



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, September 27, 2018, 7:45 a.m. at the Pan Restaurant

AGENDA

- 1. CALL TO ORDER/ROLL CALL**
 - Excused Absences:
- 2. WELCOME & INTRODUCTIONS**
- 3. APPROVAL OF MINUTES**
 - Approval of Minutes August 30, 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**
 - No old business to discuss
- 9. NEW BUSINESS (CARRY OVER FROM JULY)**
 - No new business to discuss
- 10. ADJOURNMENT**

Bixby Knolls Business
Improvement Association

4321 Atlantic Ave.
Long Beach, CA 90807

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BIXBY KNOLLS BUSINESS IMPROVEMENT BOARD OF DIRECTORS MEETING MINUTES

DATE August 30, 2018

TIME 7:45am

PLACE The Pan Restaurant

Present

Servando Orozco, President Michael

Mora, Vice President

Norm Cauntay, Secretary

Anthony Wingfield - Treasurer

Bill Larson

Debbie Peurrung

RECORDER Norm Cauntay

CHAIR Servando Orozco

ADJOURNED 9:05 a.m.

Cheryl Jacobs – Community Liaison

Mark Hawkins – Community Liaison

Roy Robbins – Community Liaison

Andrea Testa – Community Liaison

Blair Cohn – BKBIA

Katie Phillips -- BKBIA

Excused Absences

Guests:

- Sean Bernhoft, 7th District Council Office
- Jonathan Kraus, 8th District Council Office
- Aaron Hovis, goFetch
- Candace Yamagawa & Myra - Kiwanis
- Griselda Suarez, Arts Council Long Beach
- Simid, attorney at law & BKBIA member
- Susan Cooper

Call Meeting to Order

Servando called the meeting to order at 8:03am.

Welcome & Introductions

Approval of Minutes

Approval of Minutes from July 26, 2018. Bill made a motion to approve the minutes. Mike seconded the motion. Motion approved unanimously.

Public Comment (limited to 3 minutes)

- Kiwanis – Candace and Myra gave the mission of Kiwanis and discussed the need for new members. Anyone interested in joining can contact them directly. BKBIA can also spread the word to its membership for potential members for Kiwanis.

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- Arts Council for Long Beach – Griselda Suarez discussed the October 12 “State of the Arts” event held in the Expo Arts Center.

7th District Council Office Report

Sean reported: Budget meeting tonight at Silverado Park; September 18 Hispanic Heritage event; September 22 is the Fiesta in the Park at Silverado.

8th District Council Report

Jonathan reported: September 8 is the Community Coffee with Assembly-member O'Donnell; September 8 is also the Ranchos Walk.

Committee Reports:

- a. Treasurer Report: Susan reported on financial reports. Putting the budget together for our annual report and city approval.
- b. Security and Code Enforcement Report – Mike reported the notes from LBPD and CSI Patrol. A very quiet month with one major incident: assault and battery at the Bank of America ATM machine, 10pm.
- c. Promotion Report – Cheryl reported on the Knights of the Round (Turn) Table.
- d. Executive Director's Report – Blair reported on the reboot for First Fridays. “September 7” will be the marketing name for the event. Expo Arts Center will be open with the Veterans Art Show in the North Room as well as artists filling the Main Room. The Gallery will be programmed by the BK-BIA, too. All other activity will be programmed by the businesses. CSI will be on-site to do the security patrols. No LBPD; IDA conference in New York report summary; City scooter pilot program; façade improvement list; October Business Breakfast; Summer Saturdays summary.
- e. Project Manager Report – Katie reported on making updates to the BK-BIA website; Knights of the Round (Turn)Table; the pursuit of grants; Concerts in the Park(ing Lot); and upcoming events.

Old Business

No old business was discussed.

New Business

First Fridays Reboot – As discussed in ED Report.

- Vacant Board Position – Servando discussed the issue of some board members resigning from their positions for a variety of reasons. Servando made



the motion to appoint the following to fill the vacant board positions:

Kris Allen, First Bank – At Large position (takes over Jan Ho's position); good to have a financial institution back on the board

Aaron Hovis, goFetch – Wardlow position; Aaron takes over for Katherine Galanty, his business partner

Sam Hall, Laserfiche – Long Beach Blvd. position; Glad we are finally able to have a Laserfiche representative on the board

Adjournment

- At 9:05am Servando called for a motion to adjourn. Bill made the motion and Mike seconded. Meeting was adjourned.

Next meeting is September 27, 2018, 7:45am at The Pan.

Respectfully submitted,
Norm Cauntay

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BIXBY KNOLLS BUSINESS IMPROVEMENT ASSOCIATION

EXECUTIVE DIRECTOR REPORT: SEPTEMBER 2018

First Fridays – September recap

- The September 7 event was a good one. We promoted the event as “September 7” and that the BKBIA would be hosting an art show in the Expo Arts Center. We asked the businesses to send over what their plans would be for the night. There were a few that hired a DJ or band. For the most part there was good foot traffic, a neighborhood vibe, and no incidents of any kind per CSI Patrol. It looked and felt like 8 years ago which is what we had hoped for. We are now promoting the October 5 “Arts Month Celebration” and asking businesses to send over their plans. Still not booking bands or performers just yet. No LBPD will be hired. CSI will continue to monitor the event and we will debrief afterwards to talk about any necessary changes for November. Doing this one month at a time.

Business Recruitment & Outreach

- We continue to stay in touch with the owner of the former Nino’s property. Great progress made on the new development and he has his wife’s pharmacy space coming along well. He mentioned that he may have a dentist for a second space. I explained that if he takes that whole property and turns it into a medical facility it would be to the detriment of the district/community. I explained we are oversaturated with dentists and the neighborhood wants variety in food options. I want to begin to get him potential tenants to meet. Similar story with the Hof’s Hut property. The agent says he meets with potential restaurants but also has a meeting with a credit union. It would be terrible to lose that space to anything other than something as interesting as Steelcraft. We need help in reaching out to the landlord. New: There may be businesses for sale on Atlantic, I have spoken with the landlord. At this point the asking price seems overinflated. Waiting to see how that plays out. And recently I spoke with a vegan business owner looking for a brick and mortar location. Hoping she would be interested in a spot in the two new developments above.

Board Participation

- Just a reminder that it is critical to have board members attend events and meetings hosted by the BKBIA to have a presence in the community. I encourage you to make plans to join us at Good Spirits Club, Supper Club,

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Knights of the Round (Turn)Table, and especially the quarterly Bixby Business Breakfast. The members need to see board representatives and have the opportunity to discuss any questions or issues.

Next Bixby Business Breakfast – October 18

- Commune Communication is booked to come back to speak about more practical ways to “be found.” They stress the importance of word-of-mouth advertising as much as an online presence. We need a more practical presentation after the one we had in July. Commune will bring more examples and case studies that our members can try for themselves.

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PROJECT MANAGER REPORT: SEPTEMBER 2018

Current Events and Projects Recaps

Walktoberfest - October 21. Fundraiser for BK BIA's events and activities. \$25 for a commemorative mug, a free beer, and access to specials

Website Updates - Combed through Facebook to update our calendar with current community events.

Directory - We've designed the front cover, now working on inner pages.

September First Fridays - September's FF was quiet but prosperous. The Expo was filled and most businesses saw a boost.

ZineFest - The Expo was packed to capacity on Sept 15th for LB Zinefest. The exposure for us as a venue was great!

Good Spirits Club - We put a big push for GSC at La Casita Rivera with FB and Instagram posts and we filled their dining room with our patrons. We would encourage more board members to come to this event.

Knights of the Round (Turn)Table - Our last Knights featured David Bowie. It was lightly attended - thinking maybe because of summer vacations? Hoping to get better attendance for this month featuring The Doors.

October First Fridays - Planning on October's FF to be similar in feel to September, but more arts-focused. LB Blvd members are welcome to table at the Expo.

Upcoming monthly event prep (Knights, First Fridays, Good Spirits, Literary Society, Kidical Mass, Strollers) including emails, graphics, social media, etc.

Upcoming Events

Oct 3rd at 10am: Coffee with a Cop Day at Steelcraft

Oct 3rd at 8am: COBA at Elise's Tea Room

Oct 5th - Expo and Allery are open. Businesses are encouraged to promote sales and give people a reason to visit.

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Oct 10 - Literary Society at Elise's Tea Room

Oct 12 - State of the Arts at the Expo

Oct 17th - Good Spirits Club "Oktoberfest" at Rasselbock

Oct 21 - Kidical Mass "Zombie Ride"

Oct 25th - Board Meeting - The Pan - 7:45am

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

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5:38 PM
09/18/18
Cash Basis

Bixby Knolls Business Improvement Association

OPERATING STATEMENT

August 2018

	Aug 18	Jul - Aug 18
Ordinary Income/Expense		
Income		
Assessment Income	0.00	33,540.57
Contributions	5.82	100.12
RDA Grant Funds		
RDA Grant Funds - Other	16,951.58	37,370.03
Total RDA Grant Funds	16,951.58	37,370.03
Rental Income	1,400.00	3,700.00
Total Income	18,357.40	74,710.72
Gross Profit	18,357.40	74,710.72
Expense		
Administration		
Accounting		
Accounting - Other	0.00	150.00
Total Accounting	0.00	150.00
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	1,802.81	1,802.81
Meals & Entertainment	110.25	110.25
Miscellaneous	0.00	0.00
Office Equipment	950.60	950.60
Office Expense	0.00	52.99
Office Supplies	215.30	422.32
Outside Services	2,348.00	6,112.00
Postage	0.00	22.60
Repairs and Maintenance	0.00	79.75
Telecommunications	262.56	742.97
Utilities/Trash	2,556.85	2,556.85
Utilities/Trash - EXPO	0.00	1,834.09
Administration - Other	0.00	0.00
Total Administration	8,246.37	15,541.32
Finance Charges	55.18	106.63
On-Going Promotions		
Advertising & Marketing	1,006.58	3,469.37
Banner Installation/Maintenance	0.00	395.00
Median Maint Utilities	179.14	321.27
Median Maintenance	590.00	935.00
Total On-Going Promotions	1,775.72	5,120.64
RDA Spec Proj		
2nd Saturday	4,737.83	9,082.83
Clean + Safe	2,965.00	5,455.00
Clean Team	1,286.25	1,931.25
Executive Director PR	3,583.77	5,972.95
Facade/Streetscape Improvements	2,400.00	9,000.00
First Fridays	200.00	200.00
Intern Payroll	0.00	0.00
Marketing	1,920.00	3,907.50
Misc Events	5,147.49	8,047.49
Mural Project	0.00	746.15
Support Staff PR	4,055.00	4,055.00
Trees & Landscaping	1,400.00	1,750.00
Total RDA Spec Proj	27,695.34	50,148.17
Salaries/Benefits		
Executive Director	7,140.90	11,901.50
Payroll Preparation	290.34	494.90
Payroll Tax - Employer Contrib	1,353.95	2,244.86
Project Manager	0.00	2,615.00
Workers Comp Insurance	201.31	330.73

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Bixby Knolls Business Improvement Association
OPERATING STATEMENT
August 2018

	Aug 18	Jul - Aug 18
Total Salaries/Benefits	8,986.50	17,586.99
Special Programs		
Business Breakfast	963.44	963.44
First Fridays	0.00	309.49
Literary Society	0.00	300.00
Total Special Programs	963.44	1,572.93
Total Expense	47,722.55	90,076.68
Net Ordinary Income	-29,365.15	-15,365.96
Other Income/Expense		
Other Income		
Other Grant Income LB BI Pilot	0.00	2,000.00
Total Other Income	0.00	2,000.00
Other Expense		
LB Blvd Pilot Program	0.00	300.00
Total Other Expense	0.00	300.00
Net Other Income	0.00	1,700.00
Net Income	-29,365.15	-13,665.96

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OPERATING STATEMENT

August 2018

	Aug 18	Jul - Aug 18
Ordinary Income/Expense		
Income		
Assessment Income	0.00	33,540.57
Contributions	5.82	100.12
RDA Grant Funds	16,951.58	37,370.03
Rental Income	1,400.00	3,700.00
Total Income	18,357.40	74,710.72
Gross Profit	18,357.40	74,710.72
Expense		
Administration	8,246.37	15,541.32
Finance Charges	55.18	106.63
On-Going Promotions	1,775.72	5,120.64
RDA Spec Proj	27,695.34	50,148.17
Salaries/Benefits	8,986.50	17,586.99
Special Programs	963.44	1,572.93
Total Expense	47,722.55	90,076.68
Net Ordinary Income	-29,365.15	-15,365.96
Other Income/Expense		
Other Income		
Other Grant Income LB BI Pilot	0.00	2,000.00
Total Other Income	0.00	2,000.00
Other Expense		
LB Blvd Pilot Program	0.00	300.00
Total Other Expense	0.00	300.00
Net Other Income	0.00	1,700.00
Net Income	-29,365.15	-13,665.96

Bixby Knolls Business Improvement Association
STATEMENT OF FINANCIAL POSITION
As of August 31, 2018

	Aug 31, 18
ASSETS	
Current Assets	
Checking/Savings	
Bixby Knolls RDA Acct	49,201.76
BKBIA Oper Acct	18,085.65
Total Checking/Savings	67,287.41
Total Current Assets	67,287.41
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
TOTAL ASSETS	67,725.90
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
VISA	2,437.03
Total Credit Cards	2,437.03
Total Current Liabilities	2,437.03
Total Liabilities	2,437.03
Equity	
Opening Bal Equity	0.15
Retained Earnings	121,303.66
Unrestrict (retained earnings)	-42,348.98
Net Income	-13,665.96
Total Equity	65,288.87
TOTAL LIABILITIES & EQUITY	67,725.90