



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 Lopez – 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, November 21, 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 24, 2024

4. NEW BUSINESS –

- President’s notes
- Budget Review/Annual Report
- Staff Review

5. OLD BUSINESS –

6. Committee Reports:

- Project Manager Report – Myra
- Executive Director’s Report – Blair
- 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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Project Manager Progress Report

❖ Events & Promotions

- **Soft opening – Bixby Petals**
 - Announcement post got 19K likes, 29K views, 426 shares – the community is excited to have them as a new addition to BK
 - This is their 4th shop in Long Beach, already have a loyal following, great to bring new audience to the neighborhood
 - They have coffee carrier arrangements and have our Coffee Guides on display inside their shop.

- **Small Business Saturday – November 30**
 - We started to film our “Discovered in Bixby Knolls” social media video series where we are featuring unique items/food/drinks/services that people can support on Small Business Saturday.
 - Our videos have over 17K views so far.
 - Gen Z Slang Trend – We had Tom, Clean Team Lead, film a fun video skit using Gen Z slang to do Small Business Saturday promotions. We featured 17 small businesses, and it has over 16K views.

- **Long Beach Walking Club x BKBIA**
 - We are hosting the ladies from the popular Long Beach Walking club on Small Business Saturday for a morning stroll in the neighborhood.
 - This will be a great way to get extra foot traffic on that day where we remind everyone to support our local businesses.
 - We are currently planning the route, and special business stops we can have along the walk.

- **SantaCon**
 - December 15, 1pm-5pm. It will be a ticketed fundraising event. Think Brewery Knolls meets First Fridays in the daytime. People will be able to purchase tickets to redeem “freebies” at participating locations. We will also have live music, shopping specials, entertainment & family-friendly activities.
 - So far we have sold 186 tickets, 167 Santa tickets, 19 Santa’s Helper tickets.

❖ **Looking Ahead**

- **December 1** – First Fridays, Holiday Village, 6:30pm-9:30pm
- **December 11** – Literary Society, Dream Come True at 7pm
- **December 12** – Makers’ Night, Dream Come True, 6pm-8pm
- **December 15** – SantaCon, 1pm-5pm
- **Every Saturday** – Strollers, Coffee Bean at 7:30am

❖ **Social Media Analytics**

- **Instagram: 32,838** followers (BK + FF accounts), gained 561 followers last month.
- **Facebook: 21,173** (all pages combined), gained 25 followers last month.
 - **11,823** members in community group

Executive Director's Report – November 21, 2024

- **General Topics & Notes**

- Assessment check received; we are already due our next check in a week or so.
- Business Breakfast summary
- Proposal from the Jewish Community Center:
 - Pick up space:
- Potential use for CD8 Field office:
 - **Bixby Board Room – monetize the space**
 - Set up the space for non-profit meeting rentals, BKBIA meetings; Need tables and chairs and it's good to go
- Business news:
 - AndyLiz moved into the Twig & Willow space
 - "Bixby Petals" opened into the AndyLiz space
 - Italian spot to open on LB Blvd and Wardlow
 - Vietnamese restaurant slated to move into AmeriTax space
 - Hookah Lounge has received complaints from neighbors regarding noise, trash, liquor bottles left behind every night they are open and the open grilling on the sidewalk in front of the business.

- **Annual Report & Budget**

- Annual Report provided to board members
- Budget review
- Staff raises

- **General Safety Notes**

- Met with CSI to discuss holiday season patrols.
- El Torito – LBPD and Code Enforcement working with the landlord on the ongoing issues.

- **BK Community Foundation**

We received another \$5,000 First Fridays grant from the Port.

Content Manager Report- Alana Salas-Yoshii

Board Meeting November 21, 2024

- **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
 - Sent weekly accounting updates to the Jammin Music Fund organizers
 - Submitted accounting information to bookkeeper
 - Assisted in gaining sponsorships for upcoming fundraising events

- **Outreach Projects**
 - Assisted in Small Business Saturday promotion videos
 - Created and sent weekly Bixby Brief newsletter
 - Assisted in social media posts
 - Attended social media training class hosted by Visit Long Beach

- **Business Support**
 - Coordinated First Friday tabling with business members
 - Sent business information & updates to BKBIA members
 - Attended COBA in-person meeting in Belmont Shore
 - Attended Alli Kaphy's Grand Opening
 - Attended Bixby Petals Soft Opening
 - Attended and assisted in planning the fall Business Breakfast
 - Attended Cafecito Con Ford business mixer at Alli Kaphy

- **Community Events**
 - 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 attended Supper Club- Friendsgiving Edition
 - Attended Spooky Good Spirits Club

BKBIA BOARD MEETING – October 24, 2024
MINUTES

Location: Expo Arts Center

Called to order: 8:03am

Adjourned: 9:11am

- **In attendance:**
 - Crystal Rogers, President
 - Bjoern Risse, Vice President
 - Katie Barish, Treasurer
 - Jason Van Fleet
 - Robin Daykin
 - Anthony Wingfield
 - Jeff Beasley
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - **Excused absences:** Bill Larson, Starr Bunch
 - Ivannia, proxy for David Ayala
 - Robert Allarte, CD5
 - Esther, CD8
 - Members of the public:
 - Cynthia Lopez, Paul Forman, Robb Smith,
- **8:07am** – Crystal called the meeting to order
- **Approval of Minutes – September 26, 2024**
 - Robin made the motion to approve the minutes; Katie seconded the motion; Motion passed unanimously.

Agenda:

New Business:

- President's notes: Appointment of vacant board position (Atlantic Avenue)
 - Crystal made a motion to appoint Cynthia Lopez, owner of Long Beach Clothing Co., to the vacant Atlantic Avenue board position. Jason seconded the motion. Motion passed unanimously.

Old Business:

- No old business was discussed.

Committee Reports:

- **Project Manager Report** – Myra reported: Walktoberfest on October 13 was lighter than last year but still success for all businesses; Good Spirits Club scheduled for October 29 at Dutch’s; Starting our video series for Small Business Saturday “Discovered in Bixby Knolls.” Also on SBS, we will host the LB Walking Club and tour them around the district as they are encouraged to support our businesses; Santacon is December 15, which is a ticketed fundraiser for the BKCF. Outreach to businesses has started already. General discussion ensued about needed more signage so people know that DRIVER carts are with our events and will provide rides.
- **Content Manager Report:** Alana reminded the board to review the employee healthcare benefits. Also discussed: Updates on the BK Community Foundation, outreach projects, direct business support, and participation in our monthly programming.
- **Executive Director Report** – Blair reported: Still waiting on assessment check that is due; annual report is due to the city and the board needs to approve report and budget; New business list provided (Alli Kaphy, Chipotle, Bixby Petals); Business Breakfast set for November 14 focusing on “business perception” from customers. Security report included the ongoing issue of break-ins and the former El Torito property which has many ongoing issues.
- **Security & Code Enforcement** – Code Enforcement is working with the landlord of the former El Torito on all the encampments and vandalism issues Ronnie maintains his encampment at Polly’s and a restraining order will be served to Ronnie soon. Proposition 36 is to offer some hope to retailers and other small businesses regarding consequences for retail theft/crime; Kelly and Tom continue to remove the proliferation of graffiti tags around the district; Working with the city in anticipation for the solar paneling project to begin.

Council Reports:

- **Council District 5:** Robert Allarte discussed: Recent utility pipe break and infrastructure, a report has been requested by council to review the flooding issue; Veterans Day is coming up with a donations drive for veterans. The office is preparing for the holiday season.
- **Council District 8:** Esther reported: Boil water notice is cancelled. Council wants a better way to communicate with Utilities when an emergency occurs; CD8 Blood Drive is coming up; hosting a domestic violence vigil; The MOU with Union Pacific was not feasible but LBPD will do enforcement along railways and the city with schedule regular cleanups. City will be discussing “cannabis areas” at special events. There is a feasibility study for this.
- **Public Comment**
 - No public comment.

a. Adjournment :

- i. Jeff made a motion to adjourn at 9:11am; Anthony seconded
- ii. Motion passed unanimously; meeting adjourned at **9:11am**