



Anthony Wingfield - President – Wardlow Rd.
Aaron Hovis – Vice President – Wardlow Rd.
Bill Larson – Secretary – At-Large
Crystal Rogers – Treasurer – Long Beach Blvd.
Vacant – At-Large
Anthony Puente - Atlantic Ave
David Ayala – Bixby Knolls Shopping Center
Bjoern Risse – Atlantic Ave
Kris Allen – At Large

Starr Bunch- Long Beach Blvd.
Jeff Beasley -Long Beach Blvd
Cheryl Jacobs- Community Liaison
Andrea Testa -Community Liaison
Blair Cohn-Executive Director
Myra Pimentel – Project Manager
Ines Torres – Content Manager

BOARD OF DIRECTORS MEETING

Thursday, June 30, 2022, 7:45 a.m. at the Pan Restaurant

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences:

2. WELCOME & INTRODUCTIONS

•

3. APPROVAL OF MINUTES

- Approval of minutes, May 26, 2022

4. Public Comment (limited to 3 minutes)

•

5. 5th District Council Office Report

6. 8th District Council Office Report

7. Committee Reports:

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

8. OLD BUSINESS – Joint Security Plan – BKBIA and resident groups

9. NEW BUSINESS – No new business

10. ADJOURNMENT

Bixby Knolls Business
Improvement Association

4321 Atlantic Avenue
Long Beach, CA 90807

P: 562 — 595-
0081
info@bixbyknolls
info.com

www.bixbyknollsinfo.com

BKBIA BOARD MEETING – May 26, 2022

MINUTES

Location: The Pan Restaurant

Called to order: 7:53am

Adjourned: 8:45am

- **7:53am** – Anthony Wingfield called the meeting to order
- In attendance:
 - Anthony Wingfield, President
 - Aaron Hovis, Vice President
 - Crystal Rogers, Treasurer
 - Bill Larson, Secretary
 - Anthony Puente,
 - David Ayala
 - Bjoern Risse
 - Jeff Beasley
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - Ines Torres, Content Manager, BKBIA
 - Excused Absence: Kris Allen, Starr Bunch, Servando Orozco
 - Holly Unruh, Council District 5
 - Members of the public: Paul Forman, Ian Patton
- **Approval of Minutes – April 21, 2022**
 - Aaron made the motion to approve the minutes; Crystal seconded the motion
 - Motion passed unanimously
- **Public Comment**
 - Paul Forman commented that he has noticed an increase in rodents in the area, may be from recent work by the city, needs a good pest control company
 - Crystal asked if any other businesses have been approached by local candidates for endorsements or to have signage displayed at their locations.

Council Reports:

- Council District 5: Holly reported— Public Works has a number of projects in the area and CD5 is seeing where they can tag on extra work to be done at the same time; council office working with LBPD on ongoing district safety issue.

CD8 – No report given.

Agenda:

Committee Reports:

- i. **Project Manager Report** – Myra reported: Business membership—Rad Coffee is now open, 6am to midnight daily and working on their patio; LA Crab is doing a soft opening for those that discover them being open; great response from the Business Breakfast with 60 businesses in attendance; we are helping Tony’s Kitchen partner with StudioPick for a community mural event to beautify the interior. Starr went for a visit and made suggestions for additional interior improvements; Great turnout for First Fridays “Suddenly Spring Market” and Myra worked the concessions at Expo that night; Knights meets tonight at the Pan; Kidical Mass 10th anniversary at Pixie Toys—over 100 people attended this special anniversary and Pixie Toys was a great host, providing pizza, drinks, and goodie bags for everyone. Big success with new faces participating which means new connections to the BKBIA; Strollers had a special tour of the LB Airport which was very well received. It is important to keep things new and interesting especially after 14 years of walking together. The group was very enthusiastic; looking ahead: First Fridays June is “All That Jazz” and our social media continues to grow and be very effective.
- ii. **Security & Code Enforcement** – Included in E.D. Report – Freddie from CSI Patrol Service reported that the company is responding to more issues in the district and has requested more courtesy patrols to drive through the district as they come and go. They can help the BKBIA when available and members can call dispatch for help. Blair reported: Don & Harold’s Automotive (Wardlow) had major vandalism and one car on the lot suffered major damage. BKBIA is seeing more individuals with mental illness in the area, some have been a nuisance to businesses. Challenge: budget vs need to have CSI in the district. Still try to manage as best as possible.
- iii. **Executive Director Report** – Blair reported: BK Community Foundation status---John Glaza helped to facilitate a meeting with the board and handle some parliamentary issues to get the foundation caught up. Aaron Hovis was voted Board President; next meeting will focus on goals for fundraising and expanding the board membership; Accounting status—Susan Cooper had a tough tax season and the BKBIA may need to pursue additional help to get caught up with general bookkeeping duties in the meantime; American Recovery Act Grant Funds—our application has been approved, city attorney is drafting the agreement for the BKBIA to sign. BKBIA will follow the reporting template provided by Economic Development on how the funds are being used. Pursuing other revenue

streams—Commune Communication has completed the document files for sponsorship opportunities. Myra presented the BixPass concept. Board members said that this may be more work than benefit; BKBIA will make recognition for Jane Nadeau who has been a big donor for the BKBIA. District expansion is on hold as we pursue two other revenue options; Assessment increase collateral material – final brochure with information about the proposed assessment increase is complete and ready to be sent to membership.

iv. Old Business:

- 1. Status of American Recovery Act Grand Funds Scope of work**
–Waiting on comments/corrections or approval from city.
- 2. Status on progress/revenue streams**
 - a. Sponsorship collateral material**
 - b. District Expansion status**
 - c. Assessment increase collateral material**

b. New Business:

- i. No new business was discussed.

c. Adjournment :

- i. Ian Patton, candidate for the 5th district, introduced himself to the board
- ii. Aaron made a motion to adjourn; Jeff seconded
- iii. Motion passed unanimously; meeting adjourned at 8:45am

Project Manager Progress Report

❖ Business Membership

○ New businesses:

▪ Ding Tea

- Expected to open end of summer, shared announcement on our social media and it received such great positive feedback
 - IG: 600+ likes, 460+ shares, 50+ comments
 - FB: 250+ likes, 60+ comments, 5 shares

▪ Dream Come True (new location, 4350 Atlantic Ave)

- Hosting grand opening on July 9th, 10am-12pm

▪ Popcorn World

- Waiting for their new equipment to arrive, realistically August Opening

▪ Chicken University

- Just signed lease, opening at 3851 Atlantic Ave (next to Sala Coffee)
- Opening date TBD

▪ Eclipsed Emporium

- Opening at 4376 Atlantic Avenue (next to LB Computer Repair)
- Punk rock retail shop, meeting with owner next week

❖ Events

○ First Fridays – All that Jazz

- Another great event, good turnout, busy restaurants, and shops.
- Featured jazz bands throughout the district
- Power of Truth (delayed Black History Month event) was inside the Expo

○ Knights of the Round (Turn)Table

- Event featured Duran Duran's Rio
- While we have our regulars, we are starting to see new attendees including business owners in the BID.

○ Concerts in the Park(ing Lot) – June 20th

- Summer series kick off with Greg Young & the 2nd St Band
- Huge turnout, launch our VIP area for "top tier" donors. Ines will talk more about this on her report.

❖ Looking Head

- July 1st – First Fridays: American Beauty, 6:30pm
- July 11 – Assessment Increase Meeting at Expo Arts Center, 8am
- July 13 – Literary Society, 7pm
- July 17 – Kidical Mass, 11am
- July 25 – Concert in the Park(ing Lot) Ft. Buyepongo, 6:30pm
- July 28 – Knights of the Round (Turn)Table, 6:30pm
- Every Saturday – Strollers, 7:30am

❖ **Social Media**

- **Instagram:**
 - **22,551** followers, gained 179 followers since last month
 - (@bixbyknolls + @firstfridayslb)
- **Facebook:**
 - **19,580** followers, gained 49 followers since last month (combined all pages)
 - **9,118** members in community group



Content Manager Progress Report

- **Business Membership**
 - **Business Mailing List**
 - Continually updating our business email list. We have gone to a few business plazas to ensure business locations are up to date.
 - Ensure that our Business Website Directory is up to date.
- **Events**
 - **Strollers Laserfiche Tour**
 - Community members had the opportunity to attend a Laserfiche tour. We received positive feedback from this and look forward to possibly having another one.
- **BK Community Foundation**
 - **Community Foundation Files**
 - Continually ensure that we are tracking our donations that we receive through check or via website.
 - Track First Fridays/other event donations from the bar.
 - **Donation Materials**
 - Updated letters that go out to donors for Bixby Knolls Community Foundation.
 - **Sponsorships**
 - We will not be moving forward with the "Bix Pass" at this moment.
 - We will promote and incentivize one time donations with different tiers based on their donation amount. (see next page for more details)
 - **Website**
 - Updated our "Donate" page with photos and detailed descriptions of what our sponsors would be helping us with.
 - Commune helped us with adding all the information about our sponsorship levels.

Executive Director's Report – June 30, 2022

- **Safety/Security issues – General notes:**
 - Ronnie has been back and disrupted at the aesthetic business next to Polly's; he moves around during the day; been seen sleeping along side Baskin Robbins on 35th and Atlantic
 - Suspect walked into Tony's Kitchen with his pants down; same guy that had done this before;
 - Encampment on Bixby and LB Blvd; contact was made to move along (and reported to CSI)
 - CSI removed an individual from the building next door after the parking lot concert
 - Couple has been sleeping behind our building (in theater space alcove); made contact and told them to stay away
 - **Joint-Security Patrols – Neighborhood and BKBIA partnering**
 - Had a meeting with local residents to discuss revisiting this issue of teaming up to have CSI expand patrol area into Los Cerritos – area north of San Antonio that would be privately funded
- **BK Community Foundation status**
 - Next meeting will be set up in two weeks
- **Speeding**
 - **Steelcraft initiatives** – The management of Steelcraft has reached out to LBPd, Public Works, and the council offices to find any solution to the dangerous speeds on LB Blvd.
- **Computers for office**
 - We are at a point where we need to buy new computers for the office; all 4 running substandard. Mike Mora's technician has been out to help us but we need to make the purchase immediately.
 -
- **Taste of Bixby Knolls – CD5 sponsorship**
 - Susan's work for the BKBIA and recognize that sometimes people need a break so we want to lessen the burden here while making sure we are always current in our accounting.

Status of American Recovery Act Grant Funds

- Waiting on first payment of funds to the BKBIA so we can begin the business support programs.

Status on progress for pursuing revenue streams

- **Sponsorship collateral material**
 - All sponsorship opportunities are now ready to be shared with the community, businesses, and realtors
 - We opted to NOT go with the BixPass proposal as it would be much more complicated to manage.
- **Assessment increase status --**
 - Mailed the letter and brochure to the membership
 - Held our first meeting this week at Tony's Kitchen. Invited members to come ask questions and/or talk about the assessment increase
 - There were two businesses representatives that attended as well as Crystal and Starr from the board.
 - As of today, we have received two phone calls and one email to discuss the issue.
 - The second meeting is scheduled for July 11 at the Expo Arts Center.

Status previously sent to the board:

- **"Bridge Funding"** - the one-time \$200,000 approved by city council
 - The city advanced us \$50,000 to be used to pay consultants with 10% going to the BKBIA. Funds will pay for Commune Communication (design work for the assessment increase notice; BK sponsorships; expansion materials); and also pay for Tom Peters' fee for grant writing efforts; some of the funds have helped pay for Ines Torres' staff time as she has helped with these projects.
- **Federal Recovery Act Grant Funds** – Our Scope of Work was approved; the formal agreement between the BKBIA and City of Long Beach had been received and now it's been signed and returned to the city; we should get our first check of approximately \$68,000 in 3 weeks or so
- **Pacific Gateway** – Ines Torres is now on board with our staff as "Content Manager." Pacific Gateway is paying 50% of her salary for us between June 13 and the end of August. She is at \$22/hour and we get reimbursed for \$11/hour. Great to have another person in the office.
- **Sponsorship Opportunities:** Commune has just about finished all the material (and website pages) for us to start soliciting sponsorships – from realtors, businesses, and residents.
- **Expo Arts Center** – We have been able to book some events around the schedule of our tenants to bring in additional revenue.

\$3k

Diamond Level: \$3,000+

Recognition at the Bixby Knolls National Park

+ All perks from tiers below



\$1k

Gold Level: \$1,000

Access to VIP Area at our Concerts in the Park(ing Lot) with seating, food & drinks provided. (Up to 5 people)

\$50 gift card to a participating BKBIA business in addition to the ones below (\$100 total)

+ All perks from tiers below



\$500

Silver Level: \$500

Name added to our “Wall of Gratitude” mural at the Expo Arts Center

\$25 gift card to a participating BKBIA business in addition to the one below (\$50 total)

+ All perks from tier below



\$250

Bronze Level: \$250

Limited edition Bixby Knolls merch

\$25 gift card to a participating BKBIA business

Added to our “BK Supporters” section on our website