



Crystal Rogers - President – Long Beach Blvd.
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

Wednesday, July 19, 2023, 8:00 a.m. at Expo Arts Center

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences: Bjoern Risse, Anthony Wingfield, Starr Bunch

2. WELCOME & INTRODUCTIONS

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3. APPROVAL OF MINUTES

- Approval of minutes, April 27, 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. No old business.

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 – April 27, 2023
MINUTES

Location: Expo Arts Center

Called to order: 8:09am

Adjourned: 9:20am

- **8:09am** – Crystal called the meeting to order.
- In attendance:
 - Crystal Rogers, President
 - Bjoern Risse, Vice President
 - Bill Larson, Secretary (via phone)
 - Katie Barish, Treasurer
 - Robin Daykin
 - Jeff Beasley (via phone)
 - Starr Bunch
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - Ines Torres, Content Manager, BKBIA
 - Excused absences: Anthony Wingfield, Anthony Puente, David Ayala
 - Holly Unruh & Robert Allarte, CD5
 - Members of the public: Duke Givens (Care Closet LBC), Tom Underhill (BKBIA), Paul Forman
- **Approval of Minutes – March 30, 2023**
 - Bjoern made the motion to approve the minutes; Katie seconded the motion
- **Public Comment**
 - No public comment was given.

Council Reports:

- **Council District 5:** Robert Allarte introduced himself as the new chief of staff; Holly reported that the district is busy dealing with neighborhood issues; CD5 has requested LBPd to have a presence at First Fridays each month; general discussion ensued about speeding and traffic control possibilities from Public Works
- CD8 – No report given

Agenda:

New Business:

- **Presentations:**

- **Duke Givens** – Care Closet LBC; Duke introduced himself and gave the background about his non-profit and how he operates each day. CCLBC helps the BKBIA with litter abatement and will clean specific areas that need weeds removed and trees trimmed. (Kevin Evans was a volunteer for Duke).
- **Tom Underhill** – Clean Team; Tom formally introduced himself to the board as he is now taking over the Clean Team leadership role. Tom has a long history of cleanups with Cal Heights and the other neighborhoods doing these efforts.

Old Business:

- Staff Discussion and Review – (All board discussion had been made at the previous meeting)

Committee Reports:

- Project Manager Report** – Myra reported on First Fridays in April as being our biggest in a while, feeling like pre-pandemic numbers coming out for the Long Beach County Fair. Kidical Mass celebrates its 11th anniversary in May; Knights now moves to Beachwood Brewing; hoping to be added to the Long Beach Gives list for fundraising efforts; we have also gained 285 IG followers since last meeting. General discussion ensued about LB Gives.
- Content Manager Report** – Ines reported on keeping track of donations and thank you letters to those who have donated to the BKC Foundation. Greg Pickens has painted the names on the Wall of Gratitude; updating our Business Feature page on the website with "Know(II) Your Business" section, 20 businesses have reached out to be featured thus far; continuing to update member list and assist with all events.
- Executive Director Report** – Blair reported on the office remodel done by Myra and Ines with the help of Robin Daykin and Crystal Rogers. The BKBIA office has been painted, cleaned, and decluttered all while I was on vacation. It looks fantastic; Tom Peters is pursuing arts and culture grants for First Fridays and another Port of LB grant; Brenda and our CPA are finalizing all Foundation tax information for the IRS. The 990 form will help Tom Peters with these pursuits of grants. Shou-Outs: Kelly Bray for his daily patrols of the district, Duke Givens and Tom Peters to their contributions to our Clean & Safe efforts, to Beachwood Brewing for being a great new host for the Knights, and Greg Pickens for his work on the Wall of Gratitude.

- iv. **Security & Code Enforcement** – Crystal reported: xx Question was asked: Can CSI also park drone cars at business locations like LBPD?

b. Adjournment :

- i. Crystal commented: Board member attendance has been spotty for the last few months. Is there a better day or time for people to meet? One meeting a month shouldn't be that hard to commit to.
- ii. Katie made a motion to adjourn; Bjoern seconded
- iii. Motion passed unanimously; meeting adjourned at **9:20am**

Project Manager Progress Report

❖ Events & Promotions

- **First Fridays**
 - Great attendance & foot traffic despite holidays/vacations.
 - **May:** Bob Ross Celebration
 - **June:** 7/7/70's theme
 - Partnered with Longbeachize (Brian Addison) to host a summer activation at First Fridays, Silent Disco Dance Party.
- **Concerts in the Park(ing Lot) ft. King Salmon and the Funk Yard Horns**
 - GREAT turn out and vibes everyone at the concert
 - Content Manager will go over more details about our Donor VIP Area
 - All details are in place for our next concert on July 24th
- **Bluey & Friends Fundraiser**
 - Ticketed catered breakfast with character performance and interactive experience.
 - Our "Bluey on BK tour" had over 300 people at each event, waiting up to 2 hours to meet Bluey.
 - \$60 adult, \$35 kid tickets, VIP tables \$250-\$500
 - We could net \$4,00-\$5,000 if we sell around 200 tickets and some VIP tables.

❖ Looking Ahead

- July 24 – Concerts in the Park(ing Lot) ft. Blanco y Negro, 6:30pm
- July 27 - Knights of the Round (Turn)table, 6:30pm
- August 4 – First Fridays, 6:30pm-9:30pm
- August 9 – Literary Society, 7pm
- August 20 – Kidical Mass, Pixie Toys at 11am
- August 21 – Concerts in the Park(ing Lot) ft. WST Ska Orchestra, 6:30pm
- Every Saturday – Strollers, 7:30am

❖ Social Media

- **Instagram:**
 - **26,956** followers, gained 1,116 followers since our last meeting.
 - (@bixbyknolls + @firstfridayslb)
- **Facebook:**
 - **20, 608** (all pages combined), gained 158 followers since last meeting.
 - **9,879** members in community group

Content Manager Progress Report

→ BK Community Foundation

- ◆ Continue updating/keeping track of donations.
- ◆ Prepare letters and gifts for our donors according to their donation tier. We mailed out a new batch last week to our recent donors.
- ◆ Created a new organization method to keep track of payments given/received and put them in categories to share with our bookkeeper. We have been working very closely with Brenda to ensure she has everything she needs from us and that all our accounting is in order.
- ◆ Concerts in the Park(ing Lot)
 - Invite our donors who have donated \$1,000+ to the BKCF, to the VIP area in our concerts. Donors can bring up to 4 guests and meals & drinks are provided free for everyone.
 - We received positive feedback from our donors who were in the VIP area. Everyone had a great time, loved the food, and showed their appreciation on being invited. They are excited to return to our future concerts.

→ Business Members

- ◆ Our Business Features page “Know(‘ll) Your Business” continues to grow as we receive more businesses that are interested in participating, as well as those who have already signed up, submit their feature questions.
- ◆ 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. We also include a business feature every week to our newsletter, that allows readers to learn more about our Bixby Knolls businesses and their owners.
- ◆ July First Fridays
 - Tabling for nonprofits and businesses was very successful.
 - We will continue charging a fee for non-members.
 - Sky Zone has been tabling for the past 3 First Fridays and we have been able to charge them \$100 for tabling. They have given us positive feedback and will continue to return to future First Fridays.
 - The BKBIA has built a great relationship with Forest Lawn and they too have been tabling for \$100.

Executive Director's Report – July 17, 2023

General News

- **Thank you to Holly Unruh.** Holly has been extremely responsive and helpful, both in her tenure with Stacy Mungo and Megan Kerr. We appreciate all of the calls, emails, texts to help us with any questions or issues AND for helping us with the CD5 sponsorship of the Taste of Bixby event. Plus, Holly has her own flower on the Wall of Gratitude for her generous contribution to the BK Community Foundation.
- **Business Breakfast**
 - Tentative date for the next Business Breakfast is September 21.
- **Accounting status –**
 - We are now in a regular routine with Brenda Solano for payroll and monthly accounting.
 - Brenda is helping us with any last information for the IRS pertaining to the Foundation.
 - We submitted a list of line items that Brenda needs to verify she has for both monthly reports and for the next year's projected budget.
- **Food Donation Program – Video project and promotion**
 - We have our finished video, approved by the donors, to now start sharing to all media outlets (local and national) to garner more support for the project.
 - Just waiting on CSULB to give us their final instructions on how/where they will be able to receive cash or product donations designated specifically for this program.
- **Funding**
 - We are now seeing larger assessment checks which arrive every 2 ½ months. It will take the full year to help us create the true budget with the actual figures from the assessment payments. In the meantime, we continue to solicit donations for the BKCF and book the Expo Arts Center for more revenue.
 - We recently won a \$22,000 grant for First Fridays through the foundation (shout out to grant writer Tom Peters). The airport is also making a small sponsorship for the August First Fridays.

- **Annual Report & Budget**

- I have started the draft for the annual report due to the city (Economic Development). The report describes what we did last year and what we plan to do for fiscal year 2023-2024. The theme is mainly “stay the course” and try to maintain our level of service while stretching the dollars.
- In August, the board will need to approve our annual report and proposed budget. This will be submitted to city council for our renewal.

- **Convention & Visitors Bureau promotion video**

- As part of a new membership campaign, the CVB is going to all business districts and putting together a sizzle video for the districts to share. Their team spent the day last First Fridays visiting a number of businesses and then shot extra footage during the event. We are eagerly waiting to see what they come up with.

- **Expo Arts Center tenants**

- We need to have an executive committee very soon to discuss the current tenants, current rents, and having a meeting with Alexey Steele (who rents space upstairs) about the need for him to reduce his space and free up some for other tenants in the building.

- **Director's Note:**

- Addressing security, safety, and the streetscape maintenance with our Clean & Safe efforts has taken half of our focus on a regular basis. Meaning, we focus on Clean & Safe more than any other issue; then we work on the monthly programming and new ideas.

Security/Safety Issues:

- Crystal will report from LBPD