



Crystal Rogers - President - At-Large
Bjoern Risse - Vice President - Atlantic Ave.
Bill Larson - Secretary - At-Large
Sonya Suon - Long Beach Blvd.
Anthony Wingfield - Wardlow Rd.
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, September 25, 2025, 8:00 a.m. at Expo Arts Center

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences: Robin, Bill & Jeff

2. WELCOME & INTRODUCTIONS

3. APPROVAL OF MINUTES

- 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**

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BKBIA BOARD MEETING – July 31, 2025
MINUTES

Location: Expo Arts Center

Called to order: 8:13am

Adjourned: 9:11am

- **In attendance:**
 - Crystal Rogers, President
 - Bjoern Risse, Vice President
 - Sonya Suon
 - Jason Van Fleet
 - David Ayala
 - Robin Daykin
 - Anthony Wingfield
 - Starr Bunch (Via phone)
 - Myra Pimentel, Project Manager, BKBIA
 - Alana Salas-Yoshii, Absent
 - **Excused absences:** Bill Larson, Cynthia Lopez
 - Members of the public:
 - Paul Forman
- **8:13am** – Crystal called the meeting to order
- **Welcome & Introductions:** Crystal
- **Approval of Minutes – June 26, 2025**
 - David made the motion to approve the minutes; Jason seconded the motion; Motion passed unanimously.

Agenda:

New Business:

- President’s notes – Crystal discussed Infrared Radiance Spa grand opening, the programming and reception of the attendees; Salon Medusa opening was good as well and a large group in attendance; David stated that all invites to grand openings should be sent to board members.

Old Business:

- No Old Business

Committee Reports:

- **Project Manager Report** – Myra reported: Status of our intern Magerly and work for the Foundation; Prepping for the upcoming Long Beach Gives in September and the kick-off in August for “peer fundraisers; parking lot concerts have had good turnouts; August list of events.

- **Content Manager Report:** Myra shared Alana's report: Maintaining all records and donations to the Foundation; helping with the onboarding of our new intern; Bixby Boardroom is 95% done and needs some additional lighting and other equipment; ongoing business support; attendance at our community events.
- **Executive Director Report** – Blair discussed the importance ongoing outreach to our business membership, especially in July when business slows down due to vacations; New business names provided; grants were awarded to the Foundation; Expo construction status. All details were provided in attached packet.
- **Security Report: Blair** -- CSI has been able to detain and have arrested a few individuals in the district that have been nuisance; The city's Rapid Response Team visited The Merchant and Fresh Prints & Design after vandalism.

Council Reports:

- **Council District 5:** No report given.
- **Public Comment**
 - Paul Forman discussed Long Beach Gives and committed to a \$1,000 donation; seeking a pledge form for the boardroom donations; Has a contractor for the back flow test needed in the median;
- a. Adjournment:**
 - i. Jason made a motion to adjourn at 9:11am; Sonya seconded
 - ii. Motion passed unanimously; meeting adjourned at **9:11am**

Project Manager Progress Report

❖ Bixby Knolls Community Foundation

- Site Interview with the LA County Arts & Culture Department
 - We had two employees visit and speak to Alana and me, and to Magerly separately. As a new recipient of the grant, they do these interviews to check our office and see how the intern is doing.
 - They were very impressed with Magerly's work, and the opportunities we've been able to provide for her.

❖ Long Beach Gives

- VIP Mixer – Peer Fundraising Ask
 - 10 total peer fundraisers
- Sent over 100 letters to top donors inviting them to LB Gives events
- Created postcards and hired someone to flyer houses in Los Cerritos/Country Club
- We filmed 3 videos to highlight our fundraising goals
 - (Clean team, business support, intern position)
- We hosted 7 events in 7 days
- We secured 4 matching grants for our main fundraising day
 - \$250 Marc Rothenberg Law Firm, \$500 Oakwood Academy, \$500 Great Officiants/Cute Little Wedding Chapel, \$1,000 Paul & Susan Forman

❖ Business Support

- UPS Store Plaza Specials
 - Anthony helped create a booklet with specials featuring each business in that shopping center.
- Black Business Month
 - We shared a carousel post, email and a flash event to highlight our Black owned businesses in August.
- Hispanic Heritage Month
 - We are currently working on getting new photos for the new businesses

❖ **Looking Ahead**

- **September 28** – Kidical Mass, Pixie Toys at 11am
- **October 3** – First Fridays, 6:30pm-9:30pm
- **October 8** – Literary Society, Dream Come True at 7pm
- **October 9** – Business Breakfast
- **October 19** – Kidical Mass, Pixie Toys at 11am
- **October 30** - Knights, Beachwood Brewing & Distilling at 6:30pm
- **Every Saturday** – Strollers, Coffee Bean at 7:30am

❖ **Social Media Analytics**

- **Instagram: 36,682** (BK + FF accounts), gained 492 followers since our last meeting.
 - **New Instagram account @bixbyknollscommunity:**
 - 1,058 followers, gained 316 followers since our last meeting.
- **Facebook: 22,045** (all pages combined), gained 211 followers since our last meeting.
 - 13,022 members in community group

Content Manager Report- Alana Salas-Yoshii

Board Meeting September 25, 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
- Bixby Board Room
 - Finally finished and ready for rentals!
- Long Beach Gives
 - Events recap
 - Good Spirits Club- Medium sized crowd, DJ was a nice addition, Lola's offered a free marg w/ a \$25 purchase
 - Raised \$900
 - Bliss & Beats- Great second year event. Had 3 sessions, crafts, food, and wine. Involved 7 business members.
 - Raised \$3,070
 - Jazz in the Candlelight- Great feedback from this show. Sponsored by f/8 Studios & Cal Heights Music.
 - Raised \$4,237
 - Bubbles & Bagels- Large crowd. Food sponsored by Cassidy's Corner Cafe. Good networking and community building.
 - Bixby Board Room Grand Opening- Large crowd. Good feedback on the decor of the room.
 - Knights of the Round (Turn)table- Large crowd. Normal attendees.
 - Magic After Hours- New faces and more young couples than usual.
 - Peer fundraising
 - We had 10 peer fundraisers who raised \$13,582 collectively.
 - In total, **we raised \$31, 671 from 149 donors**. That's \$11,000 more than last year!

- **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

- **Community Events**

- Attended Knights of the Round (Turn)table
- Sent monthly Literary Society event info and updated Lit. Society landing page
- Assisted in planning and staffed 2 First Fridays
- Attended and staffed final Concert in the Park(ing Lot)

- **BKBIA Admin**

- Attended professional development workshop at KUBO
- Reorganized BKBIA office while Blair was on vacation

Executive Director's Report – September 25, 2025

- **General Topics & Notes**

- **Business Outreach/Updates/General**

- The general consensus among the businesses, here and across the city, is that it has been quiet. Lots of chaos and uncertainty in the news that seems to have its negative impact on local spending. Now that LB Gives is over, we are going to step up the promotions of the district and individual businesses that need it most. Flash events, Walktoberfest, Santacon, Small Business Saturday, Hispanic Heritage Month, and individual business profiles will keep up the momentum.
- Fingerprints Record Store – Rap artist, Cardi B, has an in-store appearance today; 1500 pre-sale tickets sold, so we expect a big crowd of ticket holders and those just wanting to check out the scene. The store has its own security plan in place and LBPB has been notified. BKBIA will have an extra guard to patrol the neighborhood to look for any issues that could arise. The owner of the shop believes this should be mellow when all is said and done but we want to make sure there are no issues in the neighborhood.
- We are working on more grants for the Foundation. Not only a port and county grant, but a large one from the state, too. More details as these come to fruition.

- **Events:**

- Long Beach Gives was another success for the Foundation, and all kudos and shout-outs go to Myra, Alana, and Magerly (who will provide the specifics).
- On the horizon: Walktoberfest
- Kidical Mass returns this weekend.

- **Expo Building construction status**

- Project is not completed per the schedule provided (ending September 29).
 - Additional lighting units, bulbs, and tracks need to be ordered and installed.
 - Solar paneling project has begun and will continue over the next two weeks.
 - Flooring and carpet project will begin after October 18.

- The project manager for the city has been replaced so we are getting her up to speed on everything.
 - The building will need to be fully cleaned before the project is deemed completed.
 - Kelly Bray – Kelly has done a phenomenal job for us as a middleman for this project. He reads all the plans and schematics and talks the talk with the contractors. He has pointed out missing items, located circuits in the building for the contractors and helped to move things forward. Although we have never spoken about any formal “project management” or compensation for his time, I would really like to provide him with some type of compensation for his efforts. We have asked Servando Orozco again to help fix Kelly’s truck as a favor and as gratitude from the BKBIA. What does the board think about compensation?
- **Security**
 - There are incidents of the usual petty crime and issues mostly relating to the unhoused. We have cleared some encampments or folks sleeping on private property.
 - Tom has removed a lot of graffiti from the district.
 - Kelly has encouraged businesses to participate in the 602 No Trespassing program, especially at Wardlow and LB Blvd.
 - We were just notified from Coffee Bean & Tea Leaf about individuals passing counterfeit bills and sent a message to our membership.
 - There was an ICE raid at Bixby Knolls Car Wash a week ago and 7 people were taken away. These raids affect those families and the businesses trying to remain open. We have called for support from the community when these things happen. A new reality which is hard to wrap our heads around but have to deal with.