

## BOARD MEETING DISCUSSION – May 20, 2021

- CD7 Report
  - CD8 Report
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- **New and Updates**
  - a. **Anonymous Donor/Restaurant Support**
    - i. 50K, including 10% for staff time
    - ii. Met with donors for progress report; very pleased and satisfied with the program so far
    - iii. Deposited \$5K management fee into Operations account
    - iv. \$10K remains to finish the program
  - b. **Hosted our virtual Bixby Business Breakfast** and presented the summary “**Annual Meeting**” report
    - i. We emailed the presentation to our membership
    - ii. Full Report will be posted to our website
  - c. **Business Support:**
    - i. Bixby Animal Hospital’s expansion
    - ii. Ace of Hearts Tattoo Shop
    - iii. New tenant in former Averyboo location
    - iv. Sal’s Gumbo Shack coming to the BK Shopping Center
    - v. Juice Lab moving into the space next to Cassidy’s Corner
    - vi. Royalty Lifestyle Barber Shop is now open next to The Pan
    - vii. Euca Beauty (next to Chef Tech) is having its grand opening on June 15
  - d. **Promotions:**
    - i. Book/toy/letter drive at Pixie Toys and Similitas for the migrant children
    - ii. Knights of the Round (Turn)Table – in person this Thursday; Allery
  - e. Kidical Mass – May 23, 9<sup>th</sup> Anniversary
  - f. First Fridays parades – last parade before transition to in-person experience
    - i. June 4 “Prom”
  - g. RDA Projects – last commitments
    - i. Deep Blue Swim School - signage
    - ii. Long Beach Clothing – window repair
    - iii. Improvement to plot of land at Roosevelt & Long Beach Boulevard
- **Member & Community Outreach**
  - a. Social media & daily emails
  - b. Sharing city resources
  - c. Visits & Direct contacts (calls, texts, email)
    - i. Distribution of alcohol wipes (door to door)

- **Finances**
  - a. Watching all budgets and accounts and managing expenses carefully
    - i. Myra created Assessment Fee Comparison Chart
      1. December to January down 30%
      2. February to March only down 3%
  - b. All current – waiting on assessment check \$39K
  - c. BK Community Foundation = account balance **\$9,400**
  - d. We will add the Expo building to “Peerspace” for rentals – similar to a VRBO for art spaces
- **For June board meeting – June 10 at The Pan**
  - a. Conversation with city management re: future of Bixby Knolls
    - i. Options for revenue generation and sustainability
      1. Expanding the boundaries of the BID
      2. Raising the BID assessment to a level that meets or exceeds the fees for other BIDs in the City and correlates with the services and improvements delivered to businesses
      3. Implementing a property-based BID that enables commercial property owners to invest their fair share in improving the commercial area
      4. Establishing paid parking and exploring the creation of a parking district
      5. Implementing contracts for service to surrounding areas, such as other BIDs
- **BKBIA core service continue:**
  - a. Power washing sidewalks
  - b. Landscaper
  - c. Security
  - d. Clean Team via Jesse Brown
- **Events & Online Content**
  - First Fridays – w/CSI; Parade and business specials
  - Strollers – walking every Saturday
  - Literary Society will start to meet in-person beginning in June
  - Knights – weekly emails will end after this week; back to in-person meetings
  - Bixby Saturday Nights – weekly email
  - Bixby Brief Newsletter – Weekly
    - 2 “Help Wanted” listings provided by our members
  - Kidical Mass – May 20, 9<sup>th</sup> Anniversary
  - Always a heavy social media presence**
    - Last 30 days: 11.3K accounts reached
    - Added 78 new followers
- **Council of Business Associations – weekly meeting**