



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, October 24, 2024, 8:00 a.m. at Expo Arts Center

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences: Bill Larson & David Ayala

2. WELCOME & INTRODUCTIONS

3. APPROVAL OF MINUTES

- Approval of minutes, September 26, 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 – September 26, 2024
MINUTES

Location: Expo Arts Center

Called to order: 8:07am

Adjourned: 9:05am

- **In attendance:**
 - Crystal Rogers, President
 - Bjoern Risse, Vice President
 - Bill Larson, Secretary
 - Katie Barish, Treasurer
 - Jason Van Fleet
 - Robin Daykin
 - Anthony Wingfield
 - David Ayala
 - Jeff Beasley
 - Starr Bunch
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - **Excused absences:** David Ayala
 - Robert Allarte, CD5
 - Brandi, CD8
 - Members of the public:
 - Paul Forman
- **8:07am** – Crystal called the meeting to order
- **Approval of Minutes – August 29, 2024**
 - Starr made the motion to approve the minutes; Katie seconded the motion; Motion passed unanimously.

Agenda:

New Business:

- President's notes: No report given.

Old Business:

- No old business was discussed.

Committee Reports:

- **Project Manager Report** – Myra reported: Just kicked off Hispanic Heritage Month highlighting business owners; Walktoberfest planning has begun for the October 13 event; Good Spirits Club returns on October 29 with a Halloween Edition; we will begin a “Did you Know..” video series to promote Small Business Saturday; other items presented included other future programming such as a Retail Crawl and Holiday Shopping Guide video series, Crafters Night, SantaCon fundraiser, and a potential BK Holiday Party.
- **Content Manager Report:** Alana gave a status of the Community Foundation (communication, accounting, and project management); met with Aaron Hovis to discuss the LB Gives initiatives; Helped to plan the 10 events in 7 days for LB Gives (net fundraising was \$16,926.88); Continuing member outreach, Bixby Brief, First Fridays coordination, helped to host the COBA in-person meeting in BK.
- **Executive Director Report** – Blair reported: Accepted a second role in addition to BK BIA duties, as E.D. of Creative Class Collective, Intertrend’s non-profit. Blair will spend at least two days downtown in the new role; Other items reported included the annual report being due soon and board will need to approve it; focusing on direct business support now that LB Gives campaign is over; Blair discussed his concern about changes on the street and needing to maintain a good mix of restaurant, retail, and services. General discussion ensued. Next business breakfast is November 14.
- **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: Budget was approved with funds for the BIDs; Strollers will visit LBCC, hosted by CD5; new code ordinance in the works regarding illegal dumping; Prop 36 was a receive-and-file at council.
- **Council District 8:** Brandi reported: Upcoming events like a blood drive, Domestic Violence Awareness event with the women’s shelter.
- **Public Comment**
 - No public comment.
- a. Adjournment :**
 - i. Jason made a motion to adjourn at 9:05am; Anthony seconded
 - ii. Motion passed unanimously; meeting adjourned at **9:05am**

Project Manager Progress Report

❖ Events & Promotions

- **Walktoberfest**
 - Was held on Sunday, Oct 13. Lighter crowd than last year, but for the most part all participating businesses were busy, and everyone seemed to enjoy themselves.

- **Good Spirits Club – Halloween Edition**
 - We are hosting our next Good Spirits Club next Tuesday, Oct. 29 at Dutch's Brewhouse. We will have a costume contest, "spooky drinks", and fun decorations.

- **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.
 - We are asking businesses if they can comp the food/drinks, so it helps us keep the cost low on this since we are hoping to feature 30+ businesses.

- **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. We hosted them earlier this year and we had 200 attendees.
 - 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**
 - It will be on 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.
 - We just started to plan for the event, doing outreach to businesses to participate and sponsorship requests.

❖ **Looking Ahead**

- **November 1** – First Fridays, Arts Month Celebration, 6:30pm-9:30pm
- **November 13** – Literary Society, Dream Come True at 7pm
- **November 14** - Knights of the Round (Turn)table, Beachwood at 6:30pm
- **November 17** – Kidical Mass, Pixie Toys at 11am
- **November 20** – Supper Club at Taboon Mediterranean at 6pm (*Needs to be confirmed*)
- **November 30** – Small Business Saturday
- **Every Saturday** – Strollers, Coffee Bean at 7:30am

❖ **Social Media Analytics**

- **Instagram: 32,277** followers (BK + FF accounts), gained 378 followers last month.
- **Facebook: 21,148** (all pages combined), gained 23 followers last month.
 - **11,764** members in community group

Content Manager Report- Alana Salas-Yoshii

Board Meeting October 24, 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
 - Completed Long Beach Gives donation accounting
 - Created new giveaways for donors
 - Postcard print of new Allery artwork
 - Sent 90 personalized thank you notes to all Long Beach Gives donors
 - Assisted in gaining sponsorships for upcoming fundraising events
- **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 in-person meeting at the Long Beach Chamber of Commerce office
 - Hosted a community lunch at Ancestros Mexican Cuisine to build anticipation of 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 Spooky Good Spirits Club
 - Attended Walktoberfest
- **Admin**
 - Status of healthcare- need to apply by Nov. 30th

Executive Director's Report – October 24, 2024

- **General Topics & Notes**

- New role: Creative Class Collective
 - Started working downtown 2 days a week and in the learning phase of the position.
 - Juggling schedules for both roles.
- Assessment check due any day now
- Annual Report: Still working on the draft and will share it with the board as soon as possible.
- Ancestros will have an official Grand Opening on First Fridays, November 1
- Alli Kaphy will have a soft opening on Monday with a Grand Opening on Thursday
- Chipotle is opening this week.
- AndyLiz will move into the Twig & Willow space
 - “Bixby Petals” will move into the AndyLiz space
 - Vietnamese restaurant slated to move into AmeriTax space

- **Business Breakfast – November 14**

- Focusing on “What’s the perception of your business from your customers/clients and business neighbors?”
 - Physical appearance, inside and out.
- Peer-to-peer: LB Clothing to discuss security measures.

- **General Safety Notes**

- Ongoing issues:
 - Break-ins: Nearly every night there has been a break-in to a business(es) in the district. This is happening city-wide, too. LYPD believes there may be one individual responsible for these incidents in our district. Multiple videos show a similar looking individual, though in a hoodie and face mask on.
 - We have requested that CSI come up with a plan to double up on night patrols to try to get a stoppage of this type of issue.
 - El Torito – LYPD and Code Enforcement working with the landlord on the ongoing issues.
 - Ronnie: Arrested for violating restraining order and other warrants.

- Proposition 36 – The Chamber and CD3 will host a Pro Prop-36 event at The Gaslamp on October 30.
 - Council of Business Associations
- **BK Community Foundation**
 - Tom Peters is applying for more grants on our behalf
- **Expo Building**
 - Solar panels project – waiting on start date from Public Works
 - Tested the building for asbestos and lead this week
 - Tested the status of the roof for ability to hold new equipment
 - New carpet and lights will be installed after solar paneling are installed
 - Minor repairs
 - Time to request updated insurance certificates from all tenants