



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

Thursday, September 28, 2023, 8:00 a.m. at Expo Arts Center

### AGENDA

**1. CALL TO ORDER/ROLL CALL**

**Excused Absences:**

**2. WELCOME & INTRODUCTIONS**

**3. APPROVAL OF MINUTES**

- Approval of minutes, August 29, 2023

**4. Committee Reports:**

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

**5. NEW BUSINESS –**

- a. Annual Report to review
- b. President's notes

**6. OLD BUSINESS – No old business**

**7. 5<sup>th</sup> District Council Office Report**

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

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

**10. ADJOURNMENT**

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**BKBIA BOARD MEETING – August 29, 2023**  
**MINUTES**

Location: Expo Arts Center

Called to order: 8:02am

Adjourned: 9:35am

- **8:02am** – Crystal called the meeting to order
- In attendance:
  - Crystal Rogers, President
  - Bjoern Risse, Vice President
  - Bill Larson, Secretary
  - Katie Barish, Treasurer
  - David Ayala
  - Anthony Puente (via phone)
  - Robin Daykin
  - 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: Anthony Wingfield
  - Robert Allarte, CD5
  - Esther Ogunrino, CD8
  - Members of the public: Paul Forman
- **Approval of Minutes – July 19, 2023**
  - Katie made the motion to approve the minutes; David seconded the motion; Motion passed unanimously.
- **Public Comment**
  - Paul Forman discussed that LBCC is coming to north Long Beach by leasing space. Paul had conversations with CSULB to lease space in Bixby Knolls which is a good investment for the BID. Hoping this can still happen in the near future.

**Council Reports:**

- **Council District 5:** Rober reported that their concert at LBCC was a success; community meeting will be held on August 25 w/ Officer James Rapp, discussion about Safe Kid Ordinance for parks, and new park ambassadors; street work on Cartagena is nearly complete; Bixby Road has a sinkhole project that should be complete by September 1; city working on tree removals and replacements.
- **Council District 8:** Esther reported that it was a great concert in the parking lot and CD8 had a great Back to School Jam event; note from the Commander's meeting that

Kia vehicles are now targets for catalytic converters; uptick in car thefts and burglaries; look for note about city closures for Labor Day

### **Agenda:**

#### **New Business:**

- **President's Note** – August has been a heavy events month for the staff; Board Members are asked to help with outreach to businesses. Can we please rotate through the board to reach out to new businesses, welcome packets should be delivered; can we order name badges for board members to have for their outreach visits.

#### **Old Business:**

- Effects of Homeless & City grants/ VIP Grants for businesses

#### **Committee Reports:**

- **Project Manager Report** – Myra reported that First Fridays in August was our 50<sup>th</sup> anniversary of Hip Hop celebration, big crowds in attendance later in the evening; both August parking lot concerts were very successful and well attended, shout out to the Port and Long Beach Community Foundation for sponsorship; Breakfast with Bluey fundraiser was a lot of work but sold out and attendees had a great time. BKBIA netted \$4500 from the event. Upcoming schedule and social media stats were provided.
- **Content Manager Report** – Ines reported on managing BK Community Foundation details such as donations, Wall of Gratitude, and donor outreach; regular communication with business members on all issues; First Fridays management with businesses who have never participated before coming to set up tables, participation has grown a lot.
- **Executive Director Report** – Mayor Richardson has requested funds for the BIDs in the upcoming budget, funds could be used for corridor activation and security; working on the annual report for our renewal in September or October, need to work with Brenda on the financials; Shout Out to the staff for working so hard to make Breakfast with Bluey such a success; looking ahead to our next business breakfast and Walktoberfest will be October 15; General notes about co-oping events that businesses host on their own, BKBIA can add promotional muscle to these events to be even more successful (like Metal Mondays or Second Saturdays)
- **Security & Code Enforcement** – Blair reported: Security in the district is always the number one priority. A lot of each day is dedicated to these issues. There have been a number of incidents recently that needed more help from LBPd and CSI. We are thankful for the efforts of Tom Underhill and Kelly Bray to keep the area clean and safe, too.

#### **a. Adjournment :**

- i. Davide made a motion to adjourn; Bjoern seconded
- ii. Motion passed unanimously; meeting adjourned at **9:35am**

## Project Manager Progress Report

### ❖ Events & Promotions

- **First Fridays**
  - September FF was an early Hispanic Heritage Month Celebration in partnership with Puente Latino Association. They helped with four space activations.
  - Thank you to CD5 & CD8 for sponsoring this First Fridays event.
- **Hispanic Heritage Month Features**
  - Highlighting our Hispanic-owned and/or managed businesses. Always a great response online and another way to promote our members.
- **End of the Year Fundraisers**
  - Potential Holiday Party
    - We need help securing sponsorships for this, who can sign up to help do outreach?
    - Looking for a venue that takes care of table/chair set ups.
  - Potential SantaCon Beer Crawl – Dec 10
    - Following the structure of our “Almost St. Patrick’s Day” that helped us raise over \$5,000

### ❖ Looking Ahead

- **October 6** – First Fridays, 6:30pm-9:30pm
- **October 11** – Literary Society, 7pm
- **October 15** – Walktoberfest, 3pm-7pm
  - Non-ticketed event, but loaded with music, food/drink specials, Big Red Bus; also the same day as a big gothic party at Ambitious Ales
- **October 19** - Knights of the Round (Turn)table, 6:30pm
- **October 22** – Kidical Mass (Zombie Ride), Pixie Toys at 11am
- **Every Saturday** – Strollers, 7:30am
- **Every Monday** – “Rocktober” our takeover of Dutch’s Brewhouse’s “Metal Mondays” with special playlists during the month of October

### ❖ Social Media

- **Instagram:**
  - **27,620** followers, gained 225 followers since our last meeting.
- **Facebook:**
  - **20,711** (all pages combined), gained 28 followers since our last meeting.
    - **10,447** members in community group

## Content Manager Progress Report

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### → BK Community Foundation

- ◆ 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.
- ◆ Food Insecurity Program
  - The BKBIA has decided to continue and manage this program. We have been given donations from anonymous donors for the past year but hope to continue it with new donations from the community.
  - Promote this program and track donations received. Net total: **\$2,491.86** starting September 1, 2023.

### → Business Members

- ◆ Participating board members have begun or will begin to help with outreach and distributing welcome packets.
- ◆ A sheet of new businesses has been created and shared with board members.

### → Events

- ◆ Literary Society
  - Promote our Bixby Knolls book club so that people know about it and continue to gain new members.
  - Our recent post received about 800 likes, 158 shares, and reached about 9,000 people.

## **Executive Director's Report – September 28, 2023**

- **Annual Report & Renewal**

- The annual report is finished and submitted to the board of directors to review and vote on for approval. The financials have been a challenge for a number of reasons. First, the obvious cleanup we have done over the year on all accounting. Second, the assessment increase was implemented halfway through our fiscal year so we used best estimates on total assessment revenues to be collected.

- **Member Outreach**

- Daily/weekly we hear from our membership via email, social media, phone, text. At the same time, we send random check-in emails, texts, and social media posts. It's a constant two-way communication. We will obviously focus on some businesses that may need extra help for a while with any number of issues.

- **Business Retention**

- This is part of our outreach. We recently had a new business sign up at the SBDC to get help in putting a business plan together and pursue other services.
- We also recommend that our businesses pursue the city's loan program which can be very beneficial.
- We hired CSI Security Patrol to be on-site when the new Hart N Soul opened their doors on a Saturday. That shopping center at the northeast corner of LB Blvd and Wardlow has individuals who disturb 7-11 and neighboring businesses. We did NOT want opening day to be a problem for this new business.

- **Code enforcement issues:**

- Former dental property in the 3800 block; for a long time the landscaping has been left untouched, access to the building for the homeless was an issue, as was lighting and dumped items. Code had contacted the owner to clean up. As of this week we see much more progress being made to the property.
- Site of new bank on LB Blvd. Construction isn't supposed to start for a while and weeds and trash have accumulated.
- Alex Automotive site – potential van operating a business illegally, individuals living on site, drug use and sales on site. Multi departments looking into this.

### **Security/Safety Issues:**

- The unusual call we got this week was from a business owner who stated that a sheriff's vehicle (or an official vehicle of some kind) dropped 3 homeless individuals off at Roosevelt and Atlantic. One happened to be dancing and carrying a liquor bottle. Still looking into this one.
- Kelly Bray patrols are consistent each day as he looks for any security issues in the district as well as reporting on progress to developments in the district.
- LBPD & CSI meeting: We addressed all the typical issues such as speeding, petty crime, break ins, and individuals who have repeatedly caused problems for businesses. It was

important for us to show our support and have this business celebrate its opening with no problems.

- CSI is paying close attention to the 7-11 on Wardlow and LB Blvd for individuals who continue to create problems at the shopping center.
- Officer Walker is now back as CSI has switched back to day patrols.
- Progress: New optometrist office built out next to Deep Blue Swim School; Malek Medicine new makeover is nearly done; Able Arts Work building is looking very good.