



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, September 26, 2024, 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, August 29, 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

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BKBIA BOARD MEETING – August 29, 2024
MINUTES

Location: Expo Arts Center

Called to order: 8:08am

Adjourned: 9:26am

- **In attendance:**
 - Crystal Rogers, President
 - Bjoern Risse, Vice President
 - 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: Bill Larson**
 - Robert Allarte, CD5
 - Esther Ogunrino, CD8
 - Members of the public:
 - Paul Forman
- **8:08am** – Crystal called the meeting to order
- **Approval of Minutes – July 11, 2024**
 - Robin. made the motion to approve the minutes; Anthony seconded the motion; Motion passed unanimously.

Agenda:

New Business:

- President’s notes: Crystal discussed a recent incident between two business owners and what the response and/or obligation of the BKBIA is or should be. General discussion ensued.

Old Business:

- No old business was discussed.

Committee Reports:

- **Project Manager Report** – Myra reported: Concerts in the Park(ing Lot) have wrapped up with great turnouts to them all. Shoutout to CD8 for the sponsorship of August 12; BKBIA hosted Olympic “watch parties” with the mayor’s office. One at Ambitious Ales and one at the Petroleum Club with a huge turnout; Business of Distinction was awarded to Polly’s Pies (35 years), and we surprised Turner Chiropractic (38 years) with this award at our Business Breakfast; We have done an Instagram collab with the influencer “LB Food Coma”, we gave away gift cards to local businesses and gained 800 new followers; We are prepping for Long Beach Gives, September 12-19. It’s our first-time participating so we will see what the efforts bring; Event calendar was also provided in the packet.
- **Content Manager Report:** Alana gave a status of the Community Foundation (communication, accounting, and project management); the proposed Long Beach Gives event schedule was presented with 10 events in 7 days to raise awareness and funds for the Foundation. Discussion ensued. City council offices can promote LB Gives in general but not solicit for a specific non-profit; Alana discussed the new video and outreach projects for district promotions; Business support and community events Alana attended and coordinated were included in the packet.
- **Executive Director Report** – Blair reported: Business Breakfast recap included the change in topics to be much more focused on business owners and best practices with the message to “work ON your business and not just IN it.” CSI has added nighttime patrols with the help of our one-time funds from the city. There had been a week of break-ins to salons and barber shops. We hope night patrols will be a deterrent. Tom Underhill, Kelly Bray, and Care Closet LBC continue to address graffiti, trash, dumping, and encampments in the district every day; City is giving away 40 free food carts, \$400K set aside for those wanting to start this type of business; Mayor’s budget will include more one-time funds for BIDs to help with security costs; BKCF was awarded a \$10K grant from LA Arts and Tom Peters continues to pursue grants.
- **Security & Code Enforcement** – The former El Torito property is now an ongoing issue with break-ins and encampments on site. LYPD West Division is now actively working with code enforcement and the property owner to get this issue under control; With the recent break-ins, we have helped two businesses with reimbursement for costs of the broken window or doors, these are businesses that are not currently able to cover the costs. Funds for this come from the one-time funds and the Foundation account.

Council Reports:

- **Council District 5:** Robert Allarte discussed: It was a busy summer. It's now budget season and budget will soon be approved, there is another round of one-time funds for the BIDs; dealing with encampments is a complex issue. Where do the individuals go, or supposed to go, when an encampment is cleared?
- **Council District 8:** Esther reported: CD8 had a busy summer of events; Firestation #9 had a groundbreaking this week; office will help promote LB Gives; a lot of infrastructure projects are happening; working with Union Pacific to get private property clean-ups done (i.e. Care Closet to help with train track cleanups); September 25 is a town hall meeting at Scherer Park
- **Public Comment**
 - Paul Forman: LB Gives is a good program for non-profits; suggested a "bourbon tasting" event for a guy's night out event; offered to call the property owner of former El Torito; Regarding encampments, Beware of just blaming the landlords for this type of issue; the city should create a model like San Diego with "tent cities" the city's surplus properties.
- a. **Adjournment :**
 - i. David made a motion to adjourn at 9:26am; Jeff seconded
 - ii. Motion passed unanimously; meeting adjourned at **9:26am**

Project Manager Progress Report

❖ Events & Promotions

- **Hispanic Heritage Month**
 - We just kicked off our Hispanic Heritage Month celebration, which we highlight Hispanic owned/managed businesses on social media. We already had a few new businesses chime in asking to be featured.
- **Upcoming Special Events (not regular programming)**
 - **Walktoberfest**
 - Scheduled for October 13, 2pm-6pm
 - We are currently in the planning stage, doing outreach to businesses so they can have specials for attendees. Free to attend, not a ticketed event.
 - **Good Spirits Club – Halloween Edition**
 - We are looking to host Good Spirits Club on Oct. 29 with a Halloween theme (costume contest, “spooky drinks”, etc.)
 - **Small Business Saturday**
 - We will begin to work on a “Did you know” Video Series next week.
 - This will feature unique items/food/drinks/services that people can support on Small Business Saturday.
 - **Retail Crawl x Holiday Shopping Guide Videos**
 - On Small Business Saturday, we are planning to film a “retail” boutique crawl video series. We will share these early December as a holiday gifting guide.
 - **Crafters Night (Holiday edition)**
 - December 4th at Dream Come True. We will have holiday themed crafts and treats will be provided by the venue.
 - **SantaCon**
 - Currently scheduled for December 15. Planning to be ticketed event. We will begin planning this after Walktoberfest.
 - **BKBIA Holiday Party**
 - If we would like to have one this year, we will need board members to help us secure sponsorships to help cover some costs. We would need to secure sponsorships by the end of October to move forward with planning.

❖ **Looking Ahead**

- **October 4** – First Fridays, Arts Month Celebration, 6:30pm-9:30pm
- **October 9** – Literary Society, Dream Come True at 7pm
- **October 13** – Walktoberfest
- **October 17** - Knights of the Round (Turn)table, Beachwood at 6:30pm
- **October 24** – Good Spirits Club (Halloween Edition)
- **October 27** – Kidical Mass, Pixie Toys at 11am
- **Every Saturday** – Strollers, Coffee Bean at 7:30am

❖ **Social Media Analytics**

- **Instagram: 31,899** followers (BK + FF accounts), gained 363 followers last month.
- **Facebook: 21,125** (all pages combined)
 - **11,652** members in community group

Content Manager Report- Alana Salas-Yoshii

Board Meeting September 26, 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
- Assisted in filming promotional videos to boost donations for the Community Foundation
- Met with the BK Community Foundation board president , Aaron Hovis, to discuss Long Beach Gives initiatives
- Assisted in planning 10 events in 7 days for Long Beach Gives (Sept 12-19)
 - Mailed 60 letters to top Community Foundation donors
 - Mailed 60 postcards highlighting LB Gives events
 - Coordinated with vendors/ performers/ locations for events
 - Prepared marketing materials- design, cutting handouts, stickering giveaways, bagging cookies. Etc.
 - Networked with, pushed to donate, and thanked community members at all events
 - 18 Businesses included in activities and promotions:
 - Lola's Mexican Cuisine, Feather & Leaf Acupuncture, Wilmore Wine Bar, Hope Arts Therapy, Patricia's, Beauty in Bixby, Bixby Knolls Wellness Center, Long Beach Flowers, Pixie Toys, Ding Tea, Porky's Pizza, The Merchant, Dream Come True Tea & Party Room, Cassidy's Corner Cafe, Beachwood Brewing & Distilling, Better Half Boutique, Sweetgrass, LB Clothing
 - **Gross fundraising total: \$19,162 raised by 84 donors**
 - Cost breakdown:
 - Marketing/Outreach: \$330
 - Promotional Materials (stamps, postcards, coasters, etc.): \$480.31
 - Signage (A-frame posters, postcards, tabletop trifolds, stickers): \$0, Sponsored by Fresh Prints Design
 - Event costs: \$1,425.01
 - **Total costs: \$2,235.32**
 - **Net fundraising total: \$16,926.68**
- In the process of crafting new donor thank you items

- **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
- Assisted in hosting COBA meeting in Bixby Knolls

- **Community Events**

- Attended Kidical Mass ride, Knights of the Round (Turn)table, and Strollers walk
- Sent monthly Literary Society event info and updated Lit. Society landing page

Executive Director's Report – September 26, 2024

- **General Topics & Notes**

- New role/opportunity: Creative Class Collective
 - Director
 - Intertrend's non-profit division for arts and culture
- Assessment check due any day now
- Taxes are being prepared for both the BKBIA & BKCF
- Annual Report is due to the city for our renewal by council. The board will receive a copy of the report for approval.
- Business Support -- spending more time on this now that LB Gives is over
 - One-on-one meetings with business owners
 - Pop 'n Flavors
 - We have a list of others to meet with.
 - Financial support from city's one-time funds
 - Upcoming events to keep community engaged
 - New: Chipotle closer to opening; Ancestros; taqueria
 - Closures
 - Twig & Willow; AndyLiz
 - Changes to the "mix" on the street that are detrimental

- **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:
 - El Torito – LBPD and Code Enforcement working with the landlord on the ongoing issues.
 - Ronnie and the encampment at Polly's. A restraining order has been filed by Polly's and CSI will serve the papers to Ronnie.
 - Proposition 36 – This is something that seems to offer hope to retailers and small businesses for more consequences for theft/crime.

- There continues to be a proliferation of small graffiti tags and stickers around the district – Tom Underhill and Kelly Bray have been removing them and reporting to GoLongBeach
 - Monthly shout-out to Tom and Kelly for their persistence.
- **BK Community Foundation**
 - Tom Peters is applying for more grants on our behalf
 - Port grant was awarded again for First Fridays
- **Expo Building**
 - Solar panels project
 - 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