



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
Jason Van Fleet – 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
Blair Cohn-Executive Director
Myra Pimentel – Project Manager
Alana Solas-Yoshii – Content Manager

BOARD OF DIRECTORS MEETING

Thursday, July 11, 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, April 25, 2024

4. NEW BUSINESS –

- a. President’s notes

5. OLD BUSINESS –

6. Committee Reports:

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

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

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BKBIA BOARD MEETING – April 25, 2024
MINUTES

Location: Expo Arts Center

Called to order: 8:09am

Adjourned: 9:25am

- **In attendance:**
 - Crystal Rogers, President
 - Bjoern Risse, Vice President
 - Bill Larson, Secretary
 - Katie Barish, Treasurer
 - Anthony Wingfield
 - Robin Daykin
 - David Ayala
 - Jeff Beasley
 - Starr Bunch
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - **Excused absences: n/a**
 - Robert Allarte, Shannon Johnson, CD5
 - Esther Ogunrino, CD8
 - Members of the public:
 - Paul Forman
- **8:09am** – Crystal called the meeting to order
- **Approval of Minutes – March 21, 2024**
 - Anthony W. made the motion to approve the minutes; Katie seconded the motion; Motion passed unanimously.

Agenda:

New Business:

- President's notes: Introduction of Alana Solas-Yoshii, Content Manager

Old Business:

- No old business was discussed.

Committee Reports:

- **Project Manager Report** – Myra reported: First Salsa Dance Night at Taboon was a success with 30+ in attendance, we received great feedback; First Fridays “County Fair” was success despite the cold and wind, especially the Khmer New Year celebration; great feedback from our first “Day in Bixby” video with over 12,000 views. We will continue to create more; our first Business of Distinction program was awarded to A Barber Shop on LB Blvd on their 55th anniversary, our goal is to do 1-2 a month to honor those with long tenure in the district; LB Walking Club coming to Bixby Knolls for a “women’s walk” with estimated over 100+ attendees. A great way to show new people the district
- **Executive Director Report** – Blair reported: BKBIA is now at full strength with Alana on staff; next business breakfast is May 16; working on the summer parking lot concert series; Security note – Jimmy Clemons is the number one offender in the district and we are building a case for LBPD for an arrest. He continues to harass the businesses in the area; we booked a daytime guard for CVS center at 35th and Atlantic as a deterrent; still waiting on city’s one-time grant funds; Kelly Bray is assisting with lighting projects on the corridors; additional security at First Fridays helped to keep things calm and family-friendly.
- **Security & Code Enforcement** – Included in E.D. Report.

Council Reports:

- **Council District 5:** Robert Allarte discussed: Please use the GoLongBeach app to report any issues around the district/neighborhood; CD5 will be hosting the Strollers at the field office; Level Up LB Grant info just was shared and should go to our membership; Councilwoman Kerr is headed to Washington DC with the mayor to discuss small plane noise among other things. General discussion ensued regarding general aviation, more air traffic.
- **Council District 8:** Esther reported: Uptown Business Expo with CD9 and LBCC; Sidewalk vending education meeting; May 2 Signal Hill Chamber meeting at the Expo Arts Center; GoLongBeach is the most effective way to report issues; May 24, next public safety committee meeting; Market Street & Atlantic still has traffic complaints even after the road work was completed.
- **Public Comment**
 - Paul Forman: GoLongBeach app is definitely worthwhile to use.
- **a. Adjournment :**
 - i. Katie made a motion to adjourn at 9:25am; David seconded
 - ii. Motion passed unanimously; meeting adjourned at **9:25am**

Project Manager Progress Report

❖ Events & Promotions

- **First Fridays**
 - July First Fridays: “Block Party” theme to go with the holiday weekend, slow start but then got really busy by 7:30pm when we hosted our “Olympic Torch Run,” which everyone seemed to have enjoyed the spontaneous parade.
- **Long Beach Walking Club x BKBIA**
 - June 9th we hosted the LBWC and had around 200 ladies attend the event.
 - Our goal with this event was to bring a new crowd to the district, introduce them to the area and to new businesses to discover in hopes they continue to return.
 - Huge success, we had GOfetch and Mystic Massage table at start/end plus Five Starr Pilates, Lucy’s Boudoir & The Merchant host us with treats. Steelcraft eateries provided 10%-off for lunch after the event.
 - We will try to host them again in the fall with a different route and different business stops/features.
- **Coffee Crawl Video Promotion**
 - Our 6-part video series of our “Coffee Crawl in Bixby Knolls” is now live on Instagram Reels & FB. We have received great response so far on social media.
 - The first video has 10.5K views & second video has 18K view so far, total views combined are at 38K views (calculated July 10th morning)
 - We did 13 stops including Ejs Pub at the end for an Irish Coffee.
 - Other stops include Sala Coffee & Wine, The Merchant, Rad Coffee, Sweetgrass, Cassidy’s, CoffeeDrunk, Steelhead Coffee, Bixby Joe, Nonna Mercato, Philz, Coffee Bean, Starbucks
- **New Content Direction**
 - We now have a TikTok account @bixbyknolls, which we will start to post our “destination” video-based content. This will help us highlight BK as a go-to spot for business recommendations and things to do.
 - Our next “Day in Bixby Knolls” video feature will be “Night Edition” to highlight Nonna Mercato’s “Summer Nights” dinner service, Long Beach Shakespeare Company, and a couple other “night life” businesses.
 - We recently have partnered with a small influencer/content creator “@cutelittlespots_” which helped promote Tony’s Kitchen brunch. The video got over 226K views and has helped them get busier since it went live.
 - We will explore other influencer/content creation partnerships to continue helping businesses and the overall district gain new exposure and promotion.

- To help with the workload, we have been working with Diana to help us edit videos as we continue to work on our ongoing programs and day-to-day responsibilities. This has really helped us grow our content output.
- **BK Community Foundation**
 - We hosted our “Taylor Swift Social Party” Event Fundraiser, sold 170 tickets, fundraised \$6,900 with tickets and bar sales. We had Pixie Toys, Art Spot, Glasshouse Hair Salon and Able Arts Works participate at the event.
 - Everyone had a great time and had people asking us when the next “social party” would be.
 - We are participating for the first time in Long Beach Gives, city-wide fundraising event on Sept. 19. We will provide more details as we get closer but we will be doing a big month-long campaign leading up to it.

❖ **Looking Ahead**

- **July 21**– Kidical Mass, Pixie Toys at 11am
- **July 22** – Concerts in the Park(ing Lot) ft. Seville and The Ohio Trio
- **July 25**- Knights of the Round (Turn)table, Beachwood at 6:30pm
- **August 2** – First Fridays ft. David Bowie Celebration, 6:30pm-9:30pm
- **August 12** – Concerts in the Park(ing Lot) ft. AbSOULute, Sponsored by Councilmember Al Austin
- **August 14** – Literary Society, Dream Come True at 7pm
- **August 15** – Business Breakfast, Expo Arts Center at 8am
- **Every Saturday** – Strollers, Coffee Bean at 7:30am

❖ **Social Media Analytics**

- **Instagram: 29,948** followers (BK + FF accounts), gained 561 followers last month.
- **Facebook: 21,050 21,109** (all pages combined), gained 59 followers last month.
 - **11,444** members in community group

Content Manager Report- Alana Salas-Yoshii

- **Community Foundation**
 - Tracked, monitored, and recorded donations to the community foundation
 - Sent timely thank you letters to donors
 - Recorded check payments from the community foundation account
 - Submitted accounting information to bookkeeper
- **Outreach Projects**
 - Designed “Girls’ Day in Bixby” visitor guide pamphlet highlighting local businesses and activities for ladies to enjoy
 - Wrote a “Day in Bixby” day in the life video script
 - Acted in and narrated “Day in Bixby” video
 - Participated in planning the next “Day in Bixby” coffee crawl video
 - Will act in coffee crawl video
 - Create and send weekly Bixby Brief newsletter
 - Authored 4 social media posts
- **Business Support**
 - Coordinated Bixby Knolls Car Wash Business of Distinction award presentation with business owner
 - Wrote and published a “Knoll’s Your Business” business spotlight for Hope Arts Therapy
 - Assisted with the quarterly business breakfast
 - Coordinated First Friday tabling with business members
 - Attended Mobile Office Hours at George’s 50’s diner
 - Created “Code of Conduct” for the Expo Arts Center per the request of tenants
- **Community Events**
 - Participated in planning for Long Beach Walking Club
 - Pitched idea and participated in planning June 29th Taylor Swift Social Party community foundation fundraiser
 - Event will include The Art Spot, Able Art Works, and Pixie Toys
 - Attended Kidical Mass anniversary ride and Knights of the Round (Turn)table
 - Sent monthly Literary Society event info and updated Lit. Society landing page

Executive Director's Report – (May 30, 2024) July 11, 2024

- **General News:**
 - We have booked our 4 parking lot concerts, June thru August AND have one additional to add to the schedule which will be combined with First Fridays in August. FYI: The August 12 concert is sponsored by CD8 and will be held in the Bixby Knolls Shopping Center area
 - Clean & Safe Efforts: Tom Underhill has worked exceptionally hard in the last month cleaning tree wells and filling with mulch; **reporting graffiti and removing/painting over tags when possible**, tree trimming and lots of litter removal. Kelly Bray continues his outreach to landlords for safety issues such as lighting, graffiti, and encampments
 - **We have power-washed a number of locations along Atlantic really needing a cleaning, especially by Somi Somi**
 - Knolls Shopping Center landlord has complained about a food truck setting up daily on the sidewalk along LB Blvd in front of Trader Joe's. They are most concerned with the effect it has on Blue Burro. We contact the health department and business licensing to see if this operator is permitted and licensed or not and what enforcement the city can do to move the truck to somewhere else. Same goes for the fruit cart set up in the same location. (Update: Health and Licensing departments have addressed this. Now we have a few vendors popping up at the 7-11 property line)
 - **Business of Distinction program:**
 - A Barber Shop was first
 - Bixby Knolls Car Wash was honored on May 14
 - Bake & Broil will be honored on Tuesday, June 4 (59 years in business)
 - **Gibb Architects was honored June 18**
 - We have at least 20 other businesses on our list to honor with this designation over the upcoming months
 - **We will head to George's 50s Diner later this month.**
 - Really looking forward to our new promotions and events:
 - Coffee Crawl and video series
 - Women's Walk
 - Day in Bixby Knolls
 - Taylor Swift fundraiser
 - Mobile Office Hours at See's Candies

- Concert series
 - June 24 Yari More Latin Band
 - July 22 Seville and Ohio Trio
 - August 2 David Bowie tribute by MOVE
 - August 12 AbSOULute
 - August 19 Western Standard Time Ska Orchestra

- **General Safety Notes**
 - **UPATE: We received the funds finally (\$29K); need to meet with Dennis Cook to create a plan for additional over-night coverage.**
 - One-time funding (for security) from the city: Still waiting for these funds to arrive since their approval on October 1. Just last week another curve was thrown at us; the city asking for updated certificates of insurance and workers comp (which was no big deal), but then asking for “crime prevention” insurance which could cost us \$3000-\$4000/year to carry. Makes no sense. I wrote back asking why NOW after all this time was this sent to us and not brought up 8 months ago.
 - **UPDATE: Jimmy has been out of the district for over five weeks now. All quiet from him.**
 - Jimmy Clemons remains the number one offender in the district although he’s been quiet the last few days. LBPD has been notified of all incidents caused by him; hoping there’s a big enough case to have him locked up.
 - “Ronnie” was released from county jail, skipped his required rehab and now seems to be sleeping alongside of Polly’s for the last few days. Homeless Services has been contacted for outreach. Care Closet cleaned up his debris behind Rad Coffee. **He remains against the wall at Polly’s Pies.**
 - Sick trees on Cartagena – Lola’s reported sick trees dripping sticky residue alongside their space on Cartagena. CD5 reported this to Public Works. A few years ago there was a bad tree infestation in the area and we hope this hasn’t happened again. **More trees around the district may be sick with infestation now.**

- **BK Community Foundation**
 - **UPDATE: Status is all current. We will contact our bookkeeper and CPA for current year tax filing.**
 - Sent all paperwork to the DOJ and state to ensure the status remains “good.”
 - All taxes have been filed.
 - We have someone in the neighborhood who would like to get more involved with the Foundation to help us with fundraising and addressing issues in the neighborhood. We will pursue this to see exactly how much this individual wants to help and relieve some of the pressure from the BKBIA in managing the non-profit.

- **Expo Building**
 - In the works with the city: solar paneling, new lighting in Main Room, new carpet in Main Room. All of this is slow-going and dates for installation will be coordinated to not affect any programming. Had another meeting to discuss lighting project. **Need to coordinate efforts for installation of solar panels, then lighting, and lastly carpet.**
 - There is a change in city staff as our point of contact for minor repairs. We have had some issues recently with the toilets