



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, January 26, 2023, 7:45 a.m. at Expo Arts Center

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences:

2. WELCOME & INTRODUCTIONS

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3. APPROVAL OF MINUTES

- Approval of minutes, November 30, 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. NEW BUSINESS –

- a. President's Note
- b. Election of Officers
- c. Vacant Board Position
 - i. Robin Daykin – Pixie Toys; Atlantic Avenue
- d. Staff status and review

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

Bixby Knolls Business
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BKBIA BOARD MEETING – November 30, 2022

MINUTES

Location: The Pan Restaurant

Called to order: 7:52am

Adjourned: 8:54am

- **7:52am** – Aaron Hovis called the meeting to order
- In attendance:
 - Aaron Hovis, Vice President
 - Crystal Rogers, Treasurer
 - Bill Larson, Secretary
 - Katie Barish
 - Anthony Puente
 - David Ayala (via phone)
 - Bjoern Risse
 - Jeff Beasley (via phone)
 - Starr Bunch
 - Cheryl Jacobs, Community Liaison
 - Andrea Testa, Community Liaison
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - Ines Torres, Content Manager, BKBIA
 - Excused absences: Anthony Wingfield, Anthony Puente
 - Members of the public: Megan Kerr, Councilmember-elect
- **Approval of Minutes – October 27, 2022**
 - Crystal made the motion to approve the minutes; Katie seconded the motion
- **Public Comment**
 - Megan Kerr introduced herself to the board as the new District 5 Councilmember

Council Reports:

- **Council District 5:** Megan explained that CD5 is closing out the work from previous councilmember and is working on the transition to her position as councilmember.
 - Board welcomed Megan
 - General discussion ensued about the amended contract for the Expo Arts Center with the city
- CD8 – No report given

Agenda:

Committee Reports:

- i. **Project Manager Report** – Myra reported updates on Business features, events, and plans for the holidays season. All details provided in board packet.
- ii. **Content Manager Report** – Ines reported on the status of donations and grants for the BK Community Foundation, launching a “giving back” campaign to encourage community members to donate to the BKCF; Ines sent out the mailers to the new list for businesses to read before John Glaza contacted them directly; Managing and coordinating the 12 Days of Bixby giveaway promotions. All details provided in board packet.
- iii. **Executive Director Report** – Blair reported: Annual report and renewal with the city; further updates on the Expansion Project; Small Business Saturday overview; meeting with Councilmember-elect Megan Kerr before she is sworn in and dives into the new role; looking ahead to the holidays, getting caught up on all accounting, and immediate plans for 2023.
- iv. **Security & Code Enforcement** – Blair reported: Holiday season always results in an uptick in break-ins. There has already been a few break-ins and windows shot out along LB Blvd from a pellet gun. The BKBIA should consider voting to add a 2am to 6am patrol through the holidays and just into the new year to be a deterrent to other crime.
 1. Aaron made a motion to add the additional patrols from CSI, 2am to 6am. Bill seconded the motion. Motion passed unanimously.

- **Old Business:**

- No old business was discussed

- **New Business:**

- No new business was discussed

b. Adjournment :

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

Project Manager Progress Report

❖ Donation Campaigns

- Emails & posts went out on Thanksgiving, Giving Tuesday, and New Years
- Set up monthly donations, already have one person who did a \$200 recurring donation.
- Total donations via these three campaigns: \$5,085
 - Ines continues to keep track of these, send our thank you letters/gifts as needed

❖ Events

- **12 Days of Bixby Giveaways**
 - Sponsored in part by F&M Bank and the rest was funded by Federal Grant
 - Picked businesses we hadn't promoted in a while or could use an extra boost:
 - Some of the businesses included were: Juice Lab, GOfetch, Andres Car Wash, Bamboo Teri House, Stateside Crafts, BYO Long Beach, Flirt Lash Bar, Handy's Smokehouse, Koolberry ... **18 businesses in total**
 - It was a great way to promote/introduce businesses to the community plus helps grow their social media accounts.
- **Holly Jolly Bixby**
 - Business decorating contest, winner got one month of rent via federal grant
 - We had 26 businesses participate, decorate their businesses/offices
 - Tom went to shoot every business, photos live on our website
 - Winners were G&G Studios and The Next Level Barbershop
- **Holiday Block Party**
 - Due to not having a holiday light strollers event which we kept getting asked about, in three days we organized and promoted "Holiday Block Party"
 - Special food and retail discounts were available from 12 businesses.
 - HUGE success, all businesses were packed, block was crowded, and it spilled over to the "non" event areas.
- **First Fridays – December & January**
 - Got rained on for Dec. event, however, it helped restaurants and shops get more foot traffic than it would have been otherwise with the rain.
 - January was a "lite" FF event for consistency. Good turnout considering it was right after the holidays. Trolley came back and had to turn away people because it was full.

❖ Looking Ahead

- January 26 – Knights of the Round (Turn)table, The Pan at 6:30pm
- February 3 – First Fridays, 6:30pm-9:30pm
 - Black History Month, working closely with AACCLB
- February 8 – Literary Society, 7pm
- February 19 – Kidical Mass, Pixie Toys at 11am
- March 12 – Almost St. Patrick's Day
- March 16 – Business Breakfast/Annual Meeting
- Every Saturday – Strollers, 7:30am

❖ **Social Media**

- **Instagram:**
 - **24,834** followers, gained 361 followers since last meeting
 - (@bixbyknolls + @firstfridayslb)
- **Facebook:**
 - **20,747** followers (all pages combined)
 - **9,615** members in community group



Content Manager Progress Report

- **Bixby Knolls Community Foundation**

- *Donor Feedback*

- We continue to monitor our donations and organize them in sponsorship tiers.
 - Send according gift items to donors who become sponsors by donating \$250+
 - We have received positive feedback from donors who receive these gifts and they always say they are happy to donate to the BKBIA.
 - We are currently working on new gift designs (stickers, magnets, etc.) to give new items to donors.

- **Businesses**

- *Holiday Gift Guides*

- During the holiday season we created holiday gift guides to encourage the community to shop small from our business in Bixby Knolls.
 - Each day we promoted specific items from a business in BK that would be great to gift.
 - The gift guides received great feedback from the community.

- **End of Year Taxes**

- We have been in contact with our bookkeeper and went through past checks and invoices to see who we need W9s from and collecting them accordingly.

- **Grants**

- *LB Recovery Act Grant*

- We have finished the majority of the items needed for this grant. We are currently finalizing edits and making sure we have everything we need

- *Bridge Funding*

- Economic development has approved the release of another \$50,000 to go towards our funding source projects (such as expansion of our boundaries). We should receive the deposit in another week or so. This will also help cover staff time.

Executive Director's Report – January 26, 2023

Assessment Increase Status

- New increase has now been implemented; received first inquiry about amount change.
- We will have revenue projections for the board after discussion with our bookkeeper

Status of New Business Member/Expansion

- John Glaza will continue to go door-to-door this week and follow up.
- We may want to consider doing a second mailing to the new area to help John with the messaging.
- New members will be invited to the Annual Meeting in March

General News

- **New Bookkeeper –**
 - Brenda Solano, a BKBIA member; we met earlier this month and provided all the history and what our needs are currently within a week;
 - Gave her access to both banks and payroll account
 - She has just about got us caught up on all inputting and reconciling the last year. We are double checking entries and coding some expenses to the correct accounts.
 - We will now be able to provide financial reports on a regular basis again
- **Expo Amended Management Agreement with City**
 - Continuing the conversation about the actual contract between the city and the BKBIA; there was language to be clarified and liabilities taken off the BKBIA.
 - We are providing city management with accounting from 2022 of revenue vs. expenses, including all staff and contactor time to manage and maintain the building. More updates after our next conversation.
- **Management Services**
 - Something for the BKBIA to consider: Management of other BIDs
 - There are a few BIDs in flux at the moment and the BKBIA could manage the basic contracts, like Clean & Safe, member outreach, and reporting to the city.
 - We would need to bring on another person to be dedicated to this but it would bring in another revenue stream as discuss with the city

- A summary proposal will soon be sent to the mayor and city manager to review and discuss the feasibility of this option.
- **Board Member Help/Assistance:**
 - We will provide a “wish list” as to what/when we could use help from the board on projects, member outreach, and events.
 - Sometimes it’s just a matter of having a few extra sets of hands to take the stress level down us.
 - For example, an event like “Taste of Bixby Knolls” needed more hands on deck.
- Strollers just celebrated 15 years; Literary Society will turn 15 in February; Knights is 5 years old; Kidical Mass will turn 12 in May;
 - These are successes we should be proud of. Consistency like this is not seen in other parts of the city.
- Bixby Block Party (December 2022) – E.D perspective
 - Event was designed originally to help Dutch’s Brewhouse get a little needed push before the holidays. Then we added more businesses to become a block party and offered incentives to stay open and participate. Most had a 50/50 split, or a supplement of the discounted item amounts.
 - **Pros:** It became a big event and it was obvious that people wanted to be out, do something fun before the holidays; Dutch’s was so packed that you couldn’t get in after the first hour, then it mellowed out.
 - The Event spilled out up and down the street in that other restaurants saw large crowds
 - Retailers had a financial bump that night; especially Long Beach Clothing Co., who at first were hesitant but participated in a 50/50 split
 - **Cons:** Working too fast without a “cap” on the reimbursements; we had no idea as to what the response would be and it was beyond our expectation. Final totals for all participating businesses were manageable and what we had expected, except for LB Clothing.
 - LB Clothing had a line wrapped through the space for 3 hours and had to lock the doors right at 9pm. They grossed \$22,000 in 3 hours; BKBIA owes them \$11,000, we paid them \$5500 and will make payments over the next few months.
 - All of the funding came from donations to the Foundation.
 - Overall, the event was worth pursuing as a promotion for the district and connection with the community—always being the catalyst to push for support of our members. Doing it again, we would manage it smarter and put a cap on financial support.

Security/Safety Issues:

- CSI has added a 2am to 6am patrol for the last six weeks. It appears to have been a big deterrent with fewer negative instances occurring over the holidays
 - We may need to evaluate the costs for this and hold off on nighttime until we receive our city/federal reimbursements.
 - Daytime patrols remain effective and CSI Guard “Walker” has made quite a presence along the corridors.
- Trying to get back into a regular monthly security meeting with LBPd which has been challenging.
 - We will request the next available time to meet with North Division. Crime stats would be helpful to share with everyone.
- **UPDATE:** “Ronnie”
 - City Prosecutor’s office called to discuss this issue in full; there is a new app that LBPd has to connect all incidents and issues to an individual.
 - Ronnie had recently been arrested for breaking the restraining order, had also resisted arrest. He has parole violations and a number of other cases against him. He is still in custody.
 - Prosecutor’s office will speak with all businesses from 33rd to 36th to be added to an “incident” list.
 - We just learned of a new grant coming to the BIDs that can be used for a number of things, including reimbursing businesses that have suffered damage due to the homeless.