



Crystal Rogers - President - At-Large
Cynthia Lopez - Vice President - Atlantic Ave.
Jason Van Fleet - Secretary - At-Large
Brenda Rivera - Atlantic Ave.
Anthony Wingfield - Wardlow Rd.
David Ayala - Bixby Knolls Shopping Center
Vacant - Long Beach Blvd.
Robin Daykin - At-Large

Bjoern Risse - 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 28, 2026, 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 23, 2026

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. Bookkeeper Report -- Dodie
- d. 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 – April 23, 2026
MINUTES

Location: Expo Arts Center

Called to order: 8:05am

Adjourned: 9:35am

- **In attendance:**
 - Crystal Rogers, President
 - Cynthia Moore, Vice President
 - Jason Van Fleet, Secretary
 - Robin Daykin, Treasurer
 - Brenda Rivera
 - Anthony Wingfield
 - David Ayala
 - Starr Bunch
 - Jeff Beasley
 - Blair Cohn, Executive Director, BKBIA
 - Myra Pimentel, Project Manager, BKBIA
 - Alana Salas-Yoshii, BKBIA
 - **Excused absences:** Bjoern Risse,
 - Members of the public:
 - Paul Forman
 - Maria Lopez, F&M Bank
- **CALL TO ORDER:** Crystal called the meeting to order at 8:05am
- **Welcome & Introductions:**
- **Approval of Minutes**
 - Jason made the motion to approve the minutes; Starr seconded the motion; Motion passed unanimously.

Agenda:

New Business:

- President Notes: Crystal xxx

Old Business:

- Crystal discussed the Expo's upstairs storage area, the need for cleanup and the current leases, especially with Alexey Steele. Discussion ensued regarding the eviction of Alexey Steele and the steps required to make this happen.

Committee Reports:

- **Project Manager Report** – Myra reported on applications/candidates for the next intern position; visiting LA28 headquarters and learning about Olympic activations; updates on the state grant funding and new admin position.
- **Content Manager Report:** Alana reported information provided in the board packet including her duties and responsibilities of the Bixby Knolls Community Foundation, business member outreach and direct business support; state grant requirements and paperwork being filled out; and her participation in our ongoing programs and events.
- **Executive Director & Security Report** – Blair reported information in the board packet including: making the change to a new bookkeeper and switching all account information to the new person; First Fridays again had an issue with conflicting political groups and CSI had to step in to monitor the situation; Discussion about member expectations of the BKBIA staff to be present at events, especially on weekends; Hookah lounge has had issues again with litter and debris and neighbors have reported disturbances; Other updates include the celebration for Two the Root's 20th anniversary, the need for additional security hours for early morning, waiting on the city for a current list of all business licenses on Wardlow for our expansion efforts.

Council Reports:

- **Council District 5:** No report given.
- **Council District 8:** No report given.
- **Public Comment**
 - Paul Forman discussed that he had received the letter from the BKBIA about parking lot usage and donation and stressed the importance of insurance for/from all Expo tenants.
 - David reminded everyone to be aware of bank “spoofing” calls. A lot of scam calls are happening currently.
 - **Adjournment:**
 - i. Crystal made a motion to adjourn at 9:35am; Jason seconded
 - ii. Motion passed unanimously; meeting adjourned at **9:35am.**

Project Manager Progress Report

❖ Bixby Knolls Community Foundation

○ LA County Arts & Culture

1. After carefully vetting and interviewing multiple candidates (through sample work and in-person), we found our next intern, Joel Garcia, who will be starting on June 1.
2. The intern will be helping us work on promotion for our upcoming events which include Concerts in the Park(ing Lot), First Fridays, and start helping us prepare for Long Beach Gives in September.

○ New office layout & Operations & Admin Position

1. Worked with multiple contractors to get the new office layout done. Marni helped us connect with her loyal contractor who helped install the dutch door between the old library, now new reception office, to our main office space. He did this work for free, only had to pay for the materials.
2. We hired another contractor, Jason's recommendation, to swap doors so the glass door with our logo is now placed with the new reception office. This also helps let in light to the space since it doesn't have windows.
3. I've been training Dodie, she's only been here two days so far but she's already helping us get cleaned up with admin work needed for the new state grant work. She'll share more on her report.

○ Small Business State Grant

1. Working closely with Alana to start working on projects we'll do through this grant. She'll discuss more during her report.
2. Placemaking is a line item in our budget of the state grant, so Alana and I have been negotiating a consulting agreement with Placemaking US. We have been working with them for a long time now, in specific, at our Long Beach County Fair First Fridays. He is an expert in this field, has traveled all over the world learning best practices.

❖ Looking Ahead

- **June 5** – First Fridays, 6:30pm-9:30pm
- **June 10** – Literary Society, Dream Come True at 7pm
- **June 11** – BKBIA Members Business Breakfast, 8am
- **June 18** - Knights, Beachwood at 6:30pm
- **June 22** – Concerts in the Park(ing lot),
- **June 28** – Kidical Mass, Pixie Toys lot at 11am

- **Every Saturday** – Strollers, Coffee Bean at 7:30am

❖ **Social Media Analytics**

- **Instagram: 39,462** (BK + FF accounts), gained 319 followers since our last meeting.
 - **New Instagram account @bixbyknollscommunity:**
 - 1,591 followers, increase 118 since our last meeting.
- **Facebook: 22,872** (all pages combined), increased 175 followers since our last meeting.
 - 13,407 members in community group

Content Manager Report- Alana Salas-Yoshii

Board Meeting May 28, 2026

- **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
- \$1M State Grant progress:
 - Money arrived two weeks ago!
 - Set up new F&M bank account for funds. Grant funds will be kept separate from all other BKCF/ BKBIA accounts.
- Hosted quarterly BKCF board meeting
 - Reviewed state grant budget
 - Discussed success of tabling at First Fridays
 - Asked for volunteers for Concerts in the Park(ing Lot)
- Assisted Myra & Blair with interviewing applicants for the intern and admin positions.
- Met with Lena Gonzalez's District Director to review state grant budget.
- Created onboarding materials for grant-funded positions & contractors.

- **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 & in person meetings
- Started working on first draft grant applications for business members
- Met with Kena Fuller of Fuller Management Corp. to build a business support consultation package for members
- Attended (w/ Myra) the 1st AI & Business summit hosted LB Economic Development
- Attended the Linden Club's grand opening
- Toured Little Owl School to view their meeting space and potential project collaboration

- **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 First Fridays April
- Attended Kidical Mass's anniversary ride

May 2026 Bookkeeping Report

Dodie Reddington, local bookkeeper, has taken over the maintenance of BKBIA and BKCF books and payroll processing. Transitioning from the previous bookkeeper, Brenda Solano.

Key Updates:

- Caught up the A/P entry to QuickBooks from January through current date. Going forward the vendor payment process will be the following steps.
 1. Real time entry of A/P.
 2. Generate “Unpaid Bills – Open A/P” Report for Executive Director to review.
 3. Provide Cash Position and other key financial data.
 4. Process payment of approved bills and create checks for signature.
 5. Match bill with check and give to the ED for signature and mailing.
- Reinstated bank feed from FMB Checking to QuickBooks. Coded and matched bank transactions to proper general ledger accounts from January through May.
- Reconciled bank statements for the checking account through end of April 2026.
- NOTE: categorizing credit card transactions and reconciliations are in progress.
- Processed BKBIA payroll for May and funded CalSavers.
- Met with Kyle Watwood, CPA to review set up of new GL Accounts for the Foundation when the State grant funds arrive.
- Various research on outstanding expenses and resolution.
- Goal is to produce financial reporting that is accurate, real-time data.

Current Bank Balance: \$92,517

Current Payables: \$23,692

Payroll & Taxes: \$9,033

Credit Card: \$7,254

Executive Director's Report – May 28, 2026

- **General Topics & Notes**

- We are very happy to have Dodie Reddington now on board to help us with all Admin responsibilities for both the BKBIA and BKCF. She has already relieved the stress off the staff and got us on the track to be updated, organized, and proactive.
- We said goodbye to Magerly Alarcon after two great semesters of her internship. We will welcome Joel Garcia as our new intern next week.

- **Community Requests: Managing Expectations;**

- We were copied on an email to Mayor Richarson regarding someone wanting to organize a cultural event in the building. See excerpt below. The BKBIA gets “voluntold” a lot about we should do or organize.
- We haven't responded to this email yet, but here are a few points:
 - We found out the online submission link was not working so we never got the request for this event
 - We don't book events a year in advance since we have to work closely with our tenants on schedules.
 - The BKBIA or BKCF would not be the organizer of this event.
 - Because we have special features for our business members and for First Fridays like Women's History Month, Hispanic Heritage Month, Black History Month and National Black Business Month, have we opened ourselves up to the expectation that we are obligated to host and celebrate every cultural celebration monthly?
 - See next page

“Dear Honorable Mayor:

Thank you for recognizing Jewish American Heritage Month (JAHM) this year. Coincidentally, the body of this reply to your email is taken from a letter I wrote today to one of the founders of the Jews BeLong Beach Coalition in which I discussed exploring the possibility of hosting a JAHM month-long exhibition in a large part of the 27,000 sq. ft. EXPO Arts Center building or elsewhere in Long Beach, CA next May. **EXPO annually hosts similar exhibitions for African-American History Month, Hispanic American History Month, Gay Pride Month and more. Blair Cohn, Director of the Bixby Knolls Business Association (BKBA), leaseholder of the City of Long Beach-owned property at 4321 Atlantic Ave., Long Beach, CA is a casual friend. I informally asked him about having an annual JAHM exhibit each May and I submitted the Event Rental Inquiry form on the BKBA website: <https://bixbyknollsinfo.com/expo-arts-center/>. I also sent an inquiry to Jewish Long Beach. I have received no responses yet. Maybe you would like to consider this idea and help us realize it.**

I am now seeking assistance and support to prepare a formal proposal for submission to:

- Bixby Knolls Business Improvement District
- City of Long Beach Department of Library, Arts and Culture
- Long Beach Museum of Art
- Museum of Latin American Art
- Alpert JCC Long Beach
- Israeli-American Council -OC
- along with other Jewish organizations and synagogues (too many to list here)
- to host all or part of a month-long JAHM exhibition with exhibits/displays shared from Los Angeles museums such as:
- Skirball Cultural Center, <https://skirball.org>
- Holocaust Museum LA, <https://holocaustmuseumla.org>
- Museum of Tolerance, <https://museumoftolerance.com>
- Academy Museum of Motion Pictures, <https://academymuseum.org>.

It's time for the Jewish population of Long Beach to stand-up and take back our pride in our origins, our heritage, our diversity and our centuries of contributions at home and abroad. If other cultures can do it, it's time we remind ourselves and our city, and the world, that we will not hide or be silent, and that we count too in this city of great diversity. This proposal will focus on inclusion, truth, justice, and support, not exceptionalism or preference, while so many factions try to destroy us once again. “

- **New Things**
 - Khan's Mongolian BBQ opened up and demand was greater than supply! Johnny is working it out so he is as efficient as possible. It took a long time to open so he needs success immediately.
 - Bixby Provisions is now open and we have enjoyed meals there already. This will be the first First Fridays for the business, and we wish them great success that night and every night.

- Vietnamese restaurant continues its build out and awaits final inspections.
- **Security/Safety/and General**
 - I spoke with Officer Jackson about setting up a meeting with the owner of the Hookah Lounge to discuss community complaints and ways to limit negative impacts to the neighborhood.
 - A suspect was arrested for the thefts of the copper from the light poles
 - Next security meeting: June 16
- **Boundary Expansion**
 - Waiting for the new business license list from the city in order for us to make our first contact with businesses along Wardlow and Orange.