



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  
Cynthia Moore – 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 Salas-Yoshii – Content Manager

## BOARD OF DIRECTORS MEETING

Thursday, April 24, 2025, 8:00 a.m. at Expo Arts Center

### AGENDA

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

**Excused Absences: David Ayala**

**2. WELCOME & INTRODUCTIONS**

**3. APPROVAL OF MINUTES**

- Approval of minutes, March 27, 2025

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

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

**9. ADJOURNMENT**

Bixby Knolls Business  
Improvement Association

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**BKBIA BOARD MEETING – March 27, 2025**  
**MINUTES**

Location: Expo Arts Center

Called to order: 8:07am

Adjourned: 9:28am

- **In attendance:**
  - Crystal Rogers, President
  - Bjoern Risse, Vice President
  - Katie Barish, Treasurer
  - Jason Van Fleet
  - David Ayala
  - Robin Daykin (via phone)
  - Cynthia Moore
  - Anthony Wingfield
  - Starr Bunch
  - Blair Cohn, Executive Director, BKBIA
  - Myra Pimentel, Project Manager, BKBIA
  - Alana Salas-Yoshii, absent due to illness
    - **Excused absences:** Bill Larson, Jeff Beasley, Katie Barish
  - Robert Allarte, CD5
  - Members of the public:
    - James Tir, BKCF Board Member
    - Nicollette Rhodes-Morgan, BKCF Board Member
    - Paul Forman
- **8:07am** – Crystal called the meeting to order
- **Welcome & Introductions:** New Bixby Knolls Community Foundation Board Members
- **Approval of Minutes – January 30, 2025**
  - Jason made the motion to approve the minutes; Anthony seconded the motion; Motion passed unanimously.

**Agenda:**

**New Business:**

- President's notes – Crystal requested board member volunteerism, especially during First Fridays. General discussion ensued regarding board presence and promotion. BKBIA to create a map of the district with a photo of each board member and their location in the district. General discussion ensued regarding Expo Arts Center rentals. Suggestion: Create a sub-committee to discuss a building manager and new leases for all tenants. These discussions will continue over the next few board meetings.

## Old Business:

- Budget Review: Board examined and discussed BKBIA budget. Budget approved with no major changes.

## Committee Reports:

- **Project Manager Report** – Myra reported: Secured a sponsorship from Riverpark Coalition for 3 First Fridays; Fundraising for the new board room is underway and \$3,975 has been received thus far; We have a grant for an intern through LA County Arts and Culture, college student to work with us from June to December; Filmed a “Day in Bixby Knolls” with Tom Underhill; Makers’ Night coming up on Record Store Day; had a good turnout for Almost St. Patrick’s Day.
- **Content Manager Report:** Alana reported on BK Community Foundation status including updating all accounting items, letters to donors, and meeting with board members. New board guidelines have been created for all members to follow. Other items discussed included outreach projects, business support, and community events.
- **Executive Director Report** – Blair reported: Landscaper has touched up the national park; CSI is back to days only due to budget limits; we added a new mural to the building as part of the mayor’s “music history”, mural is of the local punk band T.S.O.L., Kirra Bixby will paint a mural in the back room of the building at some point soon; Concerts to be booked soon; Business news: Fingerprints record store has moved in and will open up at the end of the week; We applied for Bess Hodges Grant and were awarded grants from the Port of LB.

## Council Reports:

- **Council District 5:** Robert had no major issues or items to discuss.
- **Public Comment**
  - Paul Forman discussed the Rezoning Walk set for the upcoming Saturday at 9am, led by city planners and consultants. The 602 Program for landlords should be pursued as a deterrent for loitering and homeless encampments.
- a. **Adjournment:**
  - i. David made a motion to adjourn at 9:28am; Jason seconded
  - ii. Motion passed unanimously; meeting adjourned at **9:28am**

## Project Manager Progress Report

### ❖ Promotions + Admin Bits

- **Bixby Knolls Community Foundation**
  - We tasked the Marketing & Fundraising committee to help us come up with ideas on how to build awareness of the BKCF, leading up to this years LB Gives campaign in September.
  - The committee suggested we rebrand BKCF with a more friendly, welcoming, community-like logo and branding. Currently working on adding some color and personality to the current motif.
  - We also have plans to create a new Instagram solely to help highlight the clubs and programming that are already being created by groups in Bixby Knolls. This is one part of the goal to raise awareness of the BKCF.
  - We have a BKCF board meeting in two weeks.
  - We've transformed the new boardroom since the last board meeting, that has been a big project to tackle. Alana will go into more detail regarding the work.
  
- **Grant for Intern approved by the LA County – Arts & Culture**
  - We received over 25 applications; Alana & I interviewed the top three candidates. We plan to schedule a second round of interviews with our top two candidates with Blair. The intern should be starting the first week of June.
  
- **Makers' Jam – Record Store Day**
  - We had about 35 attendees at Able Arts Work HQ.
  - Partnered with Able Arts Work to do custom collage vinyl or cd covers & custom music themed buttons.
  - It was a great way to tie this community event with Second Saturdays and Record Store Day, lots of new faces in Bixby Knolls for this event.
  
- **Retro Romp**
  - Mrs. Roper & Grandparents Costume Bar/Food Crawl Fundraiser on June 1
  - Working on locking down drinks & food items for the tickets
  - The goal is to launch the event tomorrow, it's about a month away now.

❖ **Looking Ahead**

- **May 2** – First Fridays, Arte de Mayo, 6:30pm-9:30pm
- **May 14** – Literary Society, Dream Come True at 7pm
- **May 15** – Business Breakfast, Expo Arts Center, 8am
- **May 18** – Kidical Mass 14<sup>th</sup> Anniversary, Pixie Toys at 11am
- **May 29** – Knights, Beachwood Brewing & Distilling at 6:30pm
- **Every Saturday** – Strollers, Coffee Bean at 7:30am

❖ **Social Media Analytics**

- **Instagram:** 34,691 followers (BK + FF accounts), gained 426 followers since our last meeting.
- **Facebook:** 21,155 (all pages combined)
  - 12,563 members in community group

## **Content Manager Report- Alana Salas-Yoshii**

### **Board Meeting April 24, 2025**

- **Community Foundation**

- Tracked, monitored, and recorded donations to the Community Foundation
- Sent timely thank you letters to donors
- Recorded check and card payments from the community foundation account
- Submitted accounting information to bookkeeper
- Updated donation levels for donor gifts
- Met with BKCF marketing committee 3 times
- Added 1 new business owner to the Bixby Knolls Community Foundation board
- Assisted with planning and outreach for Retro Romp fundraiser
- Co-led interviews for new BK Community Foundation intern position
- Bixby Board Room
  - Room is 75% done in its current state. Repainted, installed new floors, bought and assembled furniture, mounted TV, and hung sound panels.
  - Last month we raised \$3,960 at the time of the board meeting.
  - This month we have raised \$13,972 total from 40 community members PLUS received a \$6,500 grant from the Long Beach Community Foundation.
  - Donors of \$100+ get their name on a sign in the room, \$1,000+ get a photo of their choosing on the wall.

- **Outreach Projects**

- Created and sent weekly Bixby Brief newsletter
- Assisted in social media posts

- **Business Support**

- Coordinated First Friday tabling with business members
- Sent business information & updates to BKBIA members
- Attended COBA virtual meetings

- **Community Events**

- Assisted in planning and hosted Makers' Jam in collaboration with Able Arts Work for National Record Store Day
- Attended Kidical Mass ride and Knights of the Round (Turn)table
- Sent monthly Literary Society event info and updated Lit. Society landing page
- Assisted in planning and staffed First Fridays

## Executive Director's Report – April 24, 2025

- **General Topics & Notes**

- Parking Lot Concert Schedule:
  - June 23 – One Drop Redemption
  - July 14 -- AbSOULute
  - July 21 – Mike Dangerously & The Royal We
  - August 1 – Beatles '65 at First Fridays
  - August 11 – Western Standard Time Ska Orchestra
- Business news:
  - Panda Garden will become Gingham Station x, Korean BBQ
  - Rumors of El Torito becoming Raising Cane's
  - Peruvian at former Chicken University

- **Mayor's Olympics Committee – Small Business**

- I sit on this committee, one of five created by the mayor, and we have convened twice in the last two months. This is the hunting and gathering of ideas and resources. Transportation has been a big topic both for how to get people around during the games but also about **how to get all parts of the city involved and prepared during the games.**
- Long Beach to host 11 games:
  - Handball
  - Water polo
  - Artistic swimming
  - Sport climbing
  - Target shooting
  - Marathon swimming
  - Beach volleyball
  - Sailing
  - Coastal rowing
  - Canoe sprint
  - rowing
- There will be “watch parties” in all districts and other community events during the games.

- **Security**

- We have witnessed, and have received calls about, the appearance of more homeless in the area. Not sure if the county had recently cleared the river again, but CSI has been busy responding to calls and keeping the district clear as possible.
- Ronnie, the repeat offender who had been in jail for over a year, skipped parole and was found back in the same location in the district, near Uptown Animal Hospital. He was once again arrested and put on hold. It is interesting that he would return to the same location where a restraining order was issued.
- We are meeting with CSI and LBPD tomorrow, April 25, to discuss all security and safety issues in the district.

- **BK Community Foundation**

- Shout-out to Myra and Alana for their efforts in the creation of the new board room; both on the fundraising and design/execution of the space.
- Fundraising events are in the works with Retro Romp in June and Long Beach Gives in the fall.