



Crystal Rogers - President – At-Large
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, May 22, 2025, 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, April 24, 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. 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 – March 27, 2025
MINUTES

Location: Expo Arts Center

Called to order: 8:09am

Adjourned: 9:06am

- **In attendance:**
 - Crystal Rogers, President
 - Katie Barish, Treasurer (via phone)
 - Anthony Wingfield
 - Jason Van Fleet
 - Robin Daykin (via phone)
 - Cynthia Moore
 - Robin Daykin
 - Jeff Beasley
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - Alana Salas-Yoshii, absent due to illness
 - **Excused absences:** Bjoern Risse, Bill Larson, David Ayala, Starr Bunch
 - Robert Allarte, CD5
 - Members of the public:
 - James Tir, BKCF Board Member
 - Paul Forman
- **8:09am** – Crystal called the meeting to order
- **Welcome & Introductions:**
- **Approval of Minutes – March 27, 2025**
 - Anthony made the motion to approve the minutes; Jason seconded the motion; Motion passed unanimously.

Agenda:

New Business:

- President's notes – Crystal discussed the new board room and the progress made by Myra and Alana to get it ready for the meeting. Blair gave a shout-out to Crystal for being honored at the Chamber's entrepreneur luncheon.

Old Business:

- No old business was discussed.

Committee Reports:

- **Project Manager Report** – Myra reported: BK Community Foundation updates including board meetings and feedback to update the current logo. There will be special

marketing and promotion programs coming soon. Board Room now 75% done and soon ready for renting out; grant for intern approved from LA County; Makers' Jam/Record Store Day was a success and connected us to Fingerprints record store; planning underway for the Retro Romp June 1.

- **Content Manager Report:** Alana reported on BK Community Foundation status including updating all accounting items, letters to donors, and meeting with board members. Alana also discussed community outreach projects and business support.
- **Executive Director Report** – Blair reported: Summer parking lot concerts schedule; new businesses slated to open in BK; a report on the mayor's Olympics committee meetings; Security issues including the arrest of Ronnie, a repeat offender in the area. Meeting set with LBPD and CSI for more updates.

Council Reports:

- **Council District 5:** Robert reported on the community meeting with LBFD and community development; June & July will have "Conversations with the councilwoman" meetings; council is watching/monitoring all vacant properties; there have been LBPD dispatch issues which the city will address; CD5 will have new interns for summer; Council pursuing new fines for general aviation violations (doubled the current amount)
- **Public Comment**
 - Crystal: There are some board members exiting the board and we will need to find replacements for Katie Barish and Bill Larson.
- a. Adjournment:**
 - i. Jason made a motion to adjourn at 9:06am; Jeff seconded
 - ii. Motion passed unanimously; meeting adjourned at **9:06am**

Project Manager Progress Report

❖ Promotions + Admin Bits

- **Bixby Knolls Community Foundation**
 - We rescheduled our board meeting for early June, we will discuss:
 - Rebranding BKCF to be more welcoming, we will present two updated versions of our current logo with more personality and color for the board to vote on
 - Plus our plan to create a new Instagram page for the BKCF to highlight clubs and community-based events happening in Bixby Knolls.
 - Our Events & Marketing Intern is next week, Magerly, current CSULB student studying Graphic Design. She will be working 15-20 hours per week starting May 27 through December. This position is being paid through a grant we received through the LA County Arts & Culture department.
 - We worked with Diana to help us expedite a mid-year donation progress campaign for those that donated for our Long Beach Gives fundraising last year.
 - This was to show how their money was spent but also to start preparing them for our big fundraising push again this year in September. This was mailed and emailed. We also did a generic email to everyone else on our mailing list.
- **Retro Romp**
 - I've been busy working on videos and fun marketing promotions for Retro Romp, with help from Alana. She will provide more event details during her report.

❖ Looking Ahead

- **May 29** – Knights, Beachwood Brewing & Distilling at 6:30pm
- **June 1** – Retro Romp, 12pm-4pm
- **June 6** – First Fridays, Summer Kickoff 6:30pm-9:30pm
- **June 11** – Literary Society, Dream Come True at 7pm
- **June 22** – Kidical Mass, Pixie Toys at 11am
- **June 23** – Concert in the Park(ing Lot), Bixby Joe Lot at 6:30pm
- **Every Saturday** – Strollers, Coffee Bean at 7:30am

❖ **Social Media Analytics**

- **Instagram:** 35,072 followers (BK + FF accounts), gained 381 followers since our last meeting.
- **Facebook:** 21,348 (all pages combined), gained 193 followers since our last meeting.
 - 12,673 members in community group

Content Manager Report- Alana Salas-Yoshii

Board Meeting May 22, 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 1 time
- Assisted with planning and outreach for Retro Romp fundraiser
- Hired new BK Community Foundation intern. Her first day is May 27th.
- Bixby Board Room
 - Room is 80% done in its current state.
- Long Beach Gives
 - Less than 6 months until LB Gives 2025. Sent update postcards/ mailers to previous donors to share what we spent their money on. Also sent emails to previous donors & all mailing list recipients.
- The Retro Romp
 - Currently at 124 tickets sold. We are giving the event a push everyday until June 1st.
 - The event has been featured on Brain Addison's LongBeachize, The Grunion, and 2 local influencer pages.
 - Secured sponsorships from CoffeeDrunk (sticker campaign on cups), and Team Fasnacht (\$1,000).
 - The fundraiser includes 24 of our local businesses.

- **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
- Met with Salon Medusa to assist in planning their grand opening

- **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 staffed First Fridays

Executive Director's Report – May 22, 2025

- **General Topics & Notes**

- **Business Breakfast**

- Program included Crystal giving shout-outs and introductions and a featured presentation by Ryan La Rosa of Commune Communications
- We provided comment cards to all attendees with a prompt “What are the biggest challenges you are facing in your business right now?”:
- Next Breakfast: October 9

- **First Fridays news:**

- At a tipping point again. Great attendance last month but packs of kids out, electric bikes and scooters mixed in with pedestrians, and potential for anything to happen. We may add another security guard from Roosevelt south to Bixby just to monitor the south end of the event area. There were two negative events: One was a dine-and-dash by a repeat offender who has been known to do this at Ejs Pub and Tony's Kitchen. The other incident was someone stealing the pitcher of water (probably thought it was alcohol) from Wood & Salt that was set out for the singer. We have also started to see random vendors coming to set up and need to talk to CSI about making contact as soon as possible on those nights. On the flip side, we had heard from businesses that they were happy with the crowds and sales from the night. We just have to pay close attention to all activity on the street and keep things family-friendly.
- FF in June is a “summer kick-off” theme since there will be no FF in July.

- **Concerts begin June 23**

- **Expo Building construction status**

- We have been working closely with public works to get the construction in the building started. It looks like the work will begin for the lighting portion after First Fridays in August and work through the month. All tenants have been notified. Work will continue into

September with solar panels. Lastly we are trying to get the carpet project in synch with the completion of these other two projects.

- Other: Need help with updating leases to tenants and especially a check-list and rules list to TKTC.

- **Security**

- For a week or more, there was a homeless man in a wheelchair going up and down the area acting erratically and brandishing a knife (or sharp object. We had CSI move him along many times during the week. Looks like he was arrested last Saturday for tampering with a vehicle and we have not seen him since.
- Clean & Safe: Tom continues to clean the streets during the week, as well as tending to trees and tree wells, removing graffiti and flyers found on light poles. Our landscaper cleaned up the national park and parkway garden by Carson.
- Received the \$35K from the city for our security patrols, and get caught up on any outstanding invoices