



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, August 29, 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, July 11, 2024

4. NEW BUSINESS –

- a. President’s notes

5. OLD BUSINESS –

6. Committee Reports:

- a. Project Manager Report – Myra
- b. Content Manager Report - Alana
- c. Executive Director’s Report – Blair
- d. 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

4321 Atlantic Avenue
Long Beach, CA 90807

P: 562 – 595-
0081
info@bixbyknolls
info.com

www.bixbyknollsinfo.com

BKBIA BOARD MEETING – July 11, 2024
MINUTES

Location: Expo Arts Center

Called to order: 8:06am

Adjourned: 9:16am

- **In attendance:**
 - Crystal Rogers, President
 - Bill Larson, Secretary
 - Katie Barish, Treasurer
 - Jason Van Fleet
 - Robin Daykin
 - David Ayala
 - Jeff Beasley
 - Starr Bunch
 - Jeff Beasley
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - **Excused absences: Bjoern Risse, Anthony Wingfield**
 - Robert Allarte, Shannon Johnson, CD5
 - Esther Ogunrino, CD8
 - Members of the public:
 - Paul Forman
- **8:06am** – Crystal called the meeting to order
- **Approval of Minutes – April 25, 2024**
 - Katie. made the motion to approve the minutes; Starr seconded the motion; Motion passed unanimously.

Agenda:

New Business:

- President's notes: No report given

Old Business:

- No old business was discussed.

Committee Reports:

- **Project Manager Report** – Myra reported July First Fridays “Block Party” theme hosted our Olympic Torch Run during the event; LB Walking Club event had 200 women come to enjoy the event and tour parts of BK. With participation of our business members, the walkers had a great time and want to come back in the fall; our 6-part video series for the “Coffee Crawl” is now up on social media and getting great traction; BKBIA has a new TikTok account and will post our “destination” videos there; We have partnered with a new social media influencer to do a feature on Tony’s Kitchen which resulted in an increase of business for them. General discussion ensued about Tony’s décor, signage and general feedback; Our Taylor Swift Social Party for the Foundation was a success with a net of \$7,000 from the event. Event schedule was also provided.
- **Executive Director Report** – Blair reported: We have booked the 4 parking lot concerts for the summer including one additional concert at First Fridays; Tom Underhill and Kelly Bray have been working extra hard at removing graffiti and working on code enforcement issues. We have recently power washed sidewalks from 3900 – 4200 blocks of Atlantic; Business of Distinction program launched with A Barber Shop, Bixby Knolls Car Wash, Bake & Broil, Gibbs Architects. We have a list of 20 more to go. We have a great promotion program lined up for the next month for social media content and to keep the neighborhood engaged when things get a bit slow during summer; BKCFoundation, our status is all current and our bookkeeper and CPA are working on current year tax filing. We are still working closely with the city on solar panels, new lighting, and new carpet for the Expo building.
 - We have just received the \$29K for additional security as a one-time funds payment from the city. We were able to have the city waive any require for “crime prevention policy” which was far too costly and would eat into this grant. “Ronnie” was released from jail and has posted up along the north side of Polly’s Pies; sick trees along Cartagena have been reported to the city as we are seeing another infestation again.
- **Content Manager Report:** submitted with board packet. Alan was on vacation.
- **Security & Code Enforcement** – Included in E.D. Report.

Council Reports:

- **Council District 5:** Robert Allarte discussed: City council is on a legislative recess. CD5 is still very active with concerts and other events and issues; setting up coffee shop meetings with Councilmember Kerr, 15 minutes each for those wanting to discuss issues with her; CD5 hosting their summer concert on August 16 at LBCC; Security camera report is coming back in September to provide results and data; City is working on updating Code Enforcement, especially for squatters, in addition to camping and homeless sheltering.

- **Council District 8:** Esther reported: CD8 Blood Drive in June was a success; Community meeting will be held at the Boys and Girls Club to discuss fentanyl usage; Night at the Queen Mary is July 18; Harbor Tour is July 30; Back to School Festival August 9; August 12 parking lot concert; To city council, Union Pacific Railroad issue with the major transient issue. .

- **Public Comment**
 - Paul Forman: Crime prevention insurance requirement, which is new from the city, is very costly. (As mentioned, the BKBIA was told to get a policy which was expensive and a deterrent for pursuing one-time funds from the city). Kudos to Tom Underhill and Kelly Bray for their continued work in the district. Supreme Court taking on the issue of encampments and enforcement; LB could/should create “tent city” designations like San Diego has.
 - David Ayala: F&M team has been out visiting businesses, doing meet-and-greets. They had made it down to Alan Katz’s Cute Little Wedding Chapel and will continue to reach out to businesses.

- a. Adjournment :**
 - i. Bill made a motion to adjourn at 9:16am; David seconded
 - ii. Motion passed unanimously; meeting adjourned at **9:16am**

Project Manager Progress Report

❖ Events & Promotions

- **Concerts in the Park(ing Lot)**
 - We have officially wrapped up our summer concert series. We had a great turnout at all our concerts.
 - Special shout-out to CD8 for sponsoring one of our concerts, at the Bixby Knolls Shopping Center by F&M Bank.
 - The last one was across from Steelcraft and we had Dutch's Brewhouse do a pop-up of smash burgers and Twig & Willow do a retail pop-up.
- **Olympic Watch Parties**
 - These were hosted along with the Mayor's office. We had a USA soccer viewing party at Ambitious Ales and the USA water polo viewing party at The Petroleum Club.
 - We had many community members attend both parties, all very happy to be participating and mingle with us and other community members.
- **Business of Distinction**
 - Polly's Pie: Celebrating 35 years, awarded on August 8th during their anniversary celebration.
 - Turner Chiropractic: Celebrating 38 years, awarded on August 15th at our Business Breakfast.
- **@LBfoodcoma x BKBIA Instagram Collab Giveaway**
 - James, the popular local food influencer, reached out to us with an interest in having a collab giveaway on Instagram for gift cards to our local eateries. He said he did this recently with 4th street and did very well for them.
 - So far have gained about 800 local followers (must be local to enter giveaway)
- **Long Beach Gives**
 - City-wide fundraising event (Sept. 12-19) for non-profits. It's our first time participating. We will be going all out (within our bandwidth) to see if it's worth it for us to participate every year. We need help getting peer fundraisers and matching grants. Alana will into more details as to what we're doing for our fundraising efforts.

❖ **Looking Ahead**

- **September 2** – First Fridays, Youth & Culture Celebration, 6:30pm-9:30pm
- **September 11** – Literary Society, Dream Come True at 7pm
- **September 12-19** – Long Beach Gives Fundraising, see following page for event details
- **September 15** – Kidical Mass, Pixie Toys at 11am
- **September 19** - Knights of the Round (Turn)table, Beachwood at 6:30pm
- **Every Saturday** – Strollers, Coffee Bean at 7:30am

❖ **Social Media Analytics**

- **Instagram: 29,948 31,531** followers (BK + FF accounts), gained 1,583 followers last month.
- **Facebook: 21,125** (all pages combined), gained 16 followers last month.
 - **11,566** members in community group

Content Manager Report- Alana Salas-Yoshii

Board Meeting August 29, 2024

- **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
- Sent weekly accounting updates to the Jammin Music Fund organizers
- Submitted accounting information to bookkeeper
- Assisted in filming promotional videos to boost donations for the Community Foundation
- Collaborated with team to create a schedule for Long Beach Gives fundraising efforts (Sept 12-19)
 - Thursday- Sept 12
 - Kick off event: Good Spirits Club at Lola's w/ custom coasters, napkins, centerpieces, banners
 - Friday- Sept 13
 - Golden Hour- Bliss & Beats
 - Sound bath, yoga, and salsa dancing
 - Manifestation bracelet workshop
 - Tarot card reading
 - Drinks & food
 - Saturday- Sept 14
 - Strollers- pit stop at Expo Center for custom water bottles & granola bars
 - Sunday- Sept 15
 - Kidical Mass- Custom water bottles & treat bags
 - Monday- Sept 16
 - Mobile Office Hours- The Merchant w/ custom coffee sleeves
 - Tuesday- Sept 17
 - Supper Club- Patricia's w/ custom coasters, napkins, centerpieces
 - Wednesday- Sept 19
 - Mystical Makers' Night- Dream Come True w/ flyers, banners, and custom napkins
 - Thursday- Sept 19 *Official Day of LB Gives*
 - Bubbles & Bagels w/ BKBIA
 - Katie Philips Gallery 9am-12pm, Mixer for community & business owners
 - Knights of the Round (Turn)table 6:30pm - 8:30pm w/ custom coasters, napkins, centerpieces, banners

- Magic After Hours- 8:30pm -10:30pm. Magic show, specialty drinks, games
- **Outreach Projects**
 - Designed “Girls’ Night in Bixby” visitor guide pamphlet highlighting local businesses and activities for ladies to enjoy
 - Acted in “Girls’ Night Out” promotional video
 - Attended Beachwood Brewing and Distilling’s friends and family event
 - Acted in Beachwood Brewing and Distilling’s friends and family drink review video
 - Created and sent weekly Bixby Brief newsletter
- **Business Support**
 - Assisted with the quarterly business breakfast
 - Coordinated First Friday tabling with business members
 - Met with Twig & Willow to discuss and plan activation projects in the space
 - Sent business information & updates to BKBIA members
- **Community Events**
 - Boothed at CD5’s Annual Community Summer Concert
 - Attended Kidical Mass ride and Knights of the Round (Turn)table
 - Sent monthly Literary Society event info and updated Lit. Society landing page
 - Assisted with set up, coordinated VIP concert invites, and attended the July 22nd, August 12th, and August 19th Concerts in the Park(ing) Lot

Executive Director's Report – August 29, 2024

- **General Topics & Notes**

- Business Breakfast recap
 - Changed our agenda to be very focused with topics to motivate our membership.
 - The message is a reminder for everyone to work “on” their business, not just “in” it. We showed examples of good social media campaigns from our members.
 - We awarded the Business of Distinction award to Turner Chiropractic
 - Next: November, focusing on “What’s the Perception of Your Business?”; How do people see YOUR business?
- Security updates
 - CSI has recently added nighttime security patrols a few days a week as a deterrent for the recent break-ins.
 - There was a week of salon break-ins.
 - Tom Underhill, Kelly Bray, and Care Closet LBC continue to help with trash, trash from encampments, graffiti, and reporting all issues to the city.
- Code Enforcement – El Torito property has been an ongoing issue for the last month. LBPD West Division has been helping us coordinate with Code Enforcement and other city agencies to get the property cleaned up. The landlord will be fined for ongoing issues that are not addressed.
- Business Support – Reimbursement for break-ins. There have been several salons and barber shops that have had break-ins. The mayor’s office had its “rapid response team” pay most of them a visit and shared information on how to apply for the VIP Grant. There are a few salons that are not able to apply or receive the grant, so we are assisting with 2-3 businesses for reimbursement for glass/doors. For example: Taboon Mediterranean has been hit 3 times in 6 months. The reimbursements come from the Foundation account received by community donations for this type of use.
- Long Beach Gives – Myra and Alana will report in full.
- Summer programming summary
 - It was a busy summer trying to keep the neighborhood engaged with us. Kidical Mass rides, 5 parking lot concerts, Strollers and Literary Society meetings, Knights sessions, and sharing all the events and programs sponsored by our members.

- **Misc. City News**
 - City giving away 40 free of food carts; \$400K set aside for those needing a cart and willing to follow all licensing steps to get one
 - Mayor's budget to include support for BIDs and will be presented to the city council.

- **BK Community Foundation**
 - Status of Grants – Tom Peters continues to apply for grants on our behalf. We have currently been awarded \$10K for an LA Arts Grant, and the Port of LB has awarded us \$5K for First Fridays and \$5K for our parking lot concerts.

Other/new:

- Upcoming events:
 - Long Beach Gives
 - Walktoberfest
 - Small Business Saturday
 - SantaCon