



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

Vacant - Long Beach Blvd.
Jeff Beasley -Long Beach Blvd
Bjoern Risse – Atlantic Ave.
Cheryl Jacobs- Community Liaison
Andrea Testa -Community Liaison
Blair Cohn-Executive Director
Myra Pimentel – Project Manager

BOARD OF DIRECTORS MEETING

Thursday, February 24, 2022, 9:00 a.m. via Zoom

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences:

2. WELCOME & INTRODUCTIONS

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3. APPROVAL OF MINUTES

- January 27, 2022

4. Public Comment (limited to 3 minutes)

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5. Appointment of vacant board position

6. 5th District Council Office Report

7. 8th District Council Office Report

8. Committee Reports:

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

9. OLD BUSINESS

- 2nd review of collateral materials from Commune Communication
 - Expansion outreach piece
 - Assessment increase piece

10. NEW BUSINESS

- Review Recovery Act – scope of work and budget

11. ADJOURNMENT

Bixby Knolls Business
Improvement Association

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BKBIA BOARD MEETING – JANUARY 27, 2021

MINUTES

Board met via Zoom

Called to order: 9:06am

Adjourned: 10:14am

- **9:06am** – Anthony Wingfield called the meeting to order
- Present on the call:
 - Anthony Wingfield, President
 - Bill Larson, Secretary
 - Crystal Rogers, Treasurer
 - Anthony Puente
 - Aaron Hovis
 - Jeff Beasley
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - Servando Orozco, Kris Allen, Excused Absence
 - Briana and Holly, Council District 5
 - Members of the public
- **President's note:**
 - Anthony
- **Approval of Minutes – December 9, 2021**
 - Aaron made the motion to approve; Anthony P. seconded the motion
 - Motion passed unanimously
- **Public Comment**
 - Paul Forman commented: Some landlords are not in favor of PBID formation.
City should consider sales tax revenue for the BKBIA instead.

Council Reports:

Briana and Holly from CD5 introduced themselves. There will be district updates in future meetings.

CD8 – No report given.

Agenda:

a. Presentation: Eric Romero, City of Long Beach: Federal Recovery Act Funds

- i. Eric reported on the guidelines for the federal funds
- ii. BKBIA shall receive \$136,000
- iii. 10% of funds can go to Admin
- iv. BKBIA may offer technical assistance to businesses, COVID-19 signage, assist with the creation of outdoor dining and parklets; Marketing & Promotion support can include events that create foot traffic, Flash Events, and other marketing programs to support business
- v. Clean & Safe was approved by the feds, at first this was not included in the approved funding categories
- vi. x

b. Committee Reports:

- i. **Project Manager Report** – Myra reported on new upgrades to the BKBIA website; status of event like First Fridays and Kidical Mass; Knights of the Round (Turn)Table will return in February.
- ii. **Security & Code Enforcement** – Included in E.D. Report
- iii. **Executive Director Report** – Blair reported: Pursuing revenue streams with the help of Commune Communication, Commune will develop outreach materials to our membership and businesses along Orange and Wardlow for possible expansion; Able Arts Work has moved into the north gallery; meeting with grant writer Tom Peters to discuss fundraising; Atlantic Avenue “Street Closure Pilot Program” has been cleared off the streets, no more equipment; rogue operation at Orange and Carson, illegal restaurant and COVID testing site reported to city departments; potential illegal cat shelter at 4204 Atlantic Avenue, also reported to city departments; member outreach last week asking members for their priorities in 2022; letter to members will go out regarding the next Business Breakfast; January’s focus has been on admin and housekeeping for BKBIA issues; looking to change landscape company that would be more responsive; BK Centre for Innovation and Arts project, helping Yanki Greenspan to change the use of the church at 345 Carson so the orthodox community can move there in a year. We are making introductions to artists to use the space on a one-year basis.

c. Old Business: No old business was discussed

- d. **New Business:** Appointment of Executive Committee
 - i. Each January there is a vote on board officers. Crystal made a motion to nominate Aaron Hovis as Vice President and retain other officers in their roles. Anthony P. seconded the motion. Motion passed unanimously.
 - 1. Anthony Wingfield, President
 - 2. Aaron Hovis, Vice-President
 - 3. Crystal Rogers, Treasurer
 - 4. Bill Larson, Secretary
- e. **Adjournment :**
 - i. Bill made a motion to adjourn; Anthony Puente seconded
 - ii. Motion passed unanimously; meeting adjourned at 10:01am.

Executive Director's Report – February 24, 2022

- **Pursuing the revenue streams per August board meeting – update:**
 - Commune Communication has received feedback on both collateral pieces and will send over a second draft. Discussion to follow later in meeting.
- **COBA meeting with city managers**
 - Shared feedback from all BIDs regarding lack of responsiveness from many city departments that the BIDs rely on.
 - City hall has had a minimum of 20% attrition and many departments are extremely short staffed at the moment (national trend is 50% of public employees have left their jobs)
 - John Keisler, Director of Economic Development will be leaving the city on March 31
 - CM will remind departments of the importance of BIDs and to be more responsive; will look into specific incidents we discussed
 - Requested a current “contact” list of who we can reach out to besides department directors.
- **Security/Safety Issues:**
 - Met with LBPD and CSI to discuss current
 - LBPD – Last 30 days saw an uptick in burglary and larceny. It is critical that: 1. Dispatch is called to report any incident, and 2. A business protects itself with plenty of lighting, security cameras, and keeping all tablets and cash put away
 - Suspecting it an “inside job” to the two break-ins at Steelcraft last month
 - LBPD suggests reporting homeless issues to Homeless Services for officers and staff to come make evaluations
 - CSI – making contact with the homeless; busy with calls from business members, still patrolling area day/night
 - BKBIA/Members: Need to be willing to participate in asking someone to move off property before calling CSI to handle everything
 - Cat Shelter status
 - With the help from Friends of LB Animals, the cats are being removed to get spayed and neutered, then finding homes
 - Inside is a hoarding situation
 - Upstairs business tenants are moving out due to the smell
 - Issue has been reported to several city departments

- **Member Outreach**

- Daily outreach to individual members
- Will focus on the beauty sector in first round of our federal grant funds—these are businesses who had been hit the hardest during the COVID-19 shutdowns

- **Misc. Notes**

- My main focus has been the recovery act grant fund application; bridge funding projects; discussions with grant writer
- Annual Meeting moved to March, combined with a members-only breakfast.



Project Manager Progress Report: Board Meeting 2/24/2022

- **Business Membership**
 - **Gumbo Shack – Grand Opening**
 - Live band, free food, I took big scissors, Tom was there to photograph
 - **Taste of Steelcraft**
 - Ticketed event received food/drink item from each vendor, DJ, photobooth, lawn games. Great crowd turnout
 - Angelenos' Wood Fire Pizza is now at old Desano Pizza spot
 - **Social media features**
 - Valentine's Day
 - Website, social media & emails went out highlighting Dinner specials/locations, Treats, Gift Guides
- **Events**
 - First Fridays Lite on February 4th.
 - Expo building was closed, African American Cultural Center, Able Arts, CD5 & CD7 set up outside the Expo building
 - AndyLiz held a soft opening during FF at her new location, we have continued to help promote that she moved up the block
 - Lighter crowd on the street but all restaurants were busy
 - Knights of the Round (Turn)Table
 - Last week at The Pan, album was "What's going on" by Marvin Gaye, full house.
 - Kidical Mass
 - January 23, about 80 people
 - P.E. teacher from Hughes Middle School gave extra credit to her students to go to Kidical Mass
- **Looking Ahead**
 - March 4 – First Fridays Celebrating Women's History Month
 - March 13 – Almost St. Patrick's Day
 - (Looking for sponsors)
 - March – Women of Bixby Knolls features
- **Social Media**
 - **Instagram:**
 - **21,253** followers (bixbyknolls + firstfridayslb)
 - **Facebook:**
 - **19,196** followers (combined all pages)
 - **8,599** members in community group