



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

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, April 27, 2023, 8:00 a.m. at Expo Arts Center

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, March 30, 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. Presentations:

- i. Duke Givens – Care Closet LBC
- ii. Tom Underhill – Clean Team

8. OLD BUSINESS –

a. Staff Discussion and Review

9. Committee Reports:

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

10. ADJOURNMENT

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Improvement Association

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BKBIA BOARD MEETING – March 30, 2023

MINUTES

Location: Expo Arts Center

Called to order: 8:07am

Adjourned: 9:40am

- **8:07am** – Crystal called the meeting to order
- In attendance:
 - Crystal Rogers, President
 - Bill Larson, Secretary
 - Katie Barish, Treasurer
 - Anthony Puente
 - David Ayala
 - Robin Daykin
 - Bjoern Risse
 - Jeff Beasley (via phone)
 - Starr Bunch
 - Anthony Wingfield
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - Ines Torres, Content Manager, BKBIA
 - Excused absences:
 - Holly Unruh & Robert Allarte, CD5
 - Members of the public: Paul Forman
- **Approval of Minutes – February 23, 2023**
 - Starr made the motion to approve the minutes; Bjoern seconded the motion
- **Public Comment**
 - Paul Forman discussed adding property owners to the assessment. Property owners could possibly contribute to the BKBIA from a portion of their licenses.

Council Reports:

- **Council District 5:** Holly reported introduced Robert Allarte as the new Chief of Staff for Councilwoman Kerr; April 6 is a LBPD Commanders meeting at McKinley School; focused on ongoing issues such as speeding (recent accident at Atlantic & San Antonio); working with Cal Trans for funding to
- CD8 – No report given

Agenda:

New Business:

- **President's Note** – Moved to Old Business

Old Business:

- Annual Meeting recap – general discussion and feedback provided by: Holly, Bjoern, Robin, Crystal, Anthony W., David, Starr, Myra, Ines.
 - Comments include the positive nature of the meeting, well attended, great feedback from those who attended.
 - Other specific comments included the possibility of the BKBIA hosting more Mixers? Members enjoyed the pre-presentation breakfast and ability to talk to each other; Networking is critical as is collaboration; more opportunities to bring the membership together, the better.
 - For Business Breakfasts: Focus on new businesses—have a new small business speaking during the meeting to introduce themselves and to say why they chose Bixby Knolls to locate; encourage your business neighbor to attend;
- Staff Discussion and Review – Myra and Ines were asked to leave the room for this discussion. Crystal shared with the board that she has been in touch with Brenda Solano, bookkeeper, and will soon share with the entire board a proposal for pay increases for Myra and Ines. Board members concurred and agreed that increases were due. More will be presented in April.

Committee Reports:

- Project Manager Report** – Myra reported on First Fridays and April typically being the most popular with the Long Beach County Fair theme wrapped up the Women of Bixby campaign; Knights OTRTT was held at Beachwood Brewing; working on all April event planning. Discussion ensued regarding First Fridays outreach to the membership.
- Content Manager Report** – Ines reported on the Wall of Gratitude as a thank you to our donors (located on the north wall of the Expo Arts Center); Ines provided donation figures Working on a few business feature spotlight “Know(‘ll”) Your Business; the LB Recovery grant information was submitted to the city. Suggestion: Create a map of all eateries in the district? This could be shared at many other locations around the district.
- Executive Director Report** – No report provided this month. The Annual Meeting/Presentation served as ED Report.
- Security & Code Enforcement** – Crystal reported: xx Question was asked: Can CSI also park drone cars at business locations like LBPD?

b. Adjournment :

- i. Anthony W. made a motion to adjourn; Starr seconded
- ii. Motion passed unanimously; meeting adjourned at **9:40am**

Project Manager Progress Report

❖ Events & Promotions

- **First Fridays – Long Beach County Fair**
 - HUGE turnout
 - Patricia's Restaurant & Johnny (from Sweetgrass) pop up for The Golden Skewer sold out, after weeks of going back and forth with Health Department
 - Blair will go more into this issue
- **Kidical Mass – 11th Anniversary**
 - Celebrating 11th Anniversary next month
 - We will work with Robin from Pixie Toys to create a fun event.
- **Knights of the Round (Turn)Table**
 - After May, Knights will officially have a home at Beachwood Brewing every third Thursday moving forward.
 - Currently working on securing a location for our May location

❖ Long Beach Gives

- Save the date: September 21, 2023
- Our first time participating in this city-wide fundraising event
- Interest in hosting a fundraising mixer event that day at the Expo Arts Center?

❖ Looking Ahead

- May 5 – First Fridays, 6:30pm-9:30pm
- May 10 – Literary Society, 7pm
- TBD – Knights of the Round (Turn)table, 6:30pm
- May 21 – Kidical Mass, Pixie Toys at 11am
- Every Saturday – Strollers, 7:30am

❖ Social Media

- **Instagram:**
 - **25,840** followers, gained 285 followers since last meeting.
 - (@bixbyknolls + @firstfridayslb)
- **Facebook:**
 - **20,450** followers (all pages combined), gained 38 followers since last meeting.
 - **9,879** members in community group

Content Manager Progress Report

→ BK Community Foundation

- ◆ Continue updating/keeping track of donations received.
- ◆ Organize payments given from the BKCF.
- ◆ Created a Thank You post for people who have donated to the BKBIA on our social media.
- ◆ Submitted all donor names to Greg Pickens for our “Wall of Gratitude.”

→ Business Members

- ◆ Our Business Features page “Know(‘ll) Your Business” is now live.
 - We will continue updating and adding as we receive new features.
- ◆ We have received 20+ business owners who have reached out and will be featured.
- ◆ Add weekly new businesses to our master mailing list and website directory.
 - Reach out to them and give them our informational materials.

→ Events/Community

- ◆ Write/create our weekly newsletter to share BK business information to the community.
- ◆ April First Fridays
 - Tabling for nonprofits and businesses was very successful.
 - We will continue charging a fee for non-members. This has been very helpful for receiving funds to the BKBIA.

Executive Director's Report – April 27, 2023

- **New Office (remodel) –**

- I returned from the one-week vacation to find that the BKBIA office had been totally transformed. Before I left, Myra and Ines said they would use the opportunity to do a deep spring cleaning. What had happened, with co-conspirators Robin Daykin, Crystal Rogers, Tom Underhill, and Kelly Bray, was a full purge of trash and clutter, new paint, rearranging of furniture/desks, a custom play area for Hendrix Cohn, Marley's work station, and sense of a truly clean professional office—not just an event supply depot. But of course, the remaining clutter was around my desk so I have been committed to sorting, throwing away, filing, and putting items into storage. What a refreshing way to come back from vacation. Again, kudos to Myra, Ines, Robin, Crystal, Tom and Kelly.

- **Grants and Taxes –**

- Tom Peters continues to pursue grants for the BKBIA. We had just enjoyed the grant funds from the Port of Long Beach at the April First Fridays. We are seeking larger funding from grants available from various organizations, county, and state. We can apply for arts, youth programs, safety, and corridor improvements.
- As mentioned before the holdup for any pursuit of grants for the BK Community Foundation as been the need for a current Form 990. As discovered, no correct accounting had been done for the Foundation with the exception of our internal binder and spreadsheet of invoices, expenses, and check stubs since 2020. Finally, the CPA and Brenda Solano have all access to all financial information from First Bank (Foundation account) and can get our taxes submitted and the Form 990 to Tom Peters.

- **Shout-Outs**

- Just taking another opportunity to shout out Kelly Bray for his daily patrols of the area and persistence in contacting landlords to have lighting fixed. Kelly also reports landscaping issues, paints out graffiti on the trash bins up and down the district, and stops in to talk to business owners.
- Knights of the Round (Turn)Table at Beachwood Brewing has been great. We have to switch venues just for May but will return to make Beachwood the home of the Knights. The space works well for us and the attendees.
- Duke Givens and Team of Care Closet LBC --
- Tom Underhill for always coming through for the BKBIA; photography, event assistance, Clean Team work.
- Wall of Gratitude: Check out the mural on the side of the building that lists our sponsors/donors names for the Foundation. Greg Pickens has been working on this over the last couple of months and it is really taking shape now.

- **Concerts in the Park(ing Lot)**

- We have our schedule now put together for a 4-concert series; June, July, and 2 in August. The challenge of late is sifting through the band information sent to us to book the best, and affordable, options. We should have this locked up in the next week or so.

- **City Departments**

- Op Ed: We continue hearing from our members, as well as taking referred calls from businesses in other districts, about the challenges from city departments and how some representatives, such as inspectors, are treating the businesses. Example: Health inspectors seem to be all over the restaurants right now for a number of issues, but spend far less time dealing with the illegal street vendors who set up after hours. It also appears that inspectors from Public Works and Development Services also take an aggressive approach to businesses and event planners. This has caused some grumblings and resentment around town as the double-standards or lack of enforcement in certain areas is apparent.
 - One business told us that two new employees soon quit after being confronted by a PW inspector; the employees knew nothing of the situation nor were responsible, but were scolded by the inspector. Business cannot afford to lose any staffing, let alone need the additional stress loaded on in an unfriendly/unhelpful way.

- **General Notes:**

- The last month has been a “maintenance” mode of prepping things for the entire month of April before my vacation, coming back to catch up, and getting ahead another week or so just for leaving this Friday. Landscaping company has been out for the nip and tuck, event programming to be maintained, Council of Business Associations has been busy with sharing information from the city and supporting each other; working on setting up the outline for summer schedules, and trying to think about “what’s next?”
 - We are looking forward to our next Business Breakfast tentatively set for June 15.

○

Security/Safety Issues:

- E.D. Note: It has been more obvious lately that there are more individuals walking the district each day who suffer from any/all combination of addiction, mental illness, homelessness. We must always keep aware and report any/all disruptive activity. Business owners need to be vigilant, take steps to secure their spaces as a cost of doing business (lighting, cameras, alarms). This message will be presented at the next Business Breakfast.