



Crystal Rogers - President – Long Beach Blvd.  
Bjoern Risse – Vice President – Atlantic Ave.  
Bill Larson – Secretary – At-Large  
Katie Barish – Treasurer – Atlantic Ave.  
Anthony Wingfield – Wardlow  
Anthony Puente – At-Large  
David Ayala – Bixby Knolls Shopping Center  
Vacant – 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, August 29, 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, July 19, 2023

**4. Public Comment** (limited to 3 minutes)

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**5. 5<sup>th</sup> District Council Office Report**

**6. 8<sup>th</sup> District Council Office Report**

**7. NEW BUSINESS –**

- a. President's Note
- b. Effects of Homeless
  - i. City grants/VIP Grants for businesses

**8. Committee Reports:**

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

**9. OLD BUSINESS – No old business**

**10. ADJOURNMENT**

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BKBIA BOARD MEETING – July 19, 2023

MINUTES

Location: Expo Arts Center

Called to order: 8:00am

Adjourned: 9:21am

- **8:00am** – Crystal called the meeting to order
- In attendance:
  - Crystal Rogers, President
  - Bill Larson, Secretary
  - Katie Barish, Treasurer
  - David Ayala
  - Robin Daykin
  - Jeff Beasley (via phone)
  - Starr Bunch (via phone)
  - Cheryl Jacobs, Community Liaison
  - Blair Cohn, Executive Director, BKBIA
  - Myra Pimentel, Project Manager, BKBIA
  - Ines Torres, Content Manager, BKBIA
    - Excused absences: Bjoern Risse, Anthony Puente, Anthony Wingfield
  - Holly Unruh & Robert Allarte, CD5
  - Esther Ogunrino, CD8
  - Members of the public: Paul Forman
- **Approval of Minutes – April 27, 2023**
  - Katie made the motion to approve the minutes; David seconded the motion; Motion passed unanimously.
- **Public Comment**
  - Paul Forman discussed the negative effects of homelessness to businesses and the recent increase in activity. The city's response has been unsatisfactory in addressing the rights of a business owner vs. the rights of those causing disturbances and damage. Board agreed to agendaize this issue for August to have further discussion.

**Council Reports:**

- **Council District 5:** Rober reported that Holly is leaving CD5 to take a position with the Health Department. August 18 is a free concert at LBCC with Knyght Ryder, 5pm. August 25 is a community meeting at Wardlow Park, 5pm; New North Division Commander is Paul Gallo. There is a 9% increase for water proposed and utilities will shut off services for delinquent accounts, in-excess of \$3,000 outstanding on a bill.

- Council District 8: Esther introduced herself to the board. July 25 there is a public safety committee meeting in the Expo building, 3pm. August 14 is a concert in the parking lot near Sal's Gumbo Shack. August 26 is the Back to School Jam.

### **Agenda:**

#### **New Business:**

- **President's Note** – There have been two conversations with the owner of the new hookah lounge on Atlantic regarding issues brought forward by the community and business neighbors. Issues include: armed guard outside, loud music, parking a food truck in front of the location, trash left behind from private parties. The issue of the armed guard is the perception of danger that people get from the guard, not that there is a guard himself. Crystal is trying to mentor the business owner on some best practices and the help the BKBIA can offer.

#### **Old Business:**

- No old business was discussed

#### **Committee Reports:**

- **Project Manager Report** – Myra reported on the great attendance for First Fridays despite people on vacation. May is the Bob Ross Celebration. June is the 7/7/70s theme; Concert in the Park(ing Lot) had a GREAT turnout for King Salmon and the Funk Yard Horns; working on the Bluey and Friends Fundraiser set for August 26; July and August schedule was shared; we gained 1100 more followers on social media in the last month.
- **Content Manager Report** – Ines reported on updating and tracking all donations to the BK Community Foundation; working closely with Brenda Solano on booking all expenses correctly for taxes; the donors/sponsors had a great experience in the VIP section at the concert; working on business features "Know('ll) Your Business" to showcase more members to the community, 20 businesses signed up so far; updating the website and directory with member information; received sponsors for July's First Fridays (Sky Zone and Forest Lawn).
- **Executive Director Report** – Special THANK YOU to Holly Unruh for all of her help and support while with CD5; next Business Breakfast is September 21; we are now in a regular routine with Brenda Solano with our accounting; Brenda will provide our financial reports for the city as we all the board to examine; we have finished the video about the food donation program (approved by the donors) and just waiting on CSULB to provide final details on how they will accept more donations as a result of the video; we are now seeing larger assessment checks that reflect the new increase, and in the meantime we continue to solicit donations for the BKCF and book the Expo Arts Center for events; we recently won a \$22K grant for First Fridays and the airport is making a small donation for the August First Fridays. The Convention and Visitors Bureau is

putting together a sizzle video to help promote our district; as always, security remains a top priority for the BKBIA, as is the Clean in “clean and safe.”

- **Security & Code Enforcement** – Crystal reported: Had a meeting with the new North Division community outreach officer to discuss all issues in the district. The police stress the point “see something, say something.” There MUST be a record of a call so LBPD can address it. If there are NO calls about anything, then PD assumes all is well.

**a. Adjournment :**

- i. Bill. made a motion to adjourn; Katie seconded
- ii. Motion passed unanimously; meeting adjourned at **9:21am**

## Project Manager Progress Report

### ❖ Events & Promotions

- **First Fridays**
  - August FF celebrating 50<sup>th</sup> anniversary of Hip Hop, big crowds came out once the sun was going down. Blair, Tom & Ines worked on a fun & extensive Hip Hop Gallery with history, photos, and fun facts.
- **Concerts in the Park(ing Lot)**
  - Hosted two concerts in August, the first one ever in the BK Shopping Center in front of Sal's Gumbo Shack. Sponsored by Al Austin's office.
  - Series finale was hosted across from Steelcraft. Lola's sold tacos and drinks. Sponsored by Long Beach Community Foundation & The Port of LB.
  - Both had great turn outs, we saw new community members come out.
- **Breakfast with Bluey & Friends Fundraiser**
  - Sold 200 tickets, \$250/\$500 VIP tables, \$60 adult & \$35 kid tickets, \$10 Swag Bags
  - 6 characters, face painter, balloon artist, Pixie Toy activity table, F/8 Studio photobooth, Chris Yates party tricks, mimosa bar.
  - Pastries donated by Nonna Mercato, Bundts on Melrose, The Merchant, Cassidy's Corner Café & Koolberry.
  - Oakwood Academy provided \$750 to contribute to the event costs.
  - Shout-out to Robin (Pixie Toys) for helping with Goodie Bags & donation.
  - Shout-out to Crystal, Holly, Robin, Heather & Alissa for helping with the bar & morning event prep.
  - Mathnasium sponsored face painter, had a table to promote their business.
  - After expenses, we were able to make around \$4,500 (not accounting for staff time)
  - We need help securing more sponsorships to be able to raise more funds in the future.

### ❖ Looking Ahead

- August 30 - Knights of the Round (Turn)table, 6:30pm
- September 1 – First Fridays, 6:30pm-9:30pm
- September 13 – Literary Society, 7pm
- September 17 – Kidical Mass, Pixie Toys at 11am
- Every Saturday – Strollers, 7:30am

### ❖ Social Media

- **Instagram:**
  - **27,395** followers, gained 439 followers since our last meeting.
- **Facebook:**
  - **20,683** (all pages combined), gained 75 followers since last meeting.
    - **10,341** members in community group

- **BKBIA** –6,074
- First Fridays –12,516
- Literary Society –282
- Strollers – 458
- Knights –509
- Kidical mass – 844
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## Content Manager Progress Report

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### → BK Community Foundation

- ◆ Continue adding names to our “Wall of Gratitude” Mural. Greg Pickens will come this week to add new donor names.
- ◆ Keep track of our new incoming donations and organize each donor to their according tier (Bronze \$250, Silver \$500, Gold \$1,000, Diamond \$3,000).
- ◆ Ensure our expenses are organized and up to date for our Bookkeeper.
- ◆ Concerts in the Park(ing Lot)
  - Finished off strong during our last concert and had about 14 guests in our VIP area as a thank you for their donations. (People who donate \$1,000+).

### → Business Members

- ◆ Business members continue to reach out regarding membership information.
- ◆ We will continue outreach to inform members of the benefits they receive from the BKBIA.

### → Events

- ◆ Breakfast with Bluey
  - It was a very successful event and guests had a great time. We had many activities available while keeping everything organized.
  - We made about \$400 in drink sales.
- ◆ First Fridays
  - New members who have not tabled in the past have reached out to us to participate.
  - During the last few months, our tabling spaces have been completely full as more members find out about First Fridays tabling.

## **Executive Director's Report – August 29, 2023**

- **City Budget**

- Mayor Richardson responded to the request from the Council of Business Association (COBA) regarding funding for all BIDs that can be used for security. The mayor has requested \$250K to be divided up for all the BIDs and we may receive \$35K; this will help supplement security patrols by CSI.
- I had recommended to the other business districts that they in fact use the funds for security patrols in an effort to slow down, prevent, or stop the increase of criminal activity across the city.

- **Annual Report & Renewal**

- I am working on the 2023-2024 Annual Report for the city. Our renewal date has not been set yet but much of the report draft is written and will be shared with the board for review. This will include the up-to-date financials and proposed budget. Our fiscal year is July to June so we always have an overlap of time and financing since the city's fiscal year is October to September.

- **Shout-Out**

- We must all take a moment to acknowledge all of the hard work that Myra & Ines put into the "Breakfast with Bluey" event. They spent more than a month poring over all the details to make the event such a success. When you see the photos and video, you will immediately notice all effort that was put into it.
- The event was a success on a number of levels. I will ask that Myra and Ines provide more details for you.
- Also wanted to shout out Tom Underhill, Kelly Bray, Crystal Rogers, Holly Unruh, and Alissa Cohn for helping to address all issues and keep the event running smoothly.

- **Looking Ahead - Planning**

- Next Business Breakfast: Thursday, September 21, 8:00am
- Walktoberfest: October 15

- **General Notes:**

- **Activating the district and "co-oping" events:**
- We have our monthly programming and the one-off events that we do to activate the district and help the businesses. I also like the idea of getting behind and co-oping events that businesses host themselves. For instance, Dutch's Brewhouse hosts Metal Mondays and Karaoke on Wednesday nights. We have helped promote these and do our own "takeover" of Metal Mondays with a featured artist. This is good for the hosting business to receive additional promotion.
- If we could get a business to host a dance lesson once a week, then we have a pretty well-rounded roster of "things to do" that people have asked for.



## **Security/Safety Issues:**

- E.D. Note: Security in the district is always the number one priority. If people really knew how much time was devoted to the issue, they would be surprised. Our efforts spill over into the neighborhoods as a way to “push against the tide” as I like to call it.
- Corked has had ongoing issues with shoplifting and assaults. I set up a meeting with the owners and CSI to work out a schedule to have a guard there during the week.
- Monday morning I walked into notification that 3 businesses had their doors smashed in the shopping center with Bundts, Handy’s LB Creamery. Just when we had the report that calls for service have gone down, there is another incident. We took the businesses information about the Visual Improvement Grant that the city has so they can apply for reimbursement for damages.
- We had a guy walk right into our building during the Bluey event and make it all the way to the back before turning around to leave. Apparently he was going door to door trying to get in and had already been to Tony’s Kitchen (who was catering our event).
- I personally have been reporting issues to LBPD on their new link, especially speeding incidents. We would like to set up a “sting” stop out on the street where we are taking photos of license plates of the cars appearing to be speeding and document time to send to the city as a way to get more motor officer presence here.
- Need to set up next meeting with LBPD to continue the dialogue with the new outreach officer.
- Meanwhile, Tom Underhill is out cleaning up every day and reporting any issues to us.
- Kelly Bray patrols every night looking for issues.
- This is a big team effort.