



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, March 30, 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, February 23, 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

8. OLD BUSINESS –

- a. Annual Meeting Recap
- b. 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

Bixby Knolls Business
Improvement Association

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BKBIA BOARD MEETING – February 28, 2023

MINUTES

Location: Expo Arts Center

Called to order: 8:13am

Adjourned: 9:28am

- **8:13am** – Crystal called the meeting to order
- In attendance:
 - Crystal Rogers, President
 - Bill Larson, Secretary
 - Katie Barish, Treasurer
 - Anthony Puente
 - Bjoern Risse
 - Jeff Beasley (via phone)
 - Starr Bunch
 - Cheryl Jacobs, Community Liaison
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - Ines Torres, Content Manager, BKBIA
 - Excused absences: Robin Daykin, David Ayala
 - Members of the public: Paul Forman
- **Approval of Minutes – January 26, 2023**
 - Katie made the motion to approve the minutes; Starr seconded the motion
- **Public Comment**
 - Paul Forman discussed Cal Heights/Wardlow businesses' attempt to form a BID. The more ideal scenario would be to merge with the BKBIA.

Council Reports:

- **Council District 5:** Holly reported— City has been quite busy lately dealing with storm damage; city launched the Visual Improvement Grant for businesses impacted by vandalism; please use the GOLongBeach app to report all issues, it is very effective.
- CD8 – No report given

Agenda:

New Business:

- **President's Note** – Happy to take the role and lead first meeting as president. Crystal is working with the bookkeeper to provide projections and financial reports for the board.
- **Vacant Board Position** – Vice President; Crystal discussed the importance of this role and suggested appointing Bjoern Risse to become Vice President for the year.

- Starr made a motion to appoint Bjoern as Vice President. Katie 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 events and promotions schedule including the Almost St. Patrick’s Day event and Women of Bixby Knolls beginning in March.
 - ii. **Content Manager Report** – Ines reported on status of grants and donations to the BK Community Foundation. Ines worked closely with bookkeeper Brenda Solano to get all W9s sent out.
 - iii. **Executive Director Report** – Blair reported: Assessment increase status; status of new business member/expansion; The passing of Kevin Evans, our Clean Team member and how devastated the staff is; Tom Underhill is stepping in to help us; Mayor’s Roundtable on February 15 had 30 businesses attend and ask questions and bring up issues with the mayor. This was the first of this series; bookkeeper has now got us caught up on both accounts, reconciled, and current with inputting all months including credit card charges; COBA organized a trip for BID leaders and city staff to visit Smorgasburg LA, as a way to introduce creating a “destination” for street food vendors and trucks.
 - iv. **Security & Code Enforcement** – Crystal reported: LBPD has noted that the night patrols from CSI have helped to lower incidents in the district; Niky’s Sports was broken into twice recently, BKBIA put out a call for support.
- **Old Business:**
 - No old business was discussed

b. Adjournment :

- i. Anthony made a motion to adjourn; Starr seconded
- ii. Motion passed unanimously; meeting adjourned at **9:28am**

Project Manager Progress Report

❖ Events & Promotions

- **First Fridays – Long Beach County Fair**
 - Prepping for our biggest First Fridays of the year, Long Beach County Fair
 - Need to rally last few businesses to give us their fair food items so we can bring to promote those online
 - Last year our “Food Fair” posts got extremely great feedback/shares
- **Women of Bixby Campaign**
 - Wrapping up the features this week, all posts have received positive feedback online. Many new business owners reached out this year to be added to the features.
- **Knights of the Round (Turn)Table**
 - Held at Beachwood Brewing last week for the first time, sold out their space & venue worked out really well.
 - Attendees were encouraged to purchase dinner from Patricia’s next door.

❖ Looking Ahead

- April 7 – First Fridays “Long Beach County Fair”, 6:30pm-9:30pm
- April 19 – Literary Society, 7pm
- April 20 – Knights of the Round (Turn)table, 6:30pm
- April 23 – Kidical Mass, Pixie Toys at 11am
- Every Saturday – Strollers, 7:30am


❖ Social Media

- **Instagram:**
 - **25,555** followers, gained 382 followers since last meeting.
 - (@bixbyknolls + @firstfridayslb)
- **Facebook:**
 - **20,412** followers (all pages combined)
 - Estimated as Facebook analytics interface has changed.
 - **9,809** members in community group

Content Manager Progress Report

→ Bixby Knolls Community Foundation

- ◆ Our “Wall of Gratitude” continues to grow as artist Greg Pickens adds finishing touches. The wall will be updated accordingly as we receive new donors who donate \$500+
- ◆ Since we began our donation campaign in July 2022 we have received over \$38k in donations and over \$100k if we include grants and our food insecurity program.

**Positive feedback**
\$1,000.00 sale on Nov 24, 20...

Environment
Everything you do is golden and in the best interest of Bixby Knolls. We are beyond lucky to have you and your team leading the businesses and the residents!

[View transaction](#)

**Positive feedback**
\$25.00 sale on Feb 22

→ Business Members

- ◆ Created a business features page on our website “Know(‘ll) Your Business.”
 - We will also share these features on our socials and include 1 business feature each week in our “Stay in the Know’ll” newsletter.
- ◆ Welcome Packets are now available for BKBIA members.

→ Federal Grants

- ◆ LB Recovery Act Grant
 - The LB Recovery Act grant was fully submitted in person at city hall to Alcira Dominguez in Economic Development.

→ Events

- ◆ We are working on getting all of our permits in order for April First Fridays, to send to the health department.