



Crystal Rogers - President – Wardlow Rd.
Vacant – Vice President – Wardlow Rd.
Bill Larson – Secretary – At-Large
Vacant – Treasurer – Long Beach Blvd.
Katie Barish – At-Large
Anthony Puente - Atlantic Ave
David Ayala – Bixby Knolls Shopping Center
Bjoern Risse – Atlantic Ave
Robin Daykin – 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

Tuesday, February 28, 2023, 7:45 a.m. at Expo Arts Center

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences: Robin Daykin

2. WELCOME & INTRODUCTIONS

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3. APPROVAL OF MINUTES

- Approval of minutes, January 26, 2023

4. Public Comment (limited to 3 minutes)

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5. 5th District Council Office Report

6. 8th District Council Office Report

7. NEW BUSINESS –

- a. President's Note
- b. Vacant Board Position

8. Committee Reports:

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

9. OLD BUSINESS – No old business

10. ADJOURNMENT

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BKBIA BOARD MEETING – January 26, 2023

MINUTES

Location: Expo Arts Center

Called to order: 7:53am

Adjourned: 9:2am

- **7:53am** – Anthony called the meeting to order
- In attendance:
 - Anthony Wingfield, President
 - Crystal Rogers, Treasurer
 - Bill Larson, Secretary
 - Katie Barish
 - David Ayala
 - Bjoern Risse
 - Jeff Beasley
 - Starr Bunch
 - Cheryl Jacobs, Community Liaison
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - Ines Torres, Content Manager, BKBIA
 - Excused absences: Aaron Hovis, Anthony Puente
 - Members of the public: Paul Forman
- **Approval of Minutes – November 30, 2022**
 - David made the motion to approve the minutes; Katie seconded the motion
- **Public Comment**
 - No public comment was made.

Council Reports:

- **Council District 5:** Holly reported—Megan Kerr is getting up and running in her new position; she is learning more about the BKBIA; new chief of staff will be on-boarded soon.
- CD8 – No report given

Agenda:

New Business:

- **President's Note** – Anthony Wingfield announced that he will retire, he sold his business. This will be his last board meeting. Anthony suggested that Crystal be appointed President of the BKBIA. Anthony also suggested appointing Robin Daykin from Pixie Toys to the board. She is very interested and has met with Blair to discuss joining.

- Jeff made a motion to appoint Crystal as Board President. David seconded. Motion passed unanimously.
- Bjoern made a motion to appoint Katie as Treasurer. Davide seconded. Motion passed unanimously.
- Katie made a motion to appoint Robin Daykin to the board to fill the At-Large position. Crystal seconded. Motion passed unanimously.
- **Staff status and review** – General discussion ensued about the need to have annual reviews of staff and an updated employee manual. Discussion continued regarding getting these items into place and asking the bookkeeper to prepare financial projects based on the assessment increase rate, in order to determine what the BKBIA can offer for pay increases. There may need to be a special meeting called for February just to discuss the projection reports.

Committee Reports:

- i. **Project Manager Report** – Myra reported on Donation Campaigns for the Foundation, events through December, and immediate calendar. All details provided in board packet.
 - ii. **Content Manager Report** – Ines reported on donations and donor feedback; holiday gift guides created to share with the community; W9s for all contractors; pursuit of grants. All details provided in board packet.
 - iii. **Executive Director Report** – Blair reported: Assessment increase status; status of new business member/expansion; General news: new bookkeeper, Expo amended management agreement with the city; potential new management opportunity for the BKBIA (managing other BIDs like Zaferia); requesting board member assistance on projects and events; milestones of Strollers and Literary Society turning 15; Bixby Block Party, pros & cons, and expenses associated with the event. All details provided in board packet.
 - iv. **Security & Code Enforcement** – Blair reported: CSI has added a 2am to 6am patrol all through the holiday season. Need to discuss continuing the service; trying to schedule the regular security meetings with LBPD and CSI; update on “Ronnie” and his current arrest for breaking the restraining order from Uptown Animal Hospital. The city shall provide a grant to BIDs for security issues and a second grant to businesses that have suffered from damage caused by homeless.
- **Old Business:**
 - No old business was discussed
- b. Adjournment :**
- i. Crystal made a motion to adjourn; David seconded
 - ii. Motion passed unanimously; meeting adjourned at **9:22am**

Project Manager Progress Report

❖ Events & Promotions

- **First Fridays – February Black History Month**
 - Great turn out with no issues, worked with AACCLB and Duke Givens to host Black History Month event in the Expo Arts Center
- **Working on Almost St. Patrick's Day – March 12, 2023**
 - Tickets currently on sale, got a great mix of businesses to participate and donate a complimentary item for adult and kid tickets.
 - Increased the price by \$5 from last year, offered "early bird" for \$5 off.
 - Currently have sold 73 adults and 12 kid tickets, \$1,985 total in sales so far.
 - Already bought all swag and festive items for attendees to wear during event.
 - Need to work with Fresh Prints to get tickets printed.
 - Working with Brian Addison and other food influencers and news outlets to help promote the event, will provide free tickets to them so they can "showcase" their experience to their audiences.
- **Women of Bixby Campaign**
 - Working with Tom Underhill to help schedule new photoshoots for the new business owners we've had within the last year.
 - Posts will begin on March 1, will restructure how they are shared so we don't have to do a post every single day and go past March.

❖ Looking Ahead

- March 3 – First Fridays, 6:30pm-9:30pm
 - Celebrating Women's History Month
- March 8 – Literary Society, 7pm
- March 12 – Almost St. Patrick's Day
- March 16 – Business Breakfast/Annual Meeting
- March 19 – Kidical Mass, Pixie Toys at 11am
- March 23 – Knights of the Round (Turn)table, 6:30pm
- April 7 – Long Beach County Fair – First Fridays
- Every Saturday – Strollers, 7:30am

❖ Social Media

- **Instagram:**
 - **25,173** followers, gained 339 followers since last meeting.
 - (@bixbyknolls + @firstfridayslb)
- **Facebook:**
 - **20,744** followers (all pages combined) gained 33 followers since last meeting.
 - Estimated as Facebook analytics have changed.
 - **9,722** members in community group



Content Manager Progress Report

- **Bixby Knolls Community Foundation**

- *Donations*

- Continue updating donations received and keeping track of our donors/sponsors.
 - Created an outreach post for donations.
 - Track donations received by non BKBIA members who table during First Fridays.
 - New gift items were designed by our Project Manager so that we continue to give a variety of items to our donors/sponsors.

- **Business**

- Business Members

- Updating our Bixby Knolls welcome packet and informational materials so that businesses will have all current information about BKBIA resources.
 - Add our weekly new businesses to our list of businesses (master directory) and ensure the list is up to date.
 - Add business owner's emails to our Business Members list to receive our information and updates.

- Community

- Created our weekly newsletter (Bixby Brief) to inform the community about business updates and important information.

- **Federal Grants**

- *LB Recovery Act Grant*

- Completed the majority of items necessary to submit the LB Recovery Act Grant. We need to scan over all of our files and finish a report.

- **Taxes**

- Worked together with our new bookkeeper to collect W9s needed. All 1099s have been sent out to recipients.

Executive Director's Report – February 28, 2023

Assessment Increase Status

- New increase has now been implemented; we already received a few calls/inquiries about amount change.
- Need board participation in answering ongoing questions “*Why? And what do I get?*” Board members need to help sharing the message about the value the BKBIA provides to its membership.

Status of New Business Member/Expansion

- John Glaza hand delivered 45 letters and invitations to our Annual Meeting/Business Breakfast in March.
- John has recently had some health issues and we will monitor when he may be able to follow up on this project for us.

General News

- **Clean Team status –**
 - We are devastated about the passing of Kevin Evans. What a tragedy.
 - We recently met with Tom Underhill about the possibility of filling this role. Tom has volunteered for us for a few years, always willing to lend a hand. Tom has been a captain for the Cal Heights Clean Streets for more than 15 years and knows the priority for the BKBIA as for keeping the area tidy.
 - Tom has agreed to come on board to help us as the Clean Team member. We offered up to 20 hours/week to help with the litter and graffiti abatement, etc.
 - We should receive his proposed schedule very soon.
- **Mayor's Roundtable – February 15**
 - We had approximately 30 businesses attend the first Mayor's Roundtable as part of his “100 Businesses in 100 Days.” The event was held at Lola's, catered by The Merchant, and had representatives from Economic Development, mayor's staff, the media—including Univision, Spectrum One, LBPost, LB Business Journal, and KTLA.
 - The mayor did a good job of introducing himself personally to all business owners and then took questions from the audience. Topics included: speeds on the corridors, safety and police presence, support of the BIDs, support for the arts, and how to deal with homelessness, mental illness, and addiction.
 - I thought it was a good event and happy to be the first of the series; I thought we needed a few more “heavier” questions or topics to be discussed. Everyone seemed satisfied with the event including the mayor and staff.

- **Accounting status –**
 - Brenda Solano, has now got us totally caught up – she reconciled our books dating back to 2014, sent out all 1099s, contact our CPA about taxes, and will start to provide the financial reports (including projections as requested)
- **Expo Amended Management Agreement with City**
 - Waiting on next meeting to discuss the agreement. Our spreadsheet of expenses vs. revenue had been submitted to Mary Torres.
- **One-Time Funding**
 - Second installment of \$50,000 arrived on Monday.
 - This will get us caught up with CSI and maintain the night patrols. We will also continue to work with Commune Communication on expansion projects, too.
- **Board Member Help/Assistance:**
 - Who will join the executive committee?
 - We need to arrange a day to update the signature card
- **COBA Bus Trip to Smorgasburg**
 - On Sunday, 35 of us boarded a bus and went to Smorgasburg L.A.
 - Attendees included BID leaders, business association organizers, the deputy city manager, public works and economic development staff, business owners, ED Commissioners. The bus was sponsored by Janice Hahn's office.
 - The purpose of the trip was to get people out of Long Beach, go take a look at this weekly food event, and envision how this could be done successfully in Long Beach. The city could hang its hat on this event by promoting and celebrating the cultural flavors of the city and support the local entrepreneurs.
 - The city could help create a “destination” spot while providing restrictions on where rogue street vendors can set up. Find a balance in this issue and make it a “win.”

Security/Safety Issues:

- Crystal will report from LBPD
- CSI Patrol Service report: Dennis & Freddie
- Recent break-in:
 - Niky's Sports was broken into twice;
 - Tuesday of last week, 8am, by one individual, and Thursday at 3am by two individuals. We posted a Call for Support on social media for the community to support the business.