



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
David Ayala – Bixby Knolls Shopping Center
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
Ines Torres – Content Manager

BOARD OF DIRECTORS MEETING

Thursday, May 26, 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

- April 21, 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. Status of American Recovery Act grand funds
- b. Status on progress/revenue streams
 - i. Sponsorship collateral material
 - ii. District Expansion status
 - iii. Assessment increase collateral material

9. NEW BUSINESS

- a. No new business.

10. ADJOURNMENT

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BKBIA BOARD MEETING – APRIL 21, 2022

MINUTES

Location: The Pan Restaurant

Called to order: 7:57am

Adjourned: 8:54am

- **7:57am** – Anthony Wingfield called the meeting to order
- In attendance:
 - Anthony Wingfield, President
 - Aaron Hovis, Vice President
 - Crystal Rogers, Treasurer
 - Bjoern Risse
 - Starr Bunch (via phone)
 - Jeff Beasley
 - Andrea Testa
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - Excused Absence: Bill Larson
 - Holly Unruh, Council District 5
 - David Ayala, F&M Bank
 - Members of the public: Paul Forman
- **Approval of Minutes – March 24, 2022**
 - Aaron made the motion to approve the minutes; Crystal seconded the motion
 - Motion passed unanimously
- **Public Comment**
 - Paul Forman reported that the old Laserfiche building had been sold to Child Net; 3841 Atlantic had been sold.

Council Reports:

- Council District 5: Holly reported—First Fridays was very successful for the council office's participation in meeting the community; Holly toured the new Able Arts WORK space at 3841 Atlantic Avenue; CD5 will be setting up a Small Business Roundtable so the Councilmember Mungo Flanagan can meet with business owners and discuss all issues. Crystal brought up the issue of cars speeding around all local schools and asked who the best contact was to address this? General discussion ensued regarding the issue.

CD8 – No report given.

Agenda:

Committee Reports:

- i. **Project Manager Report** – Myra reported: Business membership— Visited the new Koolberry & Everytable, took photos and shared the news of their opening through social media and email list; attended the grand opening of Laserfiche’s new building; Rad Coffee will be opening next week; Social Media features-completed our Women of Bixby Knolls profiles, took 7 weeks to do so; also promoting Easter weekend specials; working on our Business Breakfast/Annual Meeting preparations; sent 8 emails to members last month; Huge turnout for First Fridays “County Fair” theme, with pre-pandemic attendance numbers; Knights returns to the Pan on April 28, Blair will MC the session; taking a Spring Break for Kidical Mass in April, back in May for the 10th anniversary; Myra provided social media follower updates.
- ii. **Security & Code Enforcement** – Included in E.D. Report – Some local residents would like to partner with the BKBIA to pool resources and pay for additional security patrols in the district and neighborhoods. A meeting will be set to discuss this further.
- iii. **Executive Director Report** – Blair reported: 1st amendment issues—First Fridays has the candidates for the upcoming election setting up tables, we do not have a problem with this as long as it doesn’t interfere with any business; there was a negative post recently by an employee of a business, could be considered “hate speak” and we were asked if the BKBIA would make a statement. There is a difference between one person’s opinion (1st amendment right) vs. a business making a statement and the BKBIA taking a stand about this. (General discussion ensued); Candidate forum will be held at Expo on Monday, April 25, 6pm. Board reviewed Annual Meeting outline of topics to be shared with membership on April 28; Commune Communication is creating collateral material for soliciting First Fridays and Security sponsorships; BKBIA received first \$50K of the “bridge funding” to help cover the costs of Commune’s work and additional consultants like Ines Torres and Jayro Sandoval.
- iv. **Old Business: Status of American Recovery Act Grand Funds Scope of work** –Waiting on comments/corrections or approval from city.

b. New Business:

- i. Vacant board position – David Ayala, F&M Bank, BK Shopping Center Position; Crystal made a motion to appoint David to fill this vacant position. Bjoern seconded the motion. Motion passed unanimously.
- ii. Sponsorship Collateral Material – Board discussed sending the sponsorship materials to the current candidates for their support.
- iii. District Expansion status – Efforts on hold as we learned that the Wardlow Strip is pursuing its own BIDs status. BKBIA may continue to pursue San Antonio and Orange Avenue businesses to become members.
- iv. Assessment increase collateral material - New brochure was created for review. Cover letter needs to be written and included in membership mailing.

c. Adjournment :

- i. Aaron made a motion to adjourn; Jeff seconded
- ii. Motion passed unanimously; meeting adjourned at 8:54am

Project Manager Progress Report

- **Business Membership**
 - **New businesses:**
 - **Rad Coffee**
 - Now open 6am-midnight every day, currently working on their patio
 - They have a huge following, always busy when we stop by.
 - **LA Crab**
 - Currently doing a “soft opening” for those that discover he is open
 - **Business Breakfast Recap**
 - Great response from new businesses that attended
 - We had about 60 attendees
 - **Tony’s Kitchen**
 - Helping them partner with StudioPick for their community mural event
 - Star went for a visit, help us with interior design ideas to share with them
- **Events**
 - **First Fridays – Suddenly Spring Market**
 - Great turnout, busy night for businesses. Uptown Village Market inside Expo.
 - Last minute change for Artists’ Lot to The Allery for safety as the usual spot had swarming bees.
 - Subbed in as bartender for the night at the Expo.
 - **Knights of the Round (Turn)Table**
 - Next event: Tonight, May 26, at the Pan. Full house, sold out of reservations.
 - **Kidical Mass – 10th Anniversary**
 - Kidical Mass turned 10 years old. We had agreed to plan a bike event just one time to help the city celebrate “Bike Month”; we held the first event at Los Cerritos Park, advertised it to all al the local schools, invited LBPD to join us, and hoped for the best. Over 300 people showed up that day. We decided to move it to Georgie’s Place so we could be connected with a business. Recently we have moved back to the park but Pixie Toys offered to help us with this big anniversary. Over 100 people attended and were treated to ice cream, pizza, and goodie bags from Pixie Toys. DJ Dave provided the music and it was overwhelmingly positive.
 - Next event: June 12, moved up a week due to Father’s Day. Location TBD.

- **Strollers – Airport Tour**
 - Strollers had a private tour of the LB Airport. Over the last 14 years we try to keep things interesting by visiting new places, including the cemetery, rancho, the inside of businesses, and even walking through a resident's home. We were fortunate to get a private tour of the new ticketing center, get the history of the airport, and the fire department even provided a demonstration of its vehicles. We have 40+ attend this tour and everyone had a great time.
- **Looking Head**
 - June 3rd – First Fridays: All that Jazz
 - Going to start doing our outreach today to individual businesses to see what they can do/offer on First Fridays
- **Social Media**
 - **Instagram:**
 - **22,372** followers, gained 177 followers since last month
 - (@bixbyknolls + @firstfridayslb)
 - **Facebook:**
 - **19,531** followers, gained 85 followers since last month (combined all pages)
 - **9,039** members in community group

Executive Director's Report – May 26, 2022

- **Safety/Security issues –**

- Freddie w/CSI to report and give updates
- Don & Harold's vandalism (Details will be read from email)
- **Street issues:** As mentioned in previous meetings, we see the increase in mental illness of individuals around the district, often times causing disturbances to businesses and/or damage to the area. Recently, all trashcans on Atlantic were moved into the street. This was a potential disaster waiting to happen since all the cans were full and overloaded. The challenge continues: budget vs. the need to have a greater presence from CSI. We will continue to deal with these issues as best as possible.

- **BK Community Foundation status**

- John Glaza helped to facilitate a board meeting of the BKCF board members. There were parliamentary issues to get caught up with.
- John provided the minutes of the meeting for our records and engaged all current members. Aaron Hovis was elected as President of the Foundation.
- The next meeting is scheduled for June and we will address the recruitment of new members, goals for fundraising, and the issue of being a fiscal receiver for other non-profits.

- **Accounting status**

- Susan Cooper, who has been our bookkeeper for many, many years had an extra challenging tax season this year. As a result, we may need some extra help in inputting all of our payables into Quick Books to get us current. Susan will return from vacation in another week or so and come back to lend a hand, but it may be a good idea to hire someone in the meantime to get things caught up. Susan can then run reports for us to share with the board. We always appreciate 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

- We heard from Economic Development this week that our application and Scope of Work has been approved. The city attorney is drafting the management agreement with the BKBIA for these funds and we should receive 50% (approximately \$68,000).
- A reporting template will be issued to all BIDs to provide all required information (receipts, invoices, names of businesses) back to the city to make sure we are in compliance with the federal guidelines.

Status on progress for pursuing revenue streams

- **Sponsorship collateral material**
 - Commune Communication has completed the documents and the files are ready for printing and distribution. This information can also be emailed to potential sponsors. We can share all of this with the board immediately.
- **District expansion status**
 - Efforts for the expansion are on hold at the moment until we pursue the two other options.
- **Assessment increase collateral material**
 - Our cover letter to accompany the pamphlet had to be revised and we have resubmitted it for one last review. It was important that the message was clear that the BKBIA was pursuing new revenue streams and wasn't being dictated to by the city to impose more taxes on our businesses.