



a nonprofit organization promoting Zaferia businesses since 1991

Annual Membership Meeting Minutes

Date: 10/13/22

2022 - 2023 Board Members:	Present		Present
Madison Mooney, President	N	Dean Lockwood, Secretary	N
Zain Ramjan, Vice President	Y	Lisa Lowe, Treasurer	Y
Dylan Davis, Director	Y	Jennifer Little, Director	Y
Neil Hirsch, Director	Y		
Kristine Hammond, Executive Director	Y	Tracy Ames, Member Outreach Coordinator	Y

Call to order	The Annual Meeting of the members of the Zaferia Business Association was held at The Urban Farm, 1336 Gladys Ave., Long Beach, CA 90804 at and called to order by Zain in the absence of Madison AT 5:50 pm.
Introductions	Kristine Hammond, ZBA Director, stated why the annual meeting is necessary and summarized what will occur. She then facilitated the introduction of all the members present.
Report to the Members	Zain presented the highlights of the 2021 – 2022 fiscal year, provided a summary of the organizations financial position. (See talking points/notes.)
Guest Speaker	Kristine introduced Paul Van Dyke with the City of Long Beach Transportation Department, who provided an update on the Pedestrian Safety Grant work expected to begin after in early January of 2023 that will include the installation of medians starting at Loma Ave and to the west, as well as crosswalk and signal improvements.
Adjournment	The meeting adjourned by Zain at 6:30 pm.

Talking Points/Notes – Annual Meeting October 13, 2022

Highlights of October 2021 – September 2022 Fiscal Year

- We continue to participate on the **Council of Business Associations** (“COBA”), which moved in January to bi-weekly from weekly meeting of representatives of all the Business Districts in the City. We often hear from City departments and discuss common issues.
- Sponsored the **Orizaba Park Halloween Party** for neighborhood children, and the **LB Open Art Studio** event of Zaferia area artists.
- **Meet Zaferia Mixers** were reinstated this past summer, as well as a **Coffee With The Commander** program.
- Held our first ever **Holiday Market** on Coronado Ave. business properties. We had live music and over 30 vendors.
- Main sponsor the **2022 Happy Sundays event** that provided free live music at 11 Zaferia venues, as well as a film screening. We further supported the event with marketing efforts, and obtained sponsorship from Council Districts 2, 3, and 4 for the Big Red Bus, and LB Transit for a city bus, that provided free transportation on the day of the event.
- Updated and replaced the 97 **light pole banners** to better reflect the variety of businesses and people in Zaferia.
- The City Council awarded us \$135,000 in **American Recovery Act Grant** funding. This is being utilized to pay for increased Porter cleaning hours each week, a new website, monthly social media services and sponsored posts, and to supplement our events budget.
- Provided **letters of support** for DiPiazza’s and Supply & Demand in their applications for permanent parklets, The Bamboo Club for a live entertainment permit, and Linc Housing’s proposal to the City to provide affordable family housing in the Eastside/Zaferia neighborhood.
- Supported the City’s Development Services/**Planning Dept’s** communications on their **Zone-In program** that gathered feedback from members on current zoning regulations and recommendations for the new zoning update.
- Continued with the **cleaning contract** (sidewalk power washing, trash, weeds, and minor graffiti removal) with the Downtown Long Beach Alliance. We **hit all areas of the district** and the route schedules and maps are available on our website under Resources.
- Tracy Ames has been serving as our Member Outreach Coordinator to be eyes on the street and assisting Kristine and the Board with reporting of graffiti, trash, unlicensed vendors, among other issues.

Cleaning Stats

Task	Amount
Directions/Assistance Provided	36
Graffiti Removed	95
Stickers Removed	227
Pounds of Trash	14,930
Weeds Removed	1,845

NOTE: Trash is approx. 4,000 pounds more than prior year.

Finances

- As of fiscal year-end of September 30, we have \$79,804 in total assets, which includes \$61,088 in savings and \$18,716 in checking.
- The City will be providing us with \$135,000 of American Recovery Act Grant funds, of which will cover the cost of our new website, social media contract for months, other marketing expenses and event sponsorships and expenses per the approved Scope of Work for the grant.
- We anticipated a 10% decrease in assessment revenue from pre-pandemic levels (142k); however, the fiscal year ended up at approx. 20% less. We attribute this to the City's allowing for license fees to go unpaid; the ZBA assessment is on the same annual bill.

Looking Forward / Goals (aside from continuing with the above)

- Plan to restart the Urban Design Committee to oversee the forthcoming landscape work in the Anaheim St. medians.
- We would like to connect better with neighborhood homeowner groups.
- Create a visible, exterior identification for new members, such as a wreath or banner.
- Hold small business workshops. Our member survey reflected social media and bookkeeping as most popular topics to cover.
- Possibly hold another lawn bowling event.
- Coming up on December 11th is the Holiday Market. We are contracting with an event planner and will be blocking off the street, allowing for more vendors and food booths, plus live music.