



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

Wednesday, November 30, 2022, 7:45 a.m. at the Pan Restaurant

AGENDA

1. **CALL TO ORDER/ROLL CALL**
2. **WELCOME & INTRODUCTIONS**
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3. **APPROVAL OF MINUTES**
 - Approval of minutes, October 27, 2022
4. **Public Comment** (limited to 3 minutes)
 -
5. **5th District Council Office Report**
6. **8th District Council Office Report**
7. **Committee Reports:**
 - a. Project Manager Report – Myra
 - b. Content Manager Report – Ines
 - c. Executive Director's Report – Blair
 - d. Security & Code Enforcement Report – Blair
8. **OLD BUSINESS** – No old business
9. **NEW BUSINESS** – No new business
10. **ADJOURNMENT**

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BKBIA BOARD MEETING – October 27, 2022

MINUTES

Location: The Pan Restaurant

Called to order: 8:00am

Adjourned: 8:56am

- **8:00am** – Aaron Hovis called the meeting to order
- In attendance:
 - Aaron Hovis, Vice President
 - Crystal Rogers, Treasurer (via phone)
 - Bill Larson
 - Katie Barish
 - Anthony Puente
 - David Ayala
 - Starr Bunch
 - Cheryl Jacobs, Community Liaison
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - Ines Torres, Content Manager, BKBIA
 - Excused absences: Anthony Wingfield, Bjoern Risse, Jeff Beasley
 - Members of the public: Paul Forman
- **Approval of Minutes – August & September 22, 2022**
 - David made the motion to approve the minutes; Katie seconded the motion
- **Public Comment**
 - No public comment was presented

Council Reports:

- Council District 5: Holly reported—great Taste of Bixby Knolls event; working with LBPD on the speeding issues on LB Blvd.; approved the upgrades to the pedestrian lighting on Atlantic Avenue
- CD8 – No report given

Agenda:

Committee Reports:

- i. **Security & Code Enforcement** – Blair 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. David discussed scanning machine thefts/credit cards.

- ii. **Project Manager Report** – Myra reported: Business features for Hispanic Heritage Month; First Fridays Arts Month had a great turnout, Salsa dancing was a hit again; Looking ahead to Small Business Saturday, 12 Days of Bixby Giveaways, Holly Jolly Bixby, Strollers Night Lights, and possible Holiday Party fundraiser.
- iii. **Content Manager Report** – Ines reported on working with new First Fridays sponsor Team Fasnacht (November FF), also Forest Lawn is sponsoring the event, too. There is now a \$25 fee for non-profits or non-BKBIA members to set up at FF; You’ve Been Booed program started to get businesses to reach out to each other for Halloween; Working on business expansion project.
- iv. **Executive Director Report** – Blair reported: Status of American Recovery Act Grant funds; status of new business member/expansion project; annual report/annual renewal with the city; Taste of Bixby Knolls – perspective on this successful inaugural event.

- **Old Business:**

- No old business was discussed

- **New Business:**

- No new business was discussed

- b. Adjournment :**

- i. Bill made a motion to adjourn; David seconded
 - ii. Motion passed unanimously; meeting adjourned at **8:56am**

Project Manager Progress Report

❖ Business Features

- Small Business Saturday features and specials, everyday were going up on our pages to remind the community of all the unique businesses they can support this holiday season for gifts, catering, etc.
- All SBS specials were promoted on our website, various emails, and FB + IG.

❖ Events

- **First Fridays – Day of the Dead Celebration**
 - Great turnout considering the colder weather; Romeo's Chocolates have pop-up at The Vintage LBC with hot chocolate with a line all night.
 - Team Fasnacht and Forest Lawn were sponsors and both had an amazing time engaging with the community.
 - Mariachi, Folklorico, and Aztec Dancers were a huge hit with crowds all night.
 - Patricia's Mexican Food had a pop-up outside Expo and had a great night selling different food and drinks.
- **Knights of the Round (Turn)Table**
 - Hosted November meeting back at The Pan, sold out the restaurant.
 - We asked a few regulars to send a thank you note to owners & their hopes we can continue to host Knights here for the new year, as the owners have expressed it's become more difficult to adjust staffing for the night event.
 - We will take December off but the event will come back in January, location TBD

❖ Looking Head

- **Holiday campaigns/events:**
 - 12 Days of Bixby Giveaways (Sponsored by Farmers & Merchant Bank) -- Ines
 - Holly Jolly Bixby Business Decorating Contest
 - Strollers: Holiday Lights Night Edition
- **Other Upcoming events in November:**
- December 2 – First Fridays, 6:30pm-9:30pm
- December 13 – Literary Society, 7pm
- December 18 – Kidical Mass, Pixie Toys at 11am
- Every Saturday – Strollers, 7:30am

❖ Social Media

- **Instagram:**
 - **24,473** followers, gained 343 followers since last meeting
 - (@bixbyknolls + @firstfridayslb)
- **Facebook:**
 - **20,758** followers, gained 161 followers since last meeting (combined all pages)
 - **9,513** members in community group



Content Manager Progress Report

- **BK Community Foundation**

- Donations
 - Creating a thank you letter to send out to everyone who has donated since we started our donation/sponsorship campaign.
 - Promoting “giving back” campaign to encourage community members to donate to the BKCF.
- Federal Grant
 - Create a binder/strategy to keep track of our expenses in order to receive the federal grant.

- **Businesses**

- **BKBIA Expansion**
 - Sent out a brochure to select businesses on our expansion list and give them the option to join the BKBIA

- **Events**

- **12 Days of Bixby**
 - Starting on December 1st, we will be giving away gift cards to the community.
 - It will support businesses and encourage people to come out to the businesses.
 - They can win via social media by following the rules we post. Each day we have a new set of rules and different businesses they can win the gift cards from. The amount of the gift card varies
 - Sponsored in part by Farmers & Merchants Bank

Executive Director's Report – November 30, 2022

Annual Report & Renewal with City

- **Assessment Increase status**
 - City council renewed the BKBIA and approved the assessment increase of \$520 annually.
 - We will get start date from the city clerk and financial management as to when this goes into effect.
 - City Manager was very complimentary of our efforts to find revenue streams for the BKBIA.

Status of New Business Member/Expansion

- Collateral material was mailed to all businesses in the first new target area (54 in total)
- We have received responses directly from a few on the list.
- John Glaza has begun his door-to-door efforts to follow up and will continue to do so.

General News

- **Small Business Saturday – E.D perspective.**
 - We spent three weeks promoting the day with the message of how important it is to “Support YOUR Local Businesses.”
 - From the feedback we received thus far, it was a good day in the district. Katie Barish can share one fun comment she received during the morning.
 - I saw social media comments with lists of the places people went to during the day.
 - We will continue this push through the end of the year.
- **I met with Councilmember-elect Megan Kerr last week.** Though we have known each other for years, this was our first formal meeting to discuss the district, the BKBIA, and getting her in the loop on who we are and what we do. As her office settles in, we will invite her staff to our meetings and events.

Looking Ahead:

- December is all about the holidays with incentives for both our membership and the community to participate and support the district. Myra will discuss this further.
- Bookkeeping/accounting: getting caught up with Susan Cooper and our CPA for both the BKBIA and Foundation.
- 2023 – Staying the course;
 - pursuing grants for the Foundation;
 - Plan our Annual Meeting/Business Breakfast;
 - hope we can host another Taste of Bixby Knolls event in spring;
 - Have kicked around the idea of creating “Bixby Knolls University” event which turns businesses into classrooms for the day.
 - Always looking for the next new thing that is most effective for the success of our business members.

Security/Safety Issues:

- Holiday Season results uptick in break-ins
 - Windows shot out all along LB Blvd
 - Break-ins: Recently Taboon hit hard
 - More individuals on the streets that may cause harm to our businesses.
 - **We will now Increasing patrols from CSI to include 2am to 6am**
- Trying to get back into a regular monthly security meeting with LBPD which has been challenging. Crime stats would be helpful to share with everyone.
- Uptown Animal Hospital pursued a Restraining Order for “Ronnie”
- New lights were installed in the pedestrian zone which has brightened up the sidewalks at night.