls "poster series" fundraiser idea.

### **Old Business**

No old business was discussed.

### **New Business**

No new business was discussed.

### **Adjournment**

At 8:54am Servando called for a motion to adjourn. Anthony P. made the motion and Norm seconded. Meeting was adjourned.

Next meeting is October 25, 2018, 7:45am at The Pan.

Respectfully submitted,

Norm Cauntay



## BIXBY KNOLLS BUSINESS IMPROVEMENT ASSOCIATION

### EXECUTIVE DIRECTOR REPORT: OCTOBER 2018

#### Smart & Final

- Now open and looks great. This really changes the face of the shopping center and I do hope the community embraces it immediately. Opening day was packed and there was a good ribbon cutting ceremony with CD8, Senator Lara's office, and Gaska owners. Von's should feel the impact of the business shifting to Smart & Final. And on this note, after meeting with LBPD this week we heard how often that Von's is hit with shoplifting and aggressive panhandling issues. I wrote to the Gaska representative about my concern that this does not become the case for Smart & Final. CSI is prepared to help if permitted to become more involved. The remaining OSH building is being subdivided and made available for other retail and restaurant spaces.

#### Walktoberfest recap

- This was our first test into the "fundraising" component for the BK-BIA. Overall it was a great success and a lot of fun. We used Eventbrite and sold 143 tickets and had 30 walk-up sales. Everyone got a commemorative beer boot, wristband, pretzels, and event card with all the locations and specials listed. There were 13 stops and we had the trolley out to move people along. There was festive music in each location and all locations offered discounts and specials to participants. This is something we should try again perhaps in spring. The event was our first official "Brewery Knolls" marketing event and this is something that we could/should build on and just change the name for spring and summer.

#### Business Recruitment & Outreach

- We need everyone's help for the recruiting for the former Hof's Hut and Nino's property. Now is the time to have input and attempt to bring the types of uses that would be successful and best serve the neighborhood. I have spoken with ownership of Hof's and trying to convince them to create something as interesting as Steelcraft but that will need our assistance. Any ideas and leads should be sent our way. Same for the Nino's property where the owner is a harder negotiator and I am afraid that that property could/would turn into just a medical facility. The owner is open to our ideas and suggestions but it will take a great effort from all, too. O'Paloma is for

Bixby Knolls Business  
Improvement Association

4321 Atlantic Ave.  
Long Beach, CA 90807

(562) 595-0081

info@bixbyknollsinfo.com  
www.bixbyknollsinfo.com



sale and this is another prime example of turning a location that people think is “cursed” into the right type of use. I am calling the broker to get all the details but have heard the asking price may be unrealistic.

### **Annual Renewal from City Council**

- This week we had our annual renewal from city council without any issue. CD 7 & 8 voiced the concern about finding additional financial support for the BID in the upcoming post-RDA era.

### **BK Task Group meeting summary**

- The final task group meeting organized by Ron Schuster was held earlier this week at the Gaska property adjacent to the new Smart & Final. Discussions continued about recruitment efforts for office spaces in addition to retail and restaurants. Much of the discussion was about the challenges of starting a brick and mortar restaurant from scratch.

### **Hustler Hollywood**

- You all should have received my email about the discovery of this business being interested in both the Nino’s property as well as the former Abrams Clark property. I sent a letter on behalf of the board to the brokers and property owners stating that this is not the type of use for our district. I included the city ordinances that would prohibit this type of use being so close to residential and schools. As of this week the broker said that the business had not submitted an offer but may have found another location in the area (they are trying to put pressure on the Nino’s property owner). Same ordinances would apply so it will remain a challenge for this business to open here. The business owner obviously has not done their due diligence on the neighborhood but this is still a threat to the district. I will inform the board with more information on this as it comes in.

### **RDA Funds**

- At the business breakfast I gave an update to the membership about the funds sunsetting in two years. At this point it was only informational but a number of people had asked about what they can do to help. The next step will be a call to action to the mayor, council office, city manager, and economic development. I will submit my next “commentary” to the Signal Tribune on this subject citing that all the work and progress in the district has come at the help of these funds and that it has not happened by magic.

Bixby Knolls Business  
Improvement Association

4321 Atlantic Ave.  
Long Beach, CA 90807

(562) 595-0081

info@bixbyknollsinfo.com  
www.bixbyknollsinfo.com



People need a real understanding of the situation. The community will also be asked to reach out to the city in support of continued funding for the BKBIA.

Bixby Knolls Business  
Improvement Association

4321 Atlantic Ave.  
Long Beach, CA 90807

(562) 595-0081

[info@bixbyknollsinfo.com](mailto:info@bixbyknollsinfo.com)  
[www.bixbyknollsinfo.com](http://www.bixbyknollsinfo.com)



## PROJECT MANAGER REPORT: SEPTEMBER 2018

### Current Events and Projects Recaps

- Business Breakfast recap. This was our largest with over 100 in attendance. We sent everyone a copy of the presentation and it was a much better presentation than the one in July. Next one will be in January.
- Kidical Mass recap – Had our annual Zombie Ride last Sunday with another great turnout. There was a make up artist there to make the kids look like zombies and we gave out a big prize for the “best/ugliest” zombie. It’s now time for us to expand our reach of promoting the event to reach new families and younger kids as some of our regulars start to age out.
- Planning ahead for Small Business Saturday on November 24 – this is our big push to the neighborhood that they need to come out to support their local businesses. The message is always that it may be easier to do all shopping on Amazon or just going to a mall, but it’s critical to support the local economy. I am working on the graphics and promotions for the event. We will share it with all the membership and begin our advertising campaign next week.
- BKBIA Holiday Party is Thursday, December 13, at Petro Club – please mark your calendars. It’s always a great turnout, tons of food, and fun/funky features. We are working on some new twists this year to keep it interesting.

### Upcoming Events

Oct 25th - Tonight! Knights of the Round (Turn)Table - LB Petroleum Club - 6:30pm feat. Prince.

Friday, Nov. 2 - First Fridays Day of the Dead Celebration - Community Altar, Art, Music, Food, Sales

Weds., Nov. 7th - COBA Meeting

Weds., Nov. 14th - Literary Society

Sunday, Nov. 18th - Kidical Mass - Canned Food Ride

Weds., Nov. 21st - Good Spirits Club

Saturday, Nov. 24th - Small Business Saturday

Thurs., Nov. 29th - Knights of the Round (Turn)Table - (shh - feat. “Joshua Tree by U2)

Bixby Knolls Business  
Improvement Association

4321 Atlantic Ave.  
Long Beach, CA 90807

(562) 595-0081

info@bixbyknollsinfo.com  
www.bixbyknollsinfo.com

12:34 PM  
10/23/18  
Cash Basis

# Bixby Knolls Business Improvement Association

## OPERATING STATEMENT

September 2018

	Sep 18	Jul - Sep 18
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
Assessment Income	43,406.33	76,946.90
Contributions	713.90	814.02
Corporate Sponsorship	1,500.00	1,500.00
RDA Grant Funds	0.00	37,370.03
Rental Income	1,900.00	5,600.00
<b>Total Income</b>	47,520.23	122,230.95
<b>Gross Profit</b>	47,520.23	122,230.95
<b>Expense</b>		
Administration	6,898.97	22,440.29
Finance Charges	0.00	106.63
On-Going Promotions	646.60	5,767.24
RDA Spec Proj	11,161.34	62,043.23
Salaries/Benefits	5,923.70	23,510.69
Special Programs	0.00	1,572.93
<b>Total Expense</b>	24,630.61	115,441.01
<b>Net Ordinary Income</b>	22,889.62	6,789.94
<b>Other Income/Expense</b>		
<b>Other Income</b>		
Other Grant Income LB BI Pilot	15,825.00	17,825.00
<b>Total Other Income</b>	15,825.00	17,825.00
<b>Other Expense</b>		
LB Blvd Pilot Program	1,950.00	2,250.00
<b>Total Other Expense</b>	1,950.00	2,250.00
<b>Net Other Income</b>	13,875.00	15,575.00
<b>Net Income</b>	<b>36,764.62</b>	<b>22,364.94</b>



## Bixby Knolls Business Improvement Association

## OPERATING STATEMENT

September 2018

	Sep 18	Jul - Sep 18
Ordinary Income/Expense		
Income		
Assessment Income	43,406.33	76,946.90
Contributions	713.90	814.02
Corporate Sponsorship	1,500.00	1,500.00
RDA Grant Funds	0.00	37,370.03
Rental Income	1,900.00	5,600.00
Total Income	47,520.23	122,230.95
Gross Profit	47,520.23	122,230.95
Expense		
Administration		
Accounting	300.00	450.00
Bank Charges	0.00	10.00
COBA meeting expense	0.00	400.00
Employee Meals	0.00	264.09
Fees	0.00	30.00
Licenses and Permits	2,264.61	4,067.42
Meals & Entertainment	0.00	110.25
Miscellaneous	0.00	0.00
Office Equipment	289.26	1,239.86
Office Expense	0.00	52.99
Office Maintenance	75.00	75.00
Office Supplies	0.00	422.32
Outside Services	808.00	6,920.00
Postage	0.00	22.60
Repairs and Maintenance	0.00	79.75
Telecommunications	262.51	1,005.48
Utilities/Trash	0.00	2,556.85
Utilities/Trash - EXPO	2,899.59	4,733.68
Administration - Other	0.00	0.00
Total Administration	6,898.97	22,440.29
Finance Charges	0.00	106.63
On-Going Promotions		
Advertising & Marketing	473.45	3,942.82
Banner Installation/Maintenance	0.00	395.00
Median Maint Utilities	173.15	494.42
Median Maintenance	0.00	935.00
Total On-Going Promotions	646.60	5,767.24
RDA Spec Proj		
2nd Saturday	0.00	9,082.83
Art Alley Project	800.00	800.00
Clean + Safe	1,450.00	6,905.00
Clean Team	735.00	2,666.25
Executive Director PR	2,389.18	8,362.13
Facade/Streetscape Improvements	0.00	9,000.00
First Fridays	550.00	750.00
Intern Payroll	0.00	0.00
Marketing	910.00	4,817.50
Misc Events	1,179.00	9,960.21
Mural Project	0.00	746.15
Support Staff PR	2,720.00	6,775.00
Trees & Landscaping	0.00	1,750.00
RDA Spec Proj - Other	428.16	428.16
Total RDA Spec Proj	11,161.34	62,043.23
Salaries/Benefits		
Executive Director	4,760.60	16,662.10
Payroll Preparation	193.77	688.67
Payroll Tax - Employer Contrib	832.60	3,077.46
Project Manager	0.00	2,615.00
Workers Comp Insurance	136.73	467.46

12:33 PM  
10/23/18  
Cash Basis

**Bixby Knolls Business Improvement Association**  
**OPERATING STATEMENT**  
September 2018

	Sep 18	Jul - Sep 18
Total Salaries/Benefits	5,923.70	23,510.69
Special Programs		
Business Breakfast	0.00	963.44
First Fridays	0.00	309.49
Literary Society	0.00	300.00
Total Special Programs	0.00	1,572.93
Total Expense	24,630.61	115,441.01
Net Ordinary Income	22,889.62	6,789.94
Other Income/Expense		
Other Income		
Other Grant Income LB BI Pilot	15,825.00	17,825.00
Total Other Income	15,825.00	17,825.00
Other Expense		
LB Blvd Pilot Program	1,950.00	2,250.00
Total Other Expense	1,950.00	2,250.00
Net Other Income	13,875.00	15,575.00
Net Income	<b>36,764.62</b>	<b>22,364.94</b>

**Bixby Knolls Business Improvement Association**  
**STATEMENT OF FINANCIAL POSITION**  
As of September 30, 2018

	Sep 30, 18
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Bixby Knolls RDA Acct	56,261.27
BKBIA Oper Acct	45,057.04
Total Checking/Savings	101,318.31
Total Current Assets	101,318.31
Fixed Assets	
Holiday Decorations	
Holiday Decorations- Acc Deprec	-51,575.00
Holiday Decorations - Other	52,013.49
Total Holiday Decorations	438.49
Total Fixed Assets	438.49
<b>TOTAL ASSETS</b>	<b>101,756.80</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
VISA	437.03
Total Credit Cards	437.03
Total Current Liabilities	437.03
Total Liabilities	437.03
Equity	
Opening Bal Equity	0.15
Retained Earnings	121,303.66
Unrestrict (retained earnings)	-42,348.98
Net Income	22,364.94
Total Equity	101,319.77
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>101,756.80</b>