



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

Starr Bunch - 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, March 24, 2022, 7:45am at The Pan restaurant

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences:

2. WELCOME & INTRODUCTIONS

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3. APPROVAL OF MINUTES

- February 24, 2022

4. Public Comment (limited to 3 minutes)

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5. 5th District Council Office Report

6. 8th District Council Office Report

7. Committee Reports:

- a. Project Manager Report – Myra
- b. Security & Code Enforcement Report – Blair
- c. Executive Director's Report – Blair

8. OLD BUSINESS

- a. Expansion outreach piece
- b. Assessment increase piece
- c. Recovery Act – Scope of Work

9. NEW BUSINESS

- a.

10. ADJOURNMENT

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BKBIA BOARD MEETING – FEBRUARY 24, 2022

MINUTES

Board met via Zoom

Called to order: 9:05am

Adjourned: 9:59am

- **9:05am** – Anthony Wingfield called the meeting to order
- Present on the call:
 - Anthony Wingfield, President
 - Aaron Hovis, Vice President
 - Crystal Rogers, Treasurer
 - Servando Orozco
 - Anthony Puente
 - Jeff Beasley
 - Kris Allen
 - Bjoern Risse
 - 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: Paul Forman
 - Excused Absence: Bill Larson, Secretary
- **Approval of Minutes – January 27, 2022**
 - Crystal made the motion to approve; Servando seconded the motion
 - Motion passed unanimously
- **Public Comment**
 - No public comment was given.
- **Appointment of Vacant Board Position – Starr Bunch, Long Beach Blvd.**
 - Anthony reported that Brian Savala had resigned from the board leaving a position open on LB Blvd. Anthony recommended the appointment of Starr Bunch, Five Starr Pilates, to fill the position; she has been active with the BKBIA and has been willing to serve on the board for some time. Crystal made the motion to appoint Starr to the board; Servando seconded the motion. Motion passed unanimously.

Council Reports:

- Council District 5: Holly reported that CD5 attended First Fridays and it was a great experience. They plan to attend each month with a table to meet the community; Business support grants are becoming available; CD5 is working with Public Works on traffic studies and plans for Atlantic Avenue and other corridors
 - CD8 – No report given.

Agenda:

Committee Reports:

- i. **Project Manager Report** – Myra reported about promoting the membership through social media; Sal's Gumbo Shack had its grand opening; Taste of Steelcraft event was a success; Working on Valentine's Day promotions; First Fridays Lite on February 4 is coming together; Knights will meet at The Pan tonight. In March, we are working on Almost St. Patrick's Day event (fundraiser event for BKBIA) and our Women of Bixby Knolls features.
 - 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 send over the second draft of two collateral materials for review; COBA met with the city managers, very productive. Discussion included response times from departments. We will receive an updated list of direct contacts to departments; John Keisler is leaving the city, huge void for Economic Development; Security issues: LBPD saw an uptick in burglary and larceny, LBPD encourages all businesses to invest in lighting and security cameras; CSI make contact with homeless, have been busy with calls from BKBIA members; members need to have first contact with individuals before calling CSI or police for assistance.
- b. **Old Business:** 2nd review of collateral materials from Commune Communication
- i. **Expansion outreach piece** – no comments or changes
 - ii. **Assessment increase piece** – Discussion ensued from board; compare our assessment fee to other districts, our district is cleaner than most; other areas are not doing what we are doing; Focus the piece on CSI and the security benefit; remove the repeating of the BKBIA mission; change the new fee to \$520 (\$10 a week); keep the piece short and sweet with important info
- c. **New Business:** Review Recovery Act – scope of work and budget
- i. Blair discussed the information shared with the board and the application submitted to the city. Funds are used to help businesses greatly affected most by the pandemic as well as an equitable distribution of the funds. Economic Development will provide feedback on the application/scope of work before final submittal for funds.
- d. **Adjournment :**
- i. Servando made a motion to adjourn; Aaron seconded
 - ii. Motion passed unanimously; meeting adjourned at 9:59am.



Project Manager Progress Report: Board Meeting 3/24/2022

- **Business Membership**
 - **Tony's Kitchen - Now Open**
 - Hosted Flash Event on Tuesday, \$300 donated by anonymous donor
 - They asked us for feedback thus far, so we gave them our notes. We are going to help them improve their indoor ambiance
 - **Bixby Bear Claws at Angel Food Donuts**
 - Created branded posters and display labels to promote their Bear Claws as official merchandise for the BK National Park
 - **Official Rad Coffee Announcement on Instagram**
 - They shared on their page and added us as a collaborator
 - Post reached over 94K people, 700+ comments
 - We are trying to set a meeting with the owner & manager to meet them, explain how we can help them and share some safety concerns at their location
 - **Ines volunteering to help with ongoing projects**
 - She's coming in a few hours everyday to help with projects like utility box mural project tasked by CD5, Expanding boundaries campaign, First Fridays outreach + planning
 - Hoping we can pay her once the bridge money and federal funds come in
 - **Social media features**
 - March - Women of Bixby Knolls features: women owned & managed businesses
 - St. Patrick's Day features
 - Highlighted businesses that offered St. Patrick's Day Specials
- **Events**
 - **Almost St. Patrick's Day**
 - Big Red Bus, Live music at Dutch's, Thunderbolt, Rasselbock & Steelcraft
 - Sold 295 tickets total, 238 adults 57 kids
 - After expenses, we were able to fundraise \$3,160.33
 - Everyone was festive, wearing hats, green, etc.
 - **Adult tickets:** Mitaki sushi on a stick, Boneless wings from Thunderbolt Pizza; EJs Pub, Ambitious, Liberation & Rasselbock donated a beer, swag which included a themed coaster donated from Fresh Prints Design
 - **Kid tickets:** fries at Rasselbock, soft drink at Dutch's, ice cream + Minnie Meet & Greet at ColdStone, character meet & greet was donated by Club House Characters
 - Everyone also had access to other specials businesses were offering for event ticket holders



- **First Fridays on March 4th.**
 - We had the Expo building open again this month with artists plus exhibits from AACCLB & Able Arts
 - Women artists + musicians were featured
 - All restaurants and shops were busy

- **Knights of the Round (Turn)Table**
 - Tonight at The Pan, album is "Blue" of Joni Mitchell
 - Last event with our MC Derrick since July 2018, we will gift him a special album cover with songs picks from regular guests

- **Kidical Mass**
 - This past Sunday, new families joined us which continue to come from our main email list and social media posts
 - We had the world's tallest leprechaun surprise the kids while they went through Angel Food Donuts' drive through to pick up their treat.

- **Looking Head**
 - April 1st – First Fridays Long Beach County Fair
 - First private event rental at the Expo in April, pop-up market

- **Social Media**
 - **Instagram:**
 - **21,253** followers, gained 346 followers since last month
 - (@bixbyknolls + @firstfridayslb)
 - **Facebook:**
 - **19,286** followers, gained 90 followers since last month (combined all pages)
 - **8,706** members in community group

Executive Director's Report – March 24, 2022

- **Shout out to Kevin, our Clean Team** – He is doing an excellent job for us and we thank Care Closet LBC for the connection
- **COBA meeting with city managers**
 - Have a new list of direct contacts for departments to ensure we get the response we are looking for from city staff.
- **Business Roundtable with Mayor Garcia**
 - Attended the CD5 roundtable on Monday and discussed life through and after the closures of the pandemic.
 - Happy to have Bjoern, Starr, Jason Van Fleet (Dutch's) and Rabi (Taboon) representing Bixby Knolls at the meeting.
- **Recovery Act Grants**
 - The federal grants are now available, and the application Information has been shared with our membership
 - Our Scope of Work had been submitted and was returned with comments from Economic Development. We will finish providing some missing data the city is looking for and then resubmit.
- **Bridge Funding**
 - We have been approved by Eric Romero for the first \$50,000 advance towards these funds
 - Funds will cover all costs from Commune Communication, printing and mailing of collateral pieces, Tom Underhill's time for his work along Orange Avenue and Wardlow, and to pay the grant writer Tom Peters for his time in pursuing grants (first one due in April)
 - We will also use some of the advance for Admin expenses
- **Security/Safety Issues:**
 - Met with CSI to discuss recent incidents and status in the district:
 - More calls coming from members, all areas of the district
 - Handling it as best as possible given the budget constraints of the BKBIA
 - CSI dealing with similar staffing issues; hard getting new employees
 - CSI is working with the BKBIA on invoices and payments
 - Staff is directed to make patrols around the district as they come and go to a shift
 - CSI was at Kidical Mass last weekend and successfully kept the group safe
 - Cat Shelter status – seems to have been cleared out now

- **Misc. Notes**

- Still trying to find the date, and actual time, to plan the Annual Meeting. Looking to April to get this scheduled.