



## **Zaferia Business Association**

a nonprofit organization promoting Zaferia businesses since 1991

*The mission of the Zaferia Business Association  
is to promote, enhance, and represent the business members of the Zaferia District.*

**Meeting of the Board of Directors  
May 6, 2021, 11:00 am  
Long Beach Playhouse  
5021 E Anaheim St., Long Beach, CA 90804**

### **Agenda**

**I. Board Member Introductions (11 – 11:05)**

**II. Organizational Meeting of the Board of Directors (11:05 – 11:10)**

Discussion and vote among the members of the Board to determine who will serve as President, Vice President, Treasurer, and Secretary. The remaining three members will serve as Directors.

#### **Regular Meeting Call to Order**

**III. Public Comment (11:10 – 11:15)**

**IV. Conflicts of Interest (11:15– 11:17)**

**V. Administrative Business (11:17 – 11:20)**

- a. Acceptance of the Consent Agenda
- b. Review of ZBA members in arrears

**VI. Draft Budget for Fiscal Year October 1, 2021 – September 30, 2022 (11:20 – 11:30)**

**VII. Banner Replacements (Fade Warranty) (11:30 – 11:40)**

- a. Consideration of replacing pole light banners with same or new design
- b. If new design, consideration of graphic design proposals
- c. Consideration of banner production and installation vendors

**VIII. Update on Long Beach Home + Living *Flavors of Long Beach* Special BID Program (11:40 – 11:50)**  
Consideration of 4-months of marketing and promotions

**IX. COBA Update (11:50 – 11:53)**

**X. Membership Outreach Report (11:53 – 11:55)**

**XI. Director's Report (11:55 – 12)**

- a.** Annual Report to City (FY 2021 – 2021)
  - Programs and goals (i.e., cleanliness, events, member and area marketing, member representation and communication)

**Adjournment - Next Meeting: TBD**



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### **Consent Agenda**

#### **Meeting of the Board of Directors**

**May 6, 2021**

**The following items are submitted for acceptance by General Consent of Zaferia Business Association Board of Directors:**

1. Board of Director's Meeting Minutes dated March April 8 2021.
2. Special Meeting Minutes dated April 12, 2021.
3. Financial reports: Balance Sheet, Profit & Loss, Transaction Details, and the Budget to Actuals for the period ending April 30, 2021.