

BKBIA BOARD MEETING – AUGUST 26, 2021

MINUTES

Board met via Zoom

Called to order: 9:02am

Adjourned: 10:20am

- **9:02am** - Norm Cauntay called the meeting to order

- Present on the call:

- Norm Cauntay, Vice President
- Anthony Wingfield, Treasurer
- Bill Larson, Secretary
- Crystal Rogers
- Anthony Puente
- Kris Allen
- Aaron Hovis
- Servando Orozco
- Brian Savala
- Jeff Beasley (excused absence)
- Cheryl Jacobs, Community Liaison
- Andrea Testa, Community Liaison
- Blair Cohn, Executive Director, BKBIA
- Myra Pimentel, Project Manager, BKBIA
- Sean Bernhoft, CD7
- Jonathan Kraus, CD8

- **Public Comment**

- *No public comment was given*

Council Reportss:

Sean (CD7) reported: 76% of LB residents are vaccinated; budget was approved this week; Kidd Park playground to be restored after arson; city looking to create a COVID-19 memorial; \$200K was approved for the BKBIA; Kudos to Cal Heights Clean Streets

Jonathan Kraus (CD8) reported: \$200K was approved by council for the BKBIA in the new budget; End of Summer Jazz celebration, 11a-7p at Scherer Park

Agenda:

a. Board Positions

i. Norm Cauntay serving “Interim President” since Mike Mora recently resigned

1. **Norm proposed** changes to the Executive Committee since Mike Mora resigned; feedback welcomed, other nominations are accepted, **Norm asked for a motion to be made on the following proposal:**

- a. Anthony Wingfield, President
- b. Norm Cauntay, Vice President
- c. Bill Larson, Secretary
- d. Crystal Rogers, Treasurer

- i. Servando made the motion; Motion was seconded by Aaron Hovis; Motion passed unanimously

b. Action Items:

i. Myra new title and pay increase

1. Norm reported: With Ashlee leaving, Myra has stepped into the role as Project Manager and taken on all responsibilities for content, member outreach, admin duties, and event coordination. Myra works full-time and was given the title change and raise to \$25/hour.

ii. Pursuing revenue sources for BKBIA sustainability/

1. **Proposed increase to assessment fees – Norm Reported:**
2. One of the first suggestions made by the city to help us reduce the gap between operating budget and lost RDA budget
3. We are still one of the most inexpensive membership fees in the city, especially with the level of service we provide
4. Increase in assessment fees hasn’t occurred in 7 years; it was 20 years the same prior to that
5. This increase will help to bring CSI Patrol Service back to its normal levels of service which have temporarily been cut in half
6. Any increase approved today will have to go to the full membership; members have an opportunity to protest.
7. We believe we offer the type of service that warrants an increase.
8. **Current: \$294.25 = \$0.81/day (x 900 = \$264,825)**
9. **Proposed: \$400 = \$1.09/day (x 900 = \$360,000)**
 - i. +\$95,175 to our operating budget
 - b. Discussion ensued regarding when to propose the changes to the city and membership and how much.

- c. **Bill made a motion to propose an increase of the assessment fee to be increased to \$500 + annual CPI. Aaron Hovis seconded the motion. Motion passed with one objection, Crystal Rogers.**
 - i. Action item: Create “infographic” and other info to share with membership about benefits and “what you get” for your fee.

iii. Expanding our boundaries to new business areas

1. BKBIA sent 1st letter to businesses along Wardlow, from Atlantic to Brayton; Carson & Orange; San Antonio & Orange
 - a. Discussion ensued about creating an infographic to share with the potential new business members and the benefits of joining the BKBIA
2. There will be a need to hire someone to go door to door to talk about this potential expansion
 - a. Revenue: 167 new members x \$500 =
 - b. +\$83,500 to our operating budget
3. **Bill made a motion to fully pursue the option of expanding the current boundaries of the BKBIA. Kris seconded the motion. Motion passed unanimously.**

iv. Booking events at Expo Arts Center

1. Tenant rent = **estimated \$54,000** collected this coming year (including the new tenant: African American Cultural Center)
 - a. Three tenants' rent will be raised by January 1.
 2. Concessions and event rental:
 - a. Low estimate could be **\$15,000-\$20,000**
 3. Events/booking = +\$69,090 to operating budget
 - a. Want to start taking rental applications shortly after Labor Day;
 - b. Need to agree on new rental pricing
 - i. was \$800/day for Main Room, plus additional fees for other room rentals;
 - ii. Board shall review the current rental application and rental fee structure
- iii. Crystal made a motion that the BKBIA should start booking the building after Labor Day. Anthony W seconded the motion. Motion passed unanimously.**

v. Pursuing a PBID based on funding from American Recovery Act or \$200K approved by Mayor Garcia

1. Plan had first begun when PUMA consultants were here two years ago.
2. Estimated cost: \$50K to do full process
3. Board to agree to cover this cost from two funds coming to BKBIA
4. **Bill made a motion to get a bid from P.U.M.A. on cost, timeline, and the potential funds to be raised by a PBID then bring back to the board for a vote at a future meeting. Servando seconded the motion. Motion passed unanimously.**

vi. Annual Fundraiser

1. BKBIA could work with local musicians and businesses to host a ticketed fundraiser for the event to be held at Expo.
2. Annual "Holiday Party" could serve as the fundraiser
3. **Bill made a motion to pursue this option for annual fundraiser. Aaron seconded the motion. Motion passed unanimously.**

vii. Add a “Community Membership” option?

1. If we asked residents to pay \$200/year (or an agreed fee), payable to our 501c3 non-profit, this could add \$5,000-\$10,00 (being conservative) to our operating budget.
 - a. “What do you get?” A clean, safe, active business district that contributes to the property values and quality of life for the neighborhoods.
 - i. “Brick” with family name could be sold and installed at Expo Arts Center, or create something special and exclusive for donors
 - ii. Bill made a motion to pursue a Community Membership for the BKBIA with added benefit by making a donation. Anthony Puente seconded the motion. Motion passed unanimously.

Old Business – no old business was discussed

- **New Business**

- Annual Report for the city
 - Nearly complete – summarizes the challenges of last year, goals for the next fiscal year (including the need to hire another staff member)
- Anthony W. made a motion to adjourn the meeting. Bill seconded the motion. Meeting adjourned at 10:20am.