



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  
Vacant – 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  
Blair Cohn-Executive Director  
Myra Pimentel – Project Manager

## BOARD OF DIRECTORS MEETING

Thursday, February 22, 2024, 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, October 26, 2023

**4. Election of Officers**

**5. NEW BUSINESS –**

- a. President's notes

**6. OLD BUSINESS – Annual Meeting Recap**

**7. Committee Reports:**

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

**8. 5<sup>th</sup> District Council Office Report**

**9. 8<sup>th</sup> District Council Office Report**

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

**ADJOURNMENT**

Bixby Knolls Business  
Improvement Association

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**BKBIA BOARD MEETING – October 26, 2023**  
**MINUTES**

Location: Expo Arts Center

Called to order: 8:02am

Adjourned: 9:34am

- **8:02am** – Crystal called the meeting to order
- In attendance:
  - Crystal Rogers, President
  - Bjoern Risse, Vice President
  - Bill Larson, Secretary
  - Katie Barish, Treasurer
  - Anthony Puente (via phone)
  - Robin Daykin
  - David Ayala
  - Jeff Beasley
  - 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, Shannon Johnson, CD5
  - Esther Ogunrino, CD8
  - Members of the public: Paul Forman
- **Approval of Minutes – September 28, 2023**
  - Katie made the motion to approve the minutes; Starr seconded the motion; Motion passed unanimously.

**Agenda:**

**Committee Reports:**

- **Project Manager Report** – Myra reported on recent First Fridays Arts Month, Kidical Mass, and the proposed new event SantaCon. This would be a fundraising event like Almost St. Patrick's Day. Just starting the outreach to businesses for the event. Bjoern commented about making the event friendly to both men and women by adding features that would be attractive to all people, including kids. Myra also provided a list of new businesses soon to open and the November calendar of events.

- **Content Manager Report** – Ines reported on managing BK Community Foundation; Member outreach; status of upcoming events, especially a potential Holiday Party for our members and the community. Discussion ensued about the holiday party, especially proper sponsor recognition. General comments: Business support will be critical in 2024 as there is a feeling of things slowing down and getting quiet.
- **Executive Director Report** – Blair reported: Annual report and renewal – the board must vote today to approve the budget submitted to the city for our renewal; the board is encouraged to attend the Care Closet LBC Gala on November 2. Duke Givens has done a lot of work for the BKBIA and we should support him. Tickets are \$100 or we can buy a table for us.
- **Security & Code Enforcement** – Blair reported: Recent car crashes and close calls with some mentally ill individuals have taken up much of our time as we continue to focus on safety for the entire district. We will meet again with CSI and LBPD in November.

#### **New Business:**

- President's notes: Crystal reiterated the importance of keeping the district safe. She also asked that board members take a close look at the budget for a better understanding of our operations.

#### **Old Business:**

- Annual Report Approval – Board members read through the line items of the proposed new budget. General discussion ensued. David made a motion to approve current budget to submit to the city. Bjoern seconded the motion. Motion passed unanimously.
- Starr made a motion for Bill Larson to create a more accurate budget based on comments from the board. This budget will be brought back to the board for further discussion at a future meeting. Jeff seconded the motion. Motion passed unanimously.

#### **Council Reports:**

- **Council District 5:** Shannon Johnson introduced herself. Robert Allarte discussed structure; at the next meeting at council, a 45-day report is due on the airport regarding increase in small plane flights over the neighborhood; Coffee with the Commander is on November 8; Commander Forum is November 8; CD5 Free Aquarium Night is November 29
- **Council District 8:** Esther reported: CD8 blood drive is coming up as is the CD8 Free Aquarium Night; CD8 is hosting a public safety meeting regarding the status of the homeless emergency; there will be ae training for the public to help in an emergency (Stop the Bleed).

- **Public Comment**

- Paul Forman discussed the possibility of new revenue options through Expo rentals--bringing in event planners and taking a percentage of the revenues for the BKBIA

- a. **Adjournment :**

- i. Davide made a motion to adjourn at 9:34am; Starr seconded
    - ii. Motion passed unanimously; meeting adjourned at **9:34am**

## Project Manager Progress Report

### ❖ Events & Promotions

#### ○ First Fridays

- Celebrated the holidays at December First Fridays. Special shout-out to KUBO, Semillitas, Ambitious Ales & Sala for working together and hosting a cultural holiday block party. Their activations drew large crowds at the event.
- January: Restaurants and shops were busy, however, lighter crowd than usual.
- February: Our big Black History Month celebration, more people out than January. But we are still battling with the colder weather.

#### ○ Kidical Mass

- Held our annual “Ugly Sweater Ride” in December.
- We had the Oscar Mayer Wienermobile be the pace car as a fun & unique element to the event. Had around 150 attendees.
- Lola’s grilled hot dogs after the ride in honor of the Wienermobile attending, Oscar Mayer gave away fun swag items.
- Ding Tea gave coupons to attendees. They did the same this month.
- No ride in January.

#### ○ SantaCon Beer Crawl – Dec. 10, 2023

- Huge success, sold 588 total tickets, making \$13,689.39 (after fees)
  - 482 Santa (Drinking) tickets
  - 106 Santa’s Helper (Designated driver/kid) tickets
  - **Total Fundraised: \$7,876.59**
- Special thanks to our sponsors: Councilwoman Megan Kerr for sponsoring the “Knollsville” photo experience in the Allery, holiday inflatables and 360 Video Booth & Team Fasnacht for sponsoring the Trolley.
- Event brought out mostly new people we don’t see at our usual events.
- Feedback from businesses was super positive, shops saw high foot traffic & sales
- Great vibe overall from attendees, everyone dressed up and had a great time trying food and drinks from participating businesses.
- This year, expenses will be lower as we have inflatables to reuse now.

### ❖ Looking Ahead

- **March 1** – First Fridays, 6:30pm-9:30pm
- **March 10** – Almost St. Patrick’s Day, 2pm-6pm
- **March 13** – Literary Society, Dream Come True at 7pm
- **March 17** – Kidical Mass, Pixie Toys at 11am
- **March 28** - Knights of the Round (Turn)table, Beachwood at 6:30pm
- **Every Saturday** – Strollers, Coffee Bean at 7:30am

### ❖ Social Media

- **Instagram: 28,508** followers, gained 650 followers since our last meeting in October.
- **Facebook: 20,809 20,857** (all pages combined), gained 116 followers since our last meeting.
  - **10,918** members in community group

**Executive Director's Report – February 22, 2024**  
**(Report carried over from January. Annual Report presentation was given on February 15, 2024)**

- **Changes**

- Ines left the BKBIA on January 12 to pursue a job in the communications department of the Port of LB.
- Carl's Jr. closed down; Chipotle supposedly leasing the location
- Suit store from downtown (Pine Ave) wants to come to BK
- About U has closed up
- Granny's Donuts has closed.
- Universal Fitness opening up
- See's Candies just opened
- The Pan will move to new location at LB Blvd and Del Amo
- Salud Juices looking to come to BK
- Shopping center with Bamboo Teri was just sold.
- New owner/operator for fire station building
- **Looking at possible infrastructure projects in the pedestrian zone, such as: festoon lighting across the street. Can there be a study/cost estimate done by CD5 and Public Works?**

- **Annual Meeting/Business Breakfast**

- Mark your calendar: February 15, 8:00am
- Focus: 2023/2024 stats and details; forecasts for the year
- **(Board should provide comments and feedback)**

- **General Safety Notes**

- CSI did a great job over the holidays with patrols and limited random incidents of petty crime.
- LBPd notes: Post-holidays and cold weather brings an uptick in substance abuse and incidents related from homelessness. We are seeing evidence of this around the district.
  - We discussed recent incidents at Ding Tea and massage parlor
  - There is a proliferation of small graffiti tags and stickers around the district – Tom Underhill and Kelly Bray have been removing them and reporting to GoLongBeach
  - Trying to stay on top of the issues of trash, graffiti, and any type of damage or vandalism.
    - Sharing VIP Grant information with businesses that need it

- General discussion ensued about state legislation regarding street vendors, police policies and homelessness.
- **BK Community Foundation**
  - Board Meeting is scheduled for January 29, 8:00am.
  - Tom Peters is applying for more grants on our behalf
  - Port grant was awarded again for First Fridays
- **Expo Building**
  - Status of new leases
  - New carpet
  - Minor repairs
  - Need to paint both rooms

## **2024 Notes to staff:**

### **January**

- Mostly setting up future months with some of our usual monthly programming (no Kidical Mass this month)
- Strollers 16<sup>th</sup> anniversary

### **February**

- Black History Month – BKBIA photo exhibit in KP Gallery
- Possible Mardi Gras parade returns for First Fridays? (King & Queen would be Andy and Megan Kerr)
- Literary Society 16<sup>th</sup> anniversary – February 14
- Kidical Mass returns

### **March**

- Almost St. Patrick's Day – ticketed event? March 10 or 16 or 17 (actual holiday)

### **April**

- Long Beach County Fair at First Fridays

### **May**

- Cinco de Mayo at First Fridays
- Kidical Mass 12<sup>th</sup> anniversary

### **Concert in the Park(ing Lot) Series:**

- June 24
- July 22
- August 12 – Sponsored by CD8
- August 19

### **Other/new:**

- The Pan will leave its location in Bixby Knolls and move to new location at Del Amo and LB Blvd. A better spot for them but our loss. Landlord is part of the issue.
- Strudel Fest w/Rasselbock ?
- La Parolaccia - Blair to send a “recruitment” letter (they are located on Broadway); just one example of outreach for businesses to come to BK
- Supper clubs at petroleum club starting in February
- Dance nights -- is there a business (Beachwood or KUBO) interested in hosting this?
- Music Mondays – still give Jason a push on his Mondays
- Business breakfasts – Annual Meeting is February
- KUBO exterior work/improvements – they are wanting to have more of an “identity” to their space.
- Business support. Financial and promotion – this is dictated by the budget and the needs of businesses. There could be a slowing of the economy this year and we will need to offer more support to many businesses to help them through.
  - Also, Ambitious Ales will need support to make their back patio permanent.
  - Set up a brainstorming session with Lewis of Epic Wings
- “Business Recognition program”. Acknowledgements for tenure and other factors. Need a new logo or badge for that. “Business of Distinction”



- Cassidy's Corner expansion
- Create list of street improvements/projects for Tom: graffiti removal; painting the sidewalk at Dream Come True;
- Other possibilities and repeated events may include: Filipino New Year; SantaCon; Multicultural Block Party
- Update website with business features and "things you will find" photo galleries.