



Crystal Rogers - President – At-Large
Bjoern Risse – Vice President – Atlantic Ave.
Bill Larson – Secretary – At-Large
Sonya Suon – Long Beach Blvd.
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, July 31, 2025, 8:00 a.m. at Expo Arts Center

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences: Robin & Cynthia

2. WELCOME & INTRODUCTIONS

3. APPROVAL OF MINUTES

- Approval of minutes, May 22, 2025
- Approval of minutes, June 26, 2025

4. NEW BUSINESS –

- a. President's notes

5. OLD BUSINESS – No Old Business

6. Committee Reports:

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

7. 5th District Council Office Report

8. Public Comment (limited to 3 minutes)

9. ADJOURNMENT

Bixby Knolls Business
Improvement Association

4321 Atlantic Avenue
Long Beach, CA 90807

www.bixbyknollsinfo.com

BKBIA BOARD MEETING – June 26, 2025
MINUTES

Location: Expo Arts Center

Called to order: 8:18am

Adjourned: 9:32am

- **In attendance:**
 - Crystal Rogers, President
 - Bill Larson, Secretary
 - Jason Van Fleet
 - David Ayala
 - Robin Daykin
 - Anthony Wingfield
 - Myra Pimentel, Project Manager, BKBIA
 - Alana Salas-Yoshii, Content Manager, BKBIA
 - **Excused absences:** Bjoern Risse, Starr Bunch, Cynthia Moore, Jeff Beasley, Blair Cohn
 - Members of the public:
 - Sonya Suon, I Luv Ur Buns
 - James Tir, BKCF Board Member
 - Paul Forman
- **8:18 am** – Crystal called the meeting to order
- **Welcome & Introductions:** Sonya introduced herself as owner of I Luv Ur Buns, almost one year at Steelcraft
- **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 discussed Sonya's desire to join the BKBIA board and that she would be a great addition. Jason made a motion to approve Sonya to join the board as a Long Beach Boulevard representative. Anthony seconded the motion. Motion passed unanimously. Crystal brought up an issue that was presented to her from another business owner about CSI's owner's political comments on his Facebook page. Discussion ensued about how the issue was handled. Dennis apologized and removed the posts.

Old Business:

- No Old Business
 - David spoke to this issue stating that with the Vons closure, F&M Bank has lost 1,000-2,000 transactions and asked for help. Wells Fargo is also struggling with this issue. Myra suggested the bank set up a table at the

concerts. Jason suggested making “I bank with F&M” signs to put up at account locations. Crystal suggested that David should be out promoting the bank, and himself as a Latino VP, and host a mixer.

Committee Reports:

- **Project Manager Report** – Myra reported: Onboarded Magerly Alarcon, new intern for the BKCF and her hours and projects; Big Bang on the Bay Fundraiser, July 3rd has already raised over \$1,000; Myra and Alana will speak on a panel for LB Gives on July 17. Discussion ensued about signage inside of businesses; Retro Romp – feedback from Jason was that attendees were not friendly and supportive; Concert in the Park(ing lot) on June 23 as a big success. Jason sold out of beer a few times. Biggest attendance thus far. It would be good to have a sponsor cover the costs. David asked how much to put one on in the street by F&M Bank like last year and will there be one in that location again?
- **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. Two new board members joined the BKCF: Marni Farmer and Leslie Garretson.
- **Executive Director Report** – No report given. Blair on vacation.

Council Reports:

- **Council District 5:** No report given.
- **Public Comment**
 - Paul Forman mentioned he would like to buy 2 tickets to our fundraising table at the Big Bang on the Bay
- a. Adjournment:**
 - i. Anthony made a motion to adjourn at 9:32am; Robin seconded
 - ii. Motion passed unanimously; meeting adjourned at **9:32am**

Project Manager Progress Report

❖ **Bixby Knolls Community Foundation**

- Magerly has been a great addition to the team, super helpful to have an extra set of hands at events and doing “nice to have” items like the donation paper fans, information postcards, stickers for giveaways, etc. She’s helping us also get ahead than we normally are.
- We have a scheduled visit by the LA County in August to talk to myself and Magerly, see our office, etc.

❖ **Long Beach Gives**

- Alana and I spoke on a panel during the Long Beach Gives 2025 Summit. Due to our success last year, we were asked to speak on their “Business Engagement” panel. To compensate for our time, they will make a \$100 donation to our fundraising campaign this year.
- It was a great experience; a lot of people came up to us to congratulate us on our past campaign.
- We’re hosting a private event later in August for our top donors to ask them to be our Peer Fundraisers.
- We’re already working on our events and marketing plans for LBG fundraising this year.
- We need your help to secure matching grants and/or event sponsors.

❖ **Business Support**

- Assisted with grand opening ribbon cutting ceremonies at Salon Medusa, Radiance Infrared Sauna & Salt Lounge, and Dainty Disco.

❖ **Concert in the Park(ing Lot)**

- We’ve been having a good turnout at all of our past concerts so far. Tomorrow we’ll have a mash up one during First Fridays.
- We’ve had BKCF board members help table at each concert so far, helping us promote the foundation but also ask for donations. Alana will go over this information.

❖ **Looking Ahead**

- **August 1** – First Fridays, 6:30pm-9:30pm
- **August 11** – Concert in the Park(ing Lot), Bixby Joe Lot at 8pm
- **August 11** – Concert in the Park(ing Lot), Howard CDM Lot at 6:30pm
- **August 13** – Literary Society, Dream Come True at 7pm
- **August 28** – Knights, Beachwood Brewing & Distilling at 6:30pm
- **August 29** – Bixby Board Room Ribbon Cutting Event, 11:30am-1:30pm
- **Every Saturday** – Strollers, Coffee Bean at 7:30am

❖ **Social Media Analytics**

- **Instagram: 36,190 35,691** (BK + FF accounts), gained 499 followers since our last meeting.
 - **New Instagram account @bixbyknollscommunity:**
 - 742 followers, gained 217 followers since our last meeting.
- **Facebook: 21,834** (all pages combined), gained 454 followers since our last meeting.
 - 12,900 members in community group

Content Manager Report- Alana Salas-Yoshii

Board Meeting July 31, 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
- Assisted with onboarding new BK Community Foundation intern.
- Bixby Board Room
 - Room is 95% done in its current state.
 - Need to install additional lighting, meeting camera and mic, and final touches.
 - Hosted a test meeting with F&M bank
- Hosted BKCF marketing and event planning meeting to kickoff LB Gives fundraising plans
 - Began planning LB Gives programming
- Sat on a LB Gives panel to discuss business engagement & community partnerships
- Set-up a table at 3 concerts in the parking lot and raised \$335 online & \$778 in cash. Total \$1,113!

- **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
- Attended an in-person COBA meeting at City Hall to discuss the mayor's proposed budget
- Attended Radiance Infrared Salt & Sauna Lounge's Grand Opening
- Attended Salon Medusa's Grand Opening
- Attended a Know Your Rights meeting at Art Theater

- **Community Events**

- Attended Kidical Mass ride
- Attended 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
- Attended and staffed 2 Concerts in the Park(ing Lot)

Executive Director's Report – July 31, 2025

- **General Topics & Notes**

- **Business Outreach/Updates/General**

- It's critical for us to reach out directly, through the whole membership list, and drop-ins to check in with the members. As we know, July can be a slow month as the neighborhood seems to go on vacation. We try to step up the features in the Bixby Brief and on socials.
- Bright spots have been the attendance at Fingerprints events and Sala's DJ events that have brought long lines that have translated to sales and foot traffic at other locations, too.
- Dainty Disco had a grand opening last week as did Radiance Infrared Sauna and Salt Lounge.
- We are responsible for a backflow test in the southernmost median on Atlantic. This is an annual requirement.
- Per the fire inspector, we have had all the back doors to the alley repaired for proper exiting. We will compile a list of other improvements that the building needs and submit them to council and public works.
- I will be on vacation from August 14 through the 24th.

- **Events:**

- Port Grants were just awarded to First Fridays, Concerts in the Park(ing Lot), and Food Insecurity Program (through BK Community Foundation)
- Concert series continues this week with First Fridays mash-up
- The BKBIA/BKCF crew is in the planning stages for Long Beach Gives in September
- On the horizon: Walktoberfest
- Kidical Mass takes August off and returns in September

- **Expo Building construction status**

- Construction begins August 11 with new lighting in the main room, followed by solar paneling. Still trying to get the city to install the new carpet at the same time.
- We will have weekly construction meetings to follow all progress
- Upstairs bathrooms are designated for the crews
- A designated path of travel through the building will allow us to work and get to the restrooms. The improv group will be able to meet at

night. The Kids Theatre Company will not have access to the main room.

- **Security**

- CSI was able to detain an individual who had followed and chased a female on a run and she had to take shelter in a business on LB Blvd.
- There is still one individual who seems to be patrolling the alley on the east side of Atlantic and has caused problems throughout the neighborhood. LBPB has photos and descriptions of the person.
- The city's rapid response team had reached out to The Merchant and property where Fresh Prints & Design is after recent vandalism. The BKBIA put the call out for support of The Merchant after their storage space window was broken and the community turned out to help.