



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, October 26, 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, September 28, 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. President’s notes

6. OLD BUSINESS – Annual Report Approval

7. 5th District Council Office Report

8. 8th District Council Office Report

9. Public Comment (limited to 3 minutes)

10. ADJOURNMENT

Bixby Knolls Business
Improvement Association

4321 Atlantic Avenue
Long Beach, CA 90807

(562) 595-0081
info@bixbyknollsinfo.com

www.bixbyknollsinfo.com

BKBIA BOARD MEETING – September 28, 2023
MINUTES

Location: Expo Arts Center

Called to order: 8:07am

Adjourned: 9:05am

- **8:07am** – Crystal called the meeting to order
- In attendance:
 - Crystal Rogers, President
 - Bjoern Risse, Vice President
 - Bill Larson, Secretary
 - Katie Barish, Treasurer
 - David Ayala
 - 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:
 - Anthony Wingfield, Robin Daykin, Anthony Puente
 - Robert Allarte, Shannon Johnson, CD5
 - Esther Ogunrino, CD8
 - Members of the public: Paul Forman
- **Approval of Minutes – August 29, 2023**
 - Bill made the motion to approve the minutes; David seconded the motion; Motion passed unanimously.

Agenda:

Committee Reports:

- **Project Manager Report** – Myra reported that First Fridays, Hispanic Heritage Month features, end of year fundraisers including possible holiday party and Santacon Beer Crawl; provided the October calendar of events and social media updates. General discussion ensued about Walktoberfest.
- **Content Manager Report** – Ines reported on managing BK Community Foundation; Member outreach; status of upcoming events, especially Literary Society. Discussion ensued regarding new businesses and Welcome Kits. The board wants to create a good plan for Meet & Greet of new members. David will take the lead on this.

- **Executive Director Report** – Blair reported: Annual report and renewal. The report was presented to board members without the budget. Budget is still being cleaned up and worked on by Blair and Crystal. Blair also discussed member outreach, business retention, code enforcement issues, and current security and safety issues.
- **Security & Code Enforcement** – Blair reported: There was an unusual call from a business owner about seeing a possible sheriff's car (or an "official looking" car) dropping off 3 homeless individuals at Roosevelt and Atlantic. Still looking into this. Kelly Bray is consistent in patrolling each day and night looking for any type of safety issue to be addressed (i.e., lighting to be fixed); we met with CSI and LBPD to discuss area hot spots. The 7-11 at LB Blvd and Wardlow has a repeat offender who continues to harass customers to the shopping center and cause disturbances along LB Blvd.; CSI officer Walker has returned to daytime patrols.

New Business:

- **Annual Report & Renewal** – Bill made a motion to approve the annual report and to review and approve the budget later. Bjoern seconded the motion. Motion passed unanimously.

Old Business:

- No old business was discussed.

Council Reports:

- **Council District 5:** No report given.
- **Council District 8:** Esther reported that speed limits are being reduced around the city; street paving projects in the area are nearly complete; Julian Cernuda is the new Economic Development Bureau Manager; Pacific Gateway has great services for businesses; CD8 has scheduled a neighborhood cleanup this week.
- **Public Comment**
 - Paul Forman followed up on comments about 4202 Atlantic Avenue, both about contacting the property manager and tenant.
- a. **Adjournment :**
 - i. Davide made a motion to adjourn; Bjoern seconded
 - ii. Motion passed unanimously; meeting adjourned at **9:05am**

Project Manager Progress Report

❖ Events & Promotions

- **First Fridays**
 - Celebrated Arts Month for October FF, very big crowd throughout the night.
- **Kidical Mass**
 - Huge turnout to our annual Zombie Bike Ride, had to cut the route shorter.
- **SantaCon Beer Crawl – Dec 10**
 - Following the structure of our “Almost St. Patrick’s Day” that helped us raise over \$5,000
 - Lola’s, Rasselbock, Ambitious Ales are in for donating an item for ticket holders.
 - Smog City can do \$1 tasters, \$3 pints to ticket holders.
 - We will continue to reach out to other restaurants & retailers to ask for donations for ticket items and/or offer specials for ticket holders.

❖ Business Member Updates

- Although we lost Rite Aid, we just got a few new businesses that reached out to us.
 - **Lollipop Dental** – Grand Opening Nov. 4
 - **The Hair Collective** – Just had their Grand Opening
 - **Bixby Dental Studio** – Opening soon
 - **Premier Choice Live Scan** – Grand Opening Nov. 11
 - Possible new personal training business, in contact with Blair.

❖ Looking Ahead

- **November 3** – First Fridays, 6:30pm-9:30pm
- **November 8** – Literary Society, 7pm
- **November 16** - Knights of the Round (Turn)table, 6:30pm
- **November 19** – Kidical Mass, Pixie Toys at 11am
- **November 26** – Small Business Saturday
- **Every Saturday** – Strollers, 7:30am

❖ Social Media

- **Instagram:**
 - **27,858** followers, gained 238 followers since our last meeting.
- **Facebook:**
 - **20,741** (all pages combined), gained 30 followers since our last meeting.
 - **10,554** members in community group

Content Manager Progress Report

→ BK Community Foundation

- ◆ Continue sharing our Food Insecurity program & ask for donations to keep this program alive. Our current total is a little under \$3,000.
- ◆ We had a meeting with the College Promise Program to extend Wednesday drop offs or add another day.
- ◆ Thank you letters have been sent out to everyone who has donated to our Food Insecurity Program.
- ◆ Continuously update our master directory to make sure all businesses/business licenses are up to date.
- ◆ Check in with someone at the Business Services Bureau to ask any questions regarding business licenses.

→ Business Members

- ◆ We randomly reached out to a few members to check in with them throughout the week to see how they are doing and what we can do to help them.
- ◆ The owner of Epic Wings shared with us that they have been a little slow so we offered to have a flash event with them.
- ◆ Updating our emailing list to create new callouts for business features and other business resources.

→ Events

- ◆ Holiday Party (potential date: Dec 13)
 - The Masonic Lodge is a potential venue and the cost is \$2,000 (nonprofit pricing). We will reach out to Team Faschnat to see if they would like to be a sponsor for this event.
 - Creating a sponsor outreach list.
 - Sending invitations through mail or in person to our biggest donors.
 - Potential community members to buy tables.

Executive Director's Report – October 26, 2023

- **Annual Report & Renewal**

- It is critical the board vote on the budget today so we can submit all components of the annual report for our renewal. The city is already reading the report and will wait for our budget before setting the date with city council.

- **Care Closet LBC Gala – November 2**

- Duke Givens has requested that BKBIA board members attend his gala next week. \$100 tickets and/or we can purchase a table for \$1,000. It is very important that we show Duke our support for what he has done for the BKBIA. Please consider attending the event next Thursday evening at Ovation Church, 4th and Pine in downtown.

- **General Safety Note**

- It's almost one car crash per night now. The damages are easy to be seen and perhaps it will take a fatality of an innocent bystander or perhaps a revered LB individual before we truly see some type of enforcement or steps to address this citywide issue.
- We have also had some recent close calls with homeless/mentally ill individuals around our building as well as throughout the district. I see the council office from district 1 is asking for more support for downtown, the mayor getting behind that request. What about all parts of the city who are experiencing the same issues. We will not tolerate assaults, let alone break-ins, and thusly creating a bad perception for our area.
- We set another meeting with LBPD and CSI for early November.

- **Small Business Saturday**

- We have already started to "tease" Small Business Saturday in a few social media posts. Our campaign hits hard starting November 1 and includes features on businesses of all types plus "things you will find" photo galleries.