



Mike Mora- President - Long Beach Blvd.
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Bill Larson – Secretary - Atlantic
Anthony Wingfield – Treasurer – Wardlow Road
Servando Orozco – At-Large
Anthony Puente -Atlantic Ave
Crystal Rogers - Long Beach Blvd.
Aaron Hovis - Wardlow Rd
Kris Allen – At Large

Brian Savala- Long Beach Blvd.
Jeff Beasley -Long Beach Blvd
Cheryl Jacobs- Community Liaison
Andrea Testa -Community Liaison
Blair Cohn-Executive Director
Ashlee Orellano – Project Manager
Myra Pimentel – Content Manager

BOARD OF DIRECTORS MEETING

Thursday, June 10, 2021, 7:45 a.m. at the Pan Restaurant

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences:

2. WELCOME & INTRODUCTIONS

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3. APPROVAL OF MINUTES

- No previous minutes to review. Meetings during COVID-19 period, March 2020 thru May 2021, were BKBIA staff reports.

4. Public Comment (limited to 3 minutes)

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5. 7th District Council Office Report

6. 8th District Council Office Report

7. Committee Reports:

- Security & Code Enforcement Report – Mike
- Project Manager Report – Ashlee
- Executive Director's Report – Blair

8. OLD BUSINESS -- BKBIA FUTURE AND RDA FUND REPLACEMENT

9. NEW BUSINESS

- No new business

10. ADJOURNMENT

Bixby Knolls Business
Improvement Association

4321 Atlantic Avenue
Long Beach, CA 90807

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PROJECT MANAGER REPORT: JUNE 2021

General Updates and Recaps

Recaps

First Friday: Grad Night / Bixby Prom

- Last First Friday Trolley Parade. Will transition resources back into scaling in-person First Friday to pre-pandemic state.
- Good foot traffic. Businesses were happy.

Knights of the Round (Turn)table

- Last month finished online weekly playlists, activated The Allery.

Literary Society

- Last night 160th meeting returned to in person meetings at Taboon Mediterranean.

Upcoming

Knights of the Round (Turn)table - Thursday, June 24th

- Venue TBD: Allery or poolside at The Petroleum Club are options.
- Featuring: "The Hurting" by Tears for Fears

Kidical Mass – Sunday, Jun 27th

- We've added CSI to events.

First Friday – Friday, July 2nd

- Theme: American Beauty

Concerts in the Park(ing Lot)

- Dates: July 19, July 26, August 16, August 23

EXPO Arts Center

- First Event Back this Sunday
- Seniors return in July
- Contacting pending postponed events. Planning on returning to regular capacity beginning in August.

Social

- Reaching over 6,000 accounts weekly and growing. Consistent and active audience engagement with traffic being directed to our site.
- Followers: 13.2k
- If you have any events you want featured, email ashlee@bixbyknollsinfo.com

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BKBIA FUTURE AND RDA FUND REPLACEMENT

- a. **RDA funds** contract ends September 30, 2021
- b. City states funds have already been spent; BKBIA provided financial statements of all RDA deposits and notes to debate this. BKBIA contends that funds are still owed. Economic Development is researching this issue.
 - i. Immediate decrease of Core Services:
 - 1. Security; day & night patrols
 - 2. Power washing sidewalks
 - 3. Landscaper/projects
 - 4. Clean Team
 - ii. Recovery Act Funds will arrive to BKBIA in July 2021; amount TBD, (could be \$114K or more); awaiting word from Economic Development
 - 1. Funds will be deposited into the Operating Account and be used as gap funding for the next 6-12 months.
 - iii. Main issue: BKBIA needs funds to maintain current level of service;
 - 1. Clean & Safe, Events, Marketing & Promotion, Façade Improvements,
 - iv. Also needs funds to maintain staff at current and increased levels:
 - a. Executive Director
 - b. Project Manager
 - c. Content Manager
 - d. Clean Team
 - e. Admin/Special Projects
- c. **City responded with options for revenue generation and sustainability**
 - 1. Expanding the boundaries of the BID**
 - a. Potential of: Wardlow to Orange (85); Carson to Orange (56); San Antonio to Orange (29)
 - i. Total number of new businesses: 170
 - b. First outreach
 - c. Legal requirements
 - d. Weigh the Pros vs. Cons
 - i. $170 \times \$279 = \$47,430$
 - 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**
 - a. **See attached spreadsheet**

- 3. Implementing a property-based BID that enables commercial property owners to invest their fair share in improving the commercial area**
 - a. Legal requirements; process & timeline
 - b. Cost
 - c. PUMA consultants
 - i. Potential Bixby Road to San Antonio
 - ii. Bixby to 33rd
- 4. Establishing paid parking and exploring the creation of a parking district**
 - a. BKBIA opposed to this option
 - b. Minimal revenue vs. cost of infrastructure
- 5. Implementing contracts for service to surrounding areas, such as other BIDs or new associations:**
 - a. Uptown; Midtown; Santa Fe; Pacific Avenue
- 6. Expo Arts Center event rentals & concessions**
 - a. Goal to reach at least 41K
 - i. Starting to book events beginning in July
- 7. Bixby Knolls Community Foundation**
 - a. Need a 5, 7, or 9-member board
 - b. Those committed to actively raise funds and help pursue grants
 - c. Tom Peters, grant writer, on contract
 - d. Annual fundraising goal = \$ ____
- 8. Annual Fundraising Event**

Assessment Fee Increase Projections

	Fee	Businesses	Projected Assessment Fees	Amount Increase	Percent Increase
Current Fee:	\$292.27	890	\$260,120.30	-	-
	\$400.00	890	\$356,000.00	\$95,879.70	36.86%
	\$425.00	890	\$378,250.00	\$118,129.70	45.41%
	\$500.00	890	\$445,000.00	\$184,879.70	71.07%
Operating (\$260,120.30) + RDA (\$200,000):	- Projected Assessment Fees (If Increased)		- Assessment from Expanding BIA Boundaries*	- Expo Rental Revenue	Supplemental Funds to Raise
\$460,120.30	\$356,000		\$68,000	\$41,000	\$4,879.70
\$460,120.30	\$378,250		\$72,250	\$41,000	\$31,379.70
\$460,120.30	\$445,000		\$85,000	\$41,000	\$110,879.70
Operating (\$260,120.30) + RDA (\$300,000):	- Projected Assessment Fees (If Increased)		- Assessment from Expanding BIA Boundaries*	- Expo Rental Revenue	Supplemental Funds to Raise
\$560,120.30	\$356,000		\$68,000	\$41,000	-\$95,120.30
\$560,120.30	\$378,250		\$72,250	\$41,000	-\$68,620.30
\$560,120.30	\$445,000		\$85,000	\$41,000	\$10,879.70
Business License Assessment Fees					
Downtown LB Alliance		\$461.92 per business and \$7.76 per employee			
Belmont Shore		\$425.80 office			
Belmont Shore		\$638.70 retail			
Belmont Shore		\$319.35 misc. services			
BKBIA		\$292.27			
BKBIA		\$178.52 non-profit			
Zaferia		\$200			
Zaferia		\$100 non-profit			
4th St.		\$200		*Business included if we expanded BIA Boundaries to Orange Ave on...	
4th St.		\$100 non-profit			
				Wardlow	85
Magnolia Industrial Group		PBID		Carson	56
Uptown		PBID		San Antonio	29
Midtown		PBID		Total:	170