



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, March 27, 2025, 8:00 a.m. at Expo Arts Center

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences: Katie Barish

2. WELCOME & INTRODUCTIONS

3. APPROVAL OF MINUTES

- Approval of minutes, January 30, 2025

4. NEW BUSINESS –

- a. President’s notes

5. OLD BUSINESS –

- a. Budget review

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 – January 30, 2025
MINUTES

Location: Expo Arts Center

Called to order: 8:04am

Adjourned: 9:24am

- **In attendance:**
 - Crystal Rogers, President
 - Bjoern Risse, Vice President
 - Katie Barish, Treasurer
 - Jason Van Fleet
 - 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, Robin Daykin
 - Robert Allarte, CD5 – via phone
 - Members of the public:
 - Toni Sanger
 - Paul Forman
- **8:04am** – Crystal called the meeting to order
- **Approval of Minutes – November 21, 2024**
 - David made the motion to approve the minutes; Anthony seconded the motion; Motion passed unanimously.

Agenda:

New Business:

- President’s notes – General announcement regarding budget. David made a motion to table the budget discussion for the next meeting. Anthony seconded the motion. Motion passed unanimously.
 - Cynthia reported on donations for the fire victims.

Old Business:

- No old business was discussed.

Committee Reports:

- **Project Manager Report** – Myra reported on a 6-part Small Business Saturday video, “Discover Bixby Knolls.” On SBS we had 100 ladies walk the district from the LB Walking Club; SantaCon had a great turnout with 639 tickets sold; Had two great Supper

Club meetings in November and January. Currently working on the Annual Meeting/Business Breakfast.

- **Content Manager Report:** Alana reported on BK Community Foundation status including updating all accounting items; Alana has been busy with member outreach for video promotions, weekly newsletters, and attending city meetings. Event planning includes: Makers' Night, Kidical Mass, Knights, Literary Society, Supper Club, and Santacon; assisted with the fire relief efforts.
- **Executive Director Report** – Blair reported: 2025 planning session with the staff to map out the year; annual meeting is set for February 20; Donation program for fire victims and the backstory to the BKBIA's efforts; Getting our taxes in order and requesting W9 forms; Bixby Board Room will start to take shape after CD8 removes all property; General business news: Gemmae Bakery will be operating out of the former Fire Station #9 space; a great new retail tenant will take over the Home Medix space at 3811 Atlantic; possible tenant for the vacant law office across from the Expo Arts Center;
- **Security & Code Enforcement** – Blair reported: CSI continues its day and night patrols; Tom Underhill patrols each day removing graffiti, stickers, posters, and cleaned off the Bixby Knolls sign on the 405 freeway.

Council Reports:

- **Council District 5:** Robert reported, via phone: Encouraging everyone to participate in budget meetings. Office is trying to schedule a meeting in the Expo building; February 5 is the Commanders Meeting; Von's vacancy has been reported to Economic Development; We should ask Lucius Martin to attend a BKBIA board meeting; Bixby & Weston roundabout will be fixed and improved; Infrastructure projects to include Carson, Orange to Lakewood Blvd., Cherry Avenue will be repairs; Orange and Carson needs a traffic study due to increasing numbers of accidents.
- **Public Comment**
 - Toni Sanger introduced herself as a resident and just wanted to check out the meeting and learn what BKBIA does.
- a. Adjournment:**
 - i. David made a motion to adjourn at 9:24am; Katie seconded
 - ii. Motion passed unanimously; meeting adjourned at **9:24am**

Bixby Knolls Business Improvement Association

Profit and Loss

July 2023 - June 2024

	TOTAL
Income	
Assessment Income	552,724.38
Contributions	1,850.00
Corporate Sponsorship	13,661.00
Event Sponsorship	1,000.00
Total Corporate Sponsorship	14,661.00
Donations Received	15,152.50
Grant Awards	
City of Long Beach	50,000.00
Total Grant Awards	50,000.00
Rental Income	99,510.00
Total Income	\$733,897.88
GROSS PROFIT	\$733,897.88
Expenses	
Administration	522.18
Accounting	3,530.00
Tax Return Prep	3,287.00
Total Accounting	6,817.00
Bank Charges	217.00
Board Meeting Expenses	1,288.15
Dues & Subscriptions	3,576.59
Employee Meals	432.64
Insurance	2,903.98
Commercial Liability	2,811.00
Total Insurance	5,714.98
Licenses and Permits	292.28
Office Equipment	6,155.13
Office Expense	2,906.83
Office Supplies	2,248.48
Outside Services	3,175.09
Postage	268.25
Staff Meeting	1,399.52
Taxes	102.19
Telecommunications	4,066.76
Utilities/Trash	18,037.35
Total Administration	57,220.42
Clean and Safety	900.00
Clean Team Services	28,890.00
Security Patrol	99,600.50
Trees and Land	4,573.53
Total Clean and Safety	133,964.03

Bixby Knolls Business Improvement Association

Profit and Loss

July 2023 - June 2024

	TOTAL
EXPO Building Main	
EXPO Building	
EXPO Building Janitorial Svc	19,571.50
EXPO Building Supplies	2,790.17
EXPO Repairs and Maintenance	5,722.00
EXPO Utilities/Trash	13,914.20
Total EXPO Building	41,997.87
Total EXPO Building Main	41,997.87
Grant & contract expense (deleted)	
Awards & grants - individuals	209.16
Total Grant & contract expense (deleted)	209.16
Interest Expense	748.24
Misc expenses (deleted)	
Membership dues - organization	152.00
Outside computer services	1,342.50
Total Misc expenses (deleted)	1,494.50
On-Going Promotions	515.43
Advertising & Marketing	11,109.08
Banner Installation/Maintenance	7,314.26
Bixby National Park	198.44
BKBIA Clean Team Area Maintenanc	1,000.00
Business of Distinction	143.45
Clean Team	69.61
Day in Bixby	528.37
Outside Services 1	27,194.93
Website Update/Maintenance	852.27
Total On-Going Promotions	48,925.84
Payroll Expenses	167.72
Permits and Fees to City of Lon	306.00
Promotional Event Expenses	
Annual Meeting	981.15
New Promotions	160.96
Total Promotional Event Expenses	1,142.11
RDA Spec Proj	
Misc Events	200.00
Total RDA Spec Proj	200.00
Salaries & related expenses (deleted)	
Payroll taxes	579.83
Total Salaries & related expenses (deleted)	579.83

Bixby Knolls Business Improvement Association

Profit and Loss

July 2023 - June 2024

	TOTAL
Salaries/Benefits	
Executive Director	106,526.03
Payroll Preparation	2,083.63
Payroll Tax - Employer Contrib	16,106.94
Salary Operations	104,481.02
Workers Comp Insurance	2,426.92
Total Salaries/Benefits	231,624.54
Special Programs	
Almost St Patrick's Day	4,054.30
Brewery Knolls	2,700.00
Business Breakfast	10,696.48
Business Support	3,200.92
Concerts in the Parking Lot	26,586.33
First Fridays	48,263.66
Flash Events	1,491.31
Kidical Mass	4,276.94
Knights of the Round(turn) Tabl	3,052.39
Literary Society	1,372.00
Misc Special Events	3,658.19
Breakfast With Bluey	4,520.31
Total Misc Special Events	8,178.50
Santa Con	7,602.18
Small Business Saturday	893.02
Strollers	3,785.90
Taylor Swift Fundraiser	1,829.74
Utility Box Project	1,400.00
Walktoberfest	2,906.84
Total Special Programs	132,290.51
Suspense	0.00
Total Expenses	\$650,870.77
NET OPERATING INCOME	\$83,027.11
NET INCOME	\$83,027.11

Project Manager Progress Report

❖ Promotions + Admin Bits

- **Bixby Knolls Community Foundation**
 - To strengthen our fundraising efforts, we are restructuring the foundation to create a more engaged board and enhance our impact. Alana will go over the new board engagement details in her report.
- **Secured Riverpark Coalition Sponsorship**
 - 3 Month Sponsorship for First Fridays - \$3,000
 - March, April, May
- **Expo Arts Center**
 - Lots of rental management, including city department meetings, events, etc.
 - This has been taking up a lot of my time in the last two months.
 - Coming soon: Bixby Board Room - \$3,975 total fundraised
 - CD5 Sponsorship - \$2,500
 - Beauty in Bixby Donation - \$150
 - Team Fasnacht - \$1,000
 - Robert Allarte - \$100
 - Randy Skinner - \$125
 - Pam Lee - \$100
- **Grant for Intern approved by the LA County – Arts & Culture**
 - Event Planning Intern: 400 total hours – they get paid by the grant \$17.87/ hour
 - Must be a college student in LA County. Job listing goes live April 1st.
 - Need to set the timeline once they are hired, but we are aiming for their hours to cover June 2025 – December 2025
- **Filmed a “Day in Bixby Knolls” featuring Tom’s typical workday**
 - I’ve been tied up, but I finally found time to edit it. We should be sharing it soon.
- **Makers’ Night – Galentine’s Day**
 - Sold out event with 45 attendees at Dream Come True
 - Partnered with Able Arts Work to host a printmaking activity + supplies
 - Such a great turnout and everyone really enjoyed themselves
- **Almost St. Patrick’s Day**
 - Non-ticketed event; still a good vibe out for those enjoying the specials

❖ **Looking Ahead**

- **April 4** – First Fridays, Long Beach County Fair, 6:30pm-9:30pm
- **April 9** – Literary Society, Dream Come True at 7pm
- **April 12** – Makers’ Jam (TBD), 11am-1pm
- **April 17** – Knights, Beachwood Brewing & Distilling at 6:30pm
- **Every Saturday** – Strollers, Coffee Bean at 7:30am

❖ **Social Media Analytics**

- **Instagram: 34,265** followers (BK + FF accounts), gained 376 followers since our last meeting.
- **Facebook: 21,149** (all pages combined)
 - **12,427** members in community group

Content Manager Report- Alana Salas-Yoshii

Board Meeting March 27, 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 Board twice (in person & virtual) to vote on new bylaws & add board members
- Added 3 new community members to the BKCF board
- Created new bylaws on board expectations. See below:
 - The Bixby Knolls Community Foundation (BKCF) shall host quarterly board meetings as scheduling permits.
 - Board Member Participation Requirements
 - To maintain active status and contribute to the success of BKCF, board members must:
 - All board members are encouraged to attend every board meeting, with a minimum attendance requirement of two (2) board meetings per year.
 - Attend a minimum of two (2) events per quarter.
 - Volunteer at least five (5) hours per quarter.
 - In lieu of volunteering, board members may fulfill their obligation by donating \$250 per quarter, either personally or through fundraising efforts on behalf of BKCF.
 - Non-Compliance and Removal
 - Board members who fail to meet participation requirements for one quarter will receive a formal warning. Continued non-compliance for two consecutive quarters will result in a motion for removal from the board.
 - Exceptions may be granted for special circumstances, subject to approval by a majority vote of the board.
- Began planning next fundraiser- Golden Era Bar Crawl

- **Outreach Projects**

- Created and sent weekly Bixby Brief newsletter
- Assisted in social media posts
- Met with Able Arts Work to discuss upcoming collaboration for Makers' Night

- **Business Support**

- Coordinated First Friday tabling with business members
- Sent business information & updates to BKBIA members
- Attended COBA in-person meeting at Fourth Street
- Assisted in planning and staffing BKBIA Annual Meeting

- **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 staffed Almost St. Patrick's Day

Executive Director's Report – March 27, 2025

- **General Topics & Notes**

- Landscaping – Our landscaper has given the national park some touch up and it's looking good for spring.
- Security – CSI is now on day patrols only, due to budgeting, until we get the next one-time funding from the city. All security resources and issues are shared with the membership.
- Murals – We have a “music history” mural going up this weekend on the south side of the Expo building. This is the first of the mayor's agenda to have Long Beach be a “music city” with live venues and tribute murals all over town.
 - Kirra Bixby will paint a wall inside of Expo in another month or so.
- Concerts – We have two of our four concerts already booked and will try to finalize the whole schedule by early next week.
- Business news:
 - Fingerprints has moved in and will open up at the end of the week.
 - Gemmae Bakery has to go to the Planning Commission about its new space and maintaining the historic façade.
 - Juana's Tacos opened up last week and seems to have steady business (36th and LB Blvd).

- **Grants**

- Port just awarded us: First Fridays, Concerts, and the Food insecurity program with Lola's.
- We just applied for the Bess Hodges Grant.
- LB Community Foundation has awarded the BKCF a \$5,000 grant in appreciation of our fire relief efforts. Our partners will receive grants, too: Lola's, Care Closet, LB Clothing, LB Restaurant Association.

- **BK Community Foundation**

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