



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
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, September 22, 2022, 7:45 a.m. at the Pan Restaurant

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences: David Ayala

2. WELCOME & INTRODUCTIONS

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3. APPROVAL OF MINUTES

- Approval of minutes, August 4, 2022

4. Public Comment (limited to 3 minutes)

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5. Vacant Board Position – Appointment of At-Large Position: Katie Barish

6. 5th District Council Office Report

7. 8th District Council Office Report

8. Committee Reports:

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

9. OLD BUSINESS – No old business

10. NEW BUSINESS – No new business

11. ADJOURNMENT

Bixby Knolls Business
Improvement Association

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BKBIA BOARD MEETING – August 4, 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 (via phone)
 - Crystal Rogers, Treasurer
 - Bill Larson, Secretary
 - David Ayala
 - Jeff Beasley
 - Kris Allen
 - Starr Bunch
 - Bjoern Risse
 - Anthony Puente
 - Cheryl Jacobs, Community Liaison
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - Ines Torres, Content Manager, BKBIA
 - Holly Unruh, Council District 5
 - Lynette Johnson, Council District 8
 - Members of the public: Paul Forman
- **Approval of Minutes – June 30, 2022**
 - Crystal made the motion to approve the minutes; Jeff seconded the motion
 - Motion passed unanimously
- **Public Comment**
 - No public comment was made.

Council Reports:

- Council District 5: Holly reported— Great parking lot concert; working on speeding and traffic issues around the district (and city); CD5 will sponsor the "Taste of Bixby Knolls" event, council approved the sponsorship funding of \$19,000; looking forward to participate at First Fridays again.

CD8 – Lynette Johnson reported – CD8 will not be at First Fridays in August; council working on issues with street vendors and food trucks; focusing on grants for business navigation

Agenda:

Committee Reports:

- i. **Project Manager Report** – Myra reported: New businesses in the district—The Vintage LBC (formerly Cheese Addiction) will have an updated concept for the space and will soon open; Beachwood Brewing is building out and will be ready to open soon, in time for our Beer Bus; Nonna Mercado held a grand opening and hosted the Strollers which was well received. We have designed new merchandise for the Foundation to give to donors as a thank you; focusing on First Fridays, Knights, and our concert in July with Buyepongo was a huge success, biggest crowd yet. Already working on August's programming.
- ii. **Content Manager Report** – Ines reported on the launch of our sponsorship campaign for the Bixby Knolls Community Foundation, 25 people so far have made donations; working on more community sponsorships and a campaign tailored to realtors; working on the early details for the Taste of Bixby Knolls event and reaching out to our restaurants; other support: First Fridays, Literary Society, parking lot concert, and the Knights meeting.
- iii. **Security & Code Enforcement** – Included in E.D. Report – Corked had an incident last month with both damage to property and a battery against the business owner from the suspect, the neighborhood answered the call for support after the incident; There was a shoplifting incident at Twig & Willow and smashed window at Five Starr Pilates; BKBIA is paying off old invoices from CSI so we are current and can get back to the levels of patrols we really need;
- iv. **Executive Director Report** – Blair reported: BK Community Foundation status---There will be another board meeting on August 8; we purchased a new computer for accounting purposes but still need at least two more to be efficient; still waiting on the status of our Federal Relief Grant funds, we had to provide our insurance certificates and are not sure what the further delays are from; New Donor Program: Food Insecurity students at LBCC and CSULB, donations and deliveries are going well and donors are pleased; working on the annual report for the city which will need to be approved asap for our renewal with city council.

v. Old Business:

1. Joint Security Plan – Blair reported: After speaking with our insurance company, and with the city attorney’s office, it was determined that it was best that the BKBIA does not partner with a neighborhood organization on a “joint security” program.
 - a. Too much liability and risk for the BKBIA
 - b. BKBIA would have a tough time collecting funds and paying CSI Patrol Service; that “pass through” revenue would be booked as revenue and could affect our taxes
 - c. Los Cerritos residents will have to create its own organization to pursue this option.

b. New Business:

- i. No new business was discussed.

c. Adjournment :

- i. David made a motion to adjourn; Crystal seconded
- ii. Motion passed unanimously; meeting adjourned at **8:45am**

Project Manager Progress Report

❖ Business Membership

- **Sushi Nikkei:**
 - They were added to the prestigious Michelin guide, now one of four restaurants from Long Beach to be on the guide. Hoping to have a special Supper Club event soon with them, waiting to hear back from the owners.
- **Business Features**
 - Completed Black Business Month features last week. Began Hispanic Heritage Month features this week. This is great way to showcase service-based businesses that don't usually get the exposure.
- **Business Breakfast**
 - Met last week at Ambitious Ales, about 60 businesses attended. Lola's catered breakfast. Security issues & incidents was a heavy topic discussed. Blair shared the budget planned for the recovery act grant money will be used for.
- **New businesses:**
 - **Eclipsed Emporium**
 - Attended last First Fridays at The Artists' Lot with some of her jewelry line and passed out business card to promote her new store.
 - Currently doing a soft opening, she will be doing a "Gothic Party" on Oct. First Friday.
 - **Beachwood Brewery & Distillery**
 - Grand opening was August 20th, HUGE turnout, the community has welcomed them very well. They had live music, art drawings, food pop-ups, and we let them borrow our big scissors for ribbon cutting.

❖ Events

- **First Fridays – Hispanic Heritage Month**
 - GREAT turnout, introduced Salsa dancing lessons/social dance and it was a major hit. Took over half of Expo Parking lot for lesson and it was completely full. We will be bring it back again this next First Fridays.
 - Partnered with Puente Latino Association/Semillitas Learning Community to host Hispanic Heritage celebrations including art activities, booking 2 musical groups and decorating Expo Arts Center.
- **Knights of the Round (Turn)Table**
 - The Pan can no longer accommodate Knights event so we will be hosting at Ambitious Ales tonight (Wednesday) since they can't offer up their back patio on our usual Thursday event day.
 - Hoping to find a new venue that can work on a Thursday night, a lot of people told us they can't make it on Wednesdays.
- **Concerts in the Park(ing Lot) – Ft. WST Ska Orchestra**
 - HUGE crowd once again, the best attended one to date. Estimated 500 people in attendance.
 - The band was great by engaging the crowd, everyone dancing throughout the night.

- Lola's Mexican Cuisine sponsored the event & sold food at the event. They sold out midway event, had to go out to restock.
- **Taste of Bixby Knolls**
 - Announced event online, people are excited for Bixby Knolls to host "tasting" event and car show, have sold 600 tickets so far online. We will turn up the promotions & purchase ads (social & print) moving forward to get to the best possible attendance.
- ❖ **Looking Head**
 - September 21 – Knights of the Round (Turn)Table, 6:30pm
 - September 25 – Kidical Mass, Pixie Toys at 11am
 - September 25 – Brewery Knolls, 2pm-6pm
 - October 7 – First Fridays, 6:30pm-9:30pm
 - October 12 – Literary Society, 7pm
 - October 16 – Taste of Bixby Knolls, 12pm-4pm
 - Every Saturday – Strollers, 7:30am
- ❖ **Social Media**
 - **Instagram:**
 - **23,426** followers, gained 558 followers since last meeting
 - (@bixbyknolls + @firstfridayslb)
 - **Facebook:**
 - **20,459** followers, gained 262 followers since last meeting (combined all pages)
 - **9,342** members in community group



Content Manager Progress Report

- **BK Community Foundation**

- **Sponsorships**

- We launched a realtor campaign this month. Trina Rufo has become a sponsor for First Fridays in December, promotions will go out throughout November leading up to the event.
- We are currently working with Team Fachnast to create a discounted price for a quarterly sponsorship payment.
- All the incentives and tiers are on our website or check out the link in our Instagram.

- **Events**

- **Taste of Bixby Knolls**

- Began promoting Taste of Bixby Knolls.
- A giveaway on Instagram where 2 people can each win 50 tickets.
- Inviting every business in Bixby Knolls to participate.
- Continue communication with participating restaurants.
- Made a call out for volunteers.

- **Car show at George's 50s Diner**

- Hired Amber & Bryan to help with the car show.
- Giveaway to those who pre-register for the car show for an opportunity to win 50 tickets.

- **Businesses**

- **Promote businesses that need help. Create graphics and captions to use on social media to create exposure and engagement for businesses.**

- **Business Features**

- Highlight businesses in Bixby Knolls by getting to know the business owner more and some background on how the business began.

Executive Director's Report – September 22, 2022

- **BK Community Foundation status**

- New board member: Jane Nadeau
- Donations continue to come in including commitments from realtors to sponsor security and First Fridays
- Next, need to meet with Allie LeBeau Clarke
- Next board meeting will be set within the next 2-3 weeks.

Status of American Recovery Act Grant Funds -- BKCF

- We had applied for this grant and were just notified that we received the \$10,000 for the BK Community Foundation. This funding can help with the purchase of the computers we need plus cover the increase the cost of utilities in the building. These funds are designed to help us with operating costs of various sorts.

Status of American Recovery Act Grant Funds -- BKBIA

- Last week we received 50% of the total grant allotment, approximately \$68,000 of the \$135,000. We received the invoice format and tracking requirements from the city and will now begin to implement our direct business assistance, event management, and other programs per our scope of work approved by the city. We will begin in the beauty sector and the business most affected by the COVID-19 shutdowns.

Annual Report & Renewal with City

- **Report**

- The draft report is now complete and need the board to review and vote to approve, or submit additions/corrections.
- We will work with Susan on the proposed 2022-2023 budget; this will include notes about the federal funds and the “bridge” funding and its uses.
- Assessment increase status – The proposal to raise the assessment fee is included in the annual report and council will vote to approve it when the BKBIA gets its annual renewal. This increase will help shrink the gap in funding from the loss of redevelopment funds, but will take 18 months to see the affect once in place.

Business News

- Melinda McCoy sold her business after 38 years; new owner had owned BK Florist.
- Nonna Mercado has had an overwhelming response to its opening and is going through all the process to be able to serve full meals
- Popcorn World will open on October 1
- Chicken University is building out
- **Other business support: Outside our district** – When we read about businesses across the city that have been victims, multiple times, to vandalism or burglary, we try to go there to offer our support monetarily as well as through social media. For example, Fluffy's Sno Balls on Long Beach Boulevard had multiple break-ins and no help from any agency or security company. Myra and Ines went there to say hello, meet the owners, buy something, and then invited them to First Fridays. The same happened recently with , La Esquinita Mexican Grille on Willow in Wrigley. We are not only trying to offer moral support, but putting the call out to the local communities to go and help these struggling businesses AND raise awareness that there is a major uptick in these types of crimes happening all across the city.

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.