



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 Salas-Yoshii – Content Manager

BOARD OF DIRECTORS MEETING

Thursday, January 30, 2025, 8:00 a.m. at Expo Arts Center

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences: Robin, Jeff

2. WELCOME & INTRODUCTIONS

3. APPROVAL OF MINUTES

- Approval of minutes, November 21, 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

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BKBIA BOARD MEETING – November 21, 2024
MINUTES

Location: Expo Arts Center

Called to order: 8:06am

Adjourned: 9:33am

- **In attendance:**
 - Crystal Rogers, President
 - Bjoern Risse, Vice President
 - Katie Barish, Treasurer
 - Jason Van Fleet
 - Robin Daykin
 - David Ayala
 - Cynthia Lopez
 - 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
 - Bryan Martinez, CD8
 - Members of the public:
 - Paul Forman
- **8:06am** – Crystal called the meeting to order
- **Approval of Minutes – October 24, 2024**
 - Katie made the motion to approve the minutes; Jason seconded the motion; Motion passed unanimously.

Agenda:

New Business:

- President's notes
- Budget Review/Annual Report.
 - Discussion ensued about the proposed budget, based on the actuals from previous fiscal year. Crystal made a motion to table the budget until the next meeting. Jason seconded the motion. Motion passed unanimously.
- Staff Review – Discussion ensued about staff pay increases including offering health benefits. Bjoern made a motion to implement an immediate 15% pay increase plus \$500 for dental membership at Bixby Knolls Dental. Jason seconded the motion. Motion passed unanimously.
 - Jason made a motion to cap Tom Underhill's weekly hours at 25. Katie seconded the motion. Motion passed unanimously.

Old Business:

- No old business was discussed.

Committee Reports:

- **Project Manager Report** – Myra reported: Soft opening for the new Bixby Petals flower shop; Small Business Saturday is November 30 and we have started our video series to promote the district; Tom Underhill’s “Gen Z slang” video has done very well on social media; LB Walking Club will be hosted by the BKBIA on Small Business Saturday as a way to get more people on the street to support the businesses; Santacon is set for December 15, a ticketed fundraising event.
- **Content Manager Report:** Alana was out due to illness but submitted report. Board reviewed the report.
- **Executive Director Report** – Blair reported: Assessment check was received; overview of the recent business breakfast; board should review the proposal from the JCC; creating a Bixby Board Room from the former CD8 office; Annual report was submitted to the board for approval; BK Community Foundation received another \$5000 grant from the Port.
- **Security & Code Enforcement** – Blair reported: Met with CSI to discuss holiday season patrols, LBPD and Code Enforcement working with the landlord of the former El Torito space;

Council Reports:

- **Council District 5:** No report given.
- **Council District 8:** No report given.
- **Public Comment**
 - Bryan Martinez, CD8: December 10 is the last meeting for Councilman Austin; a reception will follow the meeting. The new administration will transition to the office.
- **a. Adjournment:**
 - i. David made a motion to adjourn at 9:33am; Anthony seconded
 - ii. Motion passed unanimously; meeting adjourned at **9:33am**

Project Manager Progress Report

❖ Events & Promotions

- **Small Business Saturday**
 - We did a 6-part video series where we
 - featured multiple unique/hidden/cool shops, restaurants & services people can “Discover” in Bixby Knolls
 - That morning we hosted a special event with the ladies of the Long Beach Walking Club. We had about 100 ladies attend and we talked about the importance of SBS, and did a couple business stops along the way, ended at Lola’s for Brunch and passed out a booklet with everyone’s SBS specials.
- **SantaCon**
 - We had a huge turnout, everyone was excited about redeeming their treats, great outfits, good energy all around.
 - Sold 639 tickets (517 drinking & 122 treats); Fundraised \$10,709.31
- **Supper Club**
 - We hosted Supper Club in November at Taboon Mediterranean and in January at Wood & Salt Tavern.
 - Both events were fantastic—everyone really enjoys the community aspect of these dinner parties and the opportunity to meet their neighbors and other like-minded community members.

❖ Admin Bits

- **Annual Meeting + Business Breakfast**
 - Currently working on our presentation which includes highlighting our big projects and challenges from 2024 and what we plan for 2025
- Slowly have been working on organizing all 2024 administrative projects like our credit card bookkeeping for our accountant, cleaning up our website and internal files are next on my list.

❖ **Looking Ahead**

- **February 7** – First Fridays, BHM + Bob Marley Celebration, 6:30pm-9:30pm
- **February 12** – Literary Society, Dream Come True at 7pm
- **February 13** – Makers' Night, Dream Come True, 6pm-8pm
- **February 17** – Mobile Office Hours, MeeMa's, 6pm
- **February 20** – Annual Meeting + Business Breakfast, 8am
- **February 27** – Knights, 6:30pm
- **Every Saturday** – Strollers, Coffee Bean at 7:30am

❖ **Social Media Analytics**

- **Instagram: 33,696** followers (BK + FF accounts), gained 858 followers last two months.
- **Facebook: 21,221** (all pages combined), gained 48 followers last two months.
 - **12,290** members in community group

Content Manager Report- Alana Salas-Yoshii

Board Meeting January 30, 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 President Aaron Hovis to discuss upcoming projects/ current standings

- **Outreach Projects**

- Created and sent weekly Bixby Brief newsletter
- Assisted in social media posts
- Filmed and acted in holiday business promo videos for Bamboo Teri House & Dutch's Brewhouse
- Met with Able Arts Work to discuss upcoming collaborations for Knights of the Round (Turn)table and Makers' Night

- **Business Support**

- Coordinated First Friday tabling with business members
- Sent business information & updates to BKBIA members
- Attended COBA in-person meeting in Zaferia District
- Attended LBPD Small Business Crime Prevention meeting
- Attended 2025 State of the City address

- **Community Events**

- Assisted in planning and attended Makers' Night
- 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 at Wood & Salt
- Assisted in planning and staffed SantaCon
- Assisted with fire relief organizing and social media

Executive Director's Report – January 30, 2025

- **General Topics & Notes**

- **2025 planning session**

- The three of us met to discuss getting caught up on admin work and preparing for the new year. We have had two brainstorming sessions about events and programs, priorities, fund raising ideas, and work schedules, especially since I am downtown two days a week.
 - Our Google Calendar has been extremely helpful!

- **Annual Meeting – February 20**

- We have invited council offices (including new CD8 representatives) and Economic Development staff. Our comprehensive report starts with challenges and issues and then goes on to discuss all the work done in 2024 and what we plan to do in 2025.

- **Donations program for fire victims** – After a call from Cynthia Lopez of Long Beach Clothing Co. to help rally food for firefighters, we used the Expo as a donation and distribution center for nearly two weeks, loading trucks with necessities to victims of the wildfires. This was a good project to pursue but set us back a bit on our plans to “get ahead” in January. Back on track now.

- **Taxes** – We are pursuing W9 info to get the 1099s sent out to performers and contractors

- **First Friday** – Planning is (finally) underway for our annual Black History Month celebration with a tribute to Bob Marley.

- **Bixby Board Room**

- Once CD8 removes the items they want (that were left behind) we will start to clear the rooms completely and begin the remodel to create the community board room and BKBIA conference room.

- **Business news:**

- Former Home Medix location has possible tenants checking out the space.
 - We met with the owner of Gemmae Bakery, who will be operating out of the former fire station #9. Plans are being sent to the city for review; it should realistically be nearly a year before the bakery is up and running.
 - Possible tenant in former law office across from Expo

- Salud Juices are meeting with us this week to discuss their new spot at Steelcraft.
- Mayor's rapid response team has been in touch with us and has reached out to a few businesses with recent break-ins like Ancestros and the computer repair

- **General Safety Notes**

- CSI continues its day and nighttime patrols
- Tom Underhill has been around the district removing posters wheatpasted to the poles, removing stickers, graffiti, and even hand-cleaned the Bixby Knolls sign on the 405 freeway exit. Tom was extremely helpful during the two weeks of donations/distributions.