



Anthony Wingfield - President – Wardlow Rd.
Aaron Hovis – Vice President – Wardlow Rd.
Bill Larson – Secretary – At-Large
Crystal Rogers – Treasurer – Long Beach Blvd.
Katie Barish – At-Large
Anthony Puente - Atlantic Ave
David Ayala – Bixby Knolls Shopping Center
Bjoern Risse – Atlantic Ave
Vacant – 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, October 27, 2022, 7:45 a.m. at the Pan Restaurant

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences: Bjoern Risse

2. WELCOME & INTRODUCTIONS

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3. APPROVAL OF MINUTES

- Approval of minutes, September 22, 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. Security & Code Enforcement Report – Crystal
- b. Project Manager Report – Myra
- c. Content Manager Report – Ines
- d. Executive Director's Report – Blair

8. OLD BUSINESS – No old business

9. NEW BUSINESS – No new business

10. ADJOURNMENT

Bixby Knolls Business
Improvement Association

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BKBIA BOARD MEETING – September 22, 2022
MINUTES

Location: The Pan Restaurant

Called to order: 7:57am

Adjourned: 9:07am

- **7:57am** – Anthony Wingfield called the meeting to order
- In attendance:
 - Anthony Wingfield, President
 - Aaron Hovis, Vice President (via phone)
 - Crystal Rogers, Treasurer
 - Starr Bunch
 - Bjoern Risse
 - Cheryl Jacobs, Community Liaison
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - Ines Torres, Content Manager, BKBIA
 - Excused absences: Anthony Puente, David Ayala, Bill Larson, Jeff Beasley
 - Members of the public: Katie Barish, The Better Half Boutique owner; Paul Forman
- **Approval of Minutes – August 4, 2022**
 - Crystal made the motion to approve the minutes; Aaron seconded the motion
 - Formal approval to occur at October meeting.
- **Public Comment**
 - Paul Forman had questions about the BKBIA budget; Accelerate LB forum; issue of property owners paying \$520 to the BKBIA voluntarily
 - Bjoern Risse discussed the issue of the executive director (Blair) leaving the BKBIA for other opportunities. Discussion ensued.
- **Vacant Board Position** – Appointment of At-Large Position; Katie Barish
 - Anthony discussed the current At-Large positions on the board and brought to the board to appoint Katie Barish, owner of The Better Half Boutique located on Atlantic Avenue as a perfect candidate.
 - Motion made by Crystal; Aaron seconded; Board will have to e-vote back to Blair prior to the October meeting.

Council Reports:

- Council District 5: Blair reported on Holly Unruh’s behalf: CD5’s sponsorship of the Taste of Bixby Knolls, and possibly one more event before leaving office; funding new pedestrian lighting
- CD8 – No report given

Agenda:

Committee Reports:

- i. **Security & Code Enforcement** – Crystal reported: Business Breakfast, safety tips for business owners were shared and discussions of individuals who repeatedly have caused damage; “Ronnie” is one of these particular individuals and the BKBIA is trying to pursue a Stay Away Order; District safety-CSI is back to the levels we need for our daily patrols.
- ii. **Project Manager Report** – Myra reported: Details on business membership, new promotion features, and upcoming events on our calendar like First Fridays, Knights, summary of the August Concert in the Park(ing Lot) and Taste of Bixby Knolls.
- iii. **Content Manager Report** – Ines reported that we launched the “realtor campaign” for BKCF sponsorships and working with Team Fasnacht on a discounted rate for a multiple month sponsorship. Promotion has begun for the Taste of Bixby Knolls events; working on business profiles and showcases.
- iv. **Executive Director Report** – Blair reported: BK Community Foundation status---Jane Nadeau has joined the board; status of American Recovery Act Funds, a \$10,000 grant came to the BKCF for operating expenses; Draft for the Annual Report is done and working with Susan Cooper on the financial components. We have proposed the assessment increase which needs to be approved by council at our renewal.

- **Old Business:**

- No old business was discussed

- **New Business:**

- No new business was discussed

b. Adjournment :

- i. Starr made a motion to adjourn; Bjoern seconded
- ii. Motion passed unanimously; meeting adjourned at **9:07am**



Content Manager Progress Report

- **First Fridays**

- We are currently working with realtors to sponsor First Fridays. They will be receiving all the benefits according to the tier they selected.
- Team Fasnacht will become a non-exclusive sponsor for First Fridays at the price of \$15,000 dollars for 10 months beginning in November and then going to January-September.
- November First Fridays will be sponsored by Team Fasnacht Realty Group and in part by Forest Lawn.
- Trina Rufo will sponsor December First Friday for \$3,000.
- Implemented a \$25 fee to non-profits who are non-BKBIA members to table during First Fridays.

- **You've been Booed**

- Delivered packages to Flirt Lash Bar & Lucy's Boudoir.
- We have received a great response and everyone is excited to participate. We asked business owners to send their photos so we can share them with everyone.

- **Businesses**

- Went in person to ensure new businesses for our expansion list are there
- Add new business member emails to our contacts list to ensure all business owners are receiving important information.
- Business support
 - Business feature on Bixby Knolls Wellness Center.

- **Taste of Bixby Knolls**

Project Manager Progress Report

❖ Business Features

- Completed Hispanic Heritage Month features this week, great feedback online as usual. All features can be found on our website. We will now shift our focus on planning Small Business Saturday features.

❖ Events

- **First Fridays – Arts Month**
 - Good turnout; Steelcraft, Popcorn World, SomiSomi, Ramen Hub... just a few to mention that had long lines going all night.
 - Salsa dancing returned, not as crowded as the previous month but more joined as the night went on. We will have the instructors return in December with a new dance style.
 - We had volunteers tabling and walking down Atlantic promoting Taste of BK, passing out flyers and promoting the First Fridays flash sale on tickets that night.
- **Knights of the Round (Turn)Table**
 - Hosted at Ambitious Ales last month and yesterday since The Pan can't host us at the moment due to staffing issues.
 - Ambitious Ales has the space to accommodate the usual crowd 60+ we get every month but seating is not as flexible as it was at The Pan due to their picnic tables.

❖ Looking Head

- **Holiday campaigns/events:**
 - Small Business Saturday
 - 12 Days of Bixby Giveaways (Sponsored by Farmers & Merchant Bank)
 - Holly Jolly Bixby Business Decorating Contest
 - Strollers: Holiday Lights Night Edition
 - Holiday Party Fundraiser
- **Upcoming events in November:**
- November 5 – First Fridays, 6:30pm-9:30pm
- November 9 – Literary Society, 7pm
- November 17 – Knights of the Round (Turn)Table, 6:30pm
- November 20 – Kidical Mass, Pixie Toys at 11am
- November 26 – Small Business Saturday
- Every Saturday – Strollers, 7:30am

❖ Social Media

- **Instagram:**
 - **24,130** followers, gained 704 followers since last meeting
 - (@bixbyknolls + @firstfridayslb)
- **Facebook:**
 - **20,597** followers, gained 138 followers since last meeting (combined all pages)
 - **9,446** members in community group

Executive Director's Report – September 22, 2022

Status of American Recovery Act Grant Funds -- BKBIA

- Now that the Taste of BK event is over, we will start to pursue the business assistance program. We have already spoke to a few in need.
- However, the first thing will do is to compile expenses that can already be billed to this program so the BKBIA can be reimbursed. We have to provide copies of all checks and invoices to the city with a cover invoice.
- We started the outreach to the beauty sector and the business most affected by the COVID-19 shutdowns. The outreach will pick up and our plans for Flash Events or gift card purchases will begin.

Status of New Business Member/Expansion

- John Glaza met with us and will help us with the outreach to businesses along San Antonio (to Orange) and Orange Avenue to Bixby Road.
- Ines is verifying business name, address, and creating the mailing list
- Two businesses have already volunteered to join and they will help us reach to their neighbors for encouragement to also join.
- CD5 is checking the status of efforts made for the independent Wardlow Strip business association.
- In the meantime, we will begin our own outreach and recruitment to the BKBIA on San Antonio and Orange.

Annual Report & Renewal with City

- **Assessment Increase status**
 - City Attorney and Economic Development had questions about our process to 1. Determine the increase to \$520/year and 2. The outreach and notification process. With John Keisler and Eric Romero gone, so is the institutional knowledge of this. CD5 does not anticipate the BKBIA being denied this increase on our renewal next month and will continue to advocate for us.

General News

- Taste of Bixby Knolls – E.D perspective.
 - An overwhelming turnout. This was by far bigger than we had imagined, which was a good problem. Lots of new faces. Restaurants were busy from start to finish, some having to replenish their food stock or change their offerings early on. Yes, some were challenged on quantities and may have run out first, but this will prep them for

the possible next time. This is also an ongoing challenge of the BKBIA with our communication to members—to really get them to pay attention and tune in to what we say or offer. Many locations were pleasantly surprised by the numbers coming throughout the day. The music added to the positive vibe of it. The kids’ activities were great for the families to spend more time here.

- Popcorn World has had a tremendous response since its opening. Business has been constant.
- Looking ahead: Small Business Saturday “Think Small” – We begin the push all month for this starting next week including a new photo shoot for promotions. The goal is not only to encourage the local support, but to also personalize the businesses with photos of the owners and their products. It was successful last year. Mickey and Minnie will come do another photo shoot. Tom Underhill will be out to shoot more products and services to help promote this campaign.

Donor Program – Food insecurity

- Continuing the program successfully each Wednesday. The donors are more than pleased and are trying to come up with a plan to extend this program beyond the planned six months.
- They just funded another two months.

Donor Program – National Park

- We had a large donation from a local family to purchase animals that are made of wood or other sustainable materials rather than synthetics. We have been slow to move fully ahead with this due to vandalism. We did install animals in the trees which has helped. We are also using the funds for ongoing maintenance of the park and other parts of the district.

Taste of Bixby Knolls - Event Recap

- **Event Planning & Restaurant Outreach began mid-July (about 3 months of heavy planning)**
- **Budget:**
 - \$19,000 - Council District 5
 - \$2,500 - LB Airport
 - \$1,000 - Forest Lawn (Car Show Sponsor)
 - **Total: \$22,500**
 - **Spent: \$22,429**
- **Ticket Sales**
 - **Presale on Eventbrite: \$11,243.84** (after fees)
 - **Day of Sales: Square \$12,303.20** (after fees) & Cash **\$6,597.00**
 - **Total ticket sales: \$30,144.04**
 - **Total tickets printed ahead of event: 22,000**
 - **Total Fundraised: TBD** after we finish counting restaurant tickets
- **Special Events Application**
 - Worked with the City of Long Beach & The Health Department to submit a special events application.
 - Vendors in front of the Expo Arts Center had to submit a separate vendor application as well.
- **Car Show**
 - Hired Amber and Bryan to organize the car show including outreach. There ended up being a good turnout and positive feedback from attendees.
 - The car show was sponsored in part by Forest Lawn.
- **Volunteers**
 - 26 volunteers helped with ticket booths & food booths (Handy's Smokehouse & Bundts on Melrose)
- **Promotion**
 - Partnered with food influencers like Brian Addison and LBFoodComa.
 - Advertisements on LB Post, Signal Tribune, Instagram, Facebook & Eventbrite.
- **Special Features during event**
 - Live music, screen printing, Mickey & Minnie, BK National Park Merch, Face painting.
- **Feedback from Business Owners**
 - Overall, business owners were happy with the outcome and hope to participate in the event again.
 - Retail business owners also had positive feedback on sales during the event.
- **Counting tickets**
 - We have been working on counting tickets and keeping track of reimbursements.