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
October 13, 10:30am
Farmers & Merchants Bank 3140 E. Anaheim St.

Agenda

Call to Order

I. **Public Comment (10:30-10:35)**
The ZBA is held in accordance with the Brown Act and Robert's Rules of Order. Members of the public may address the Board on matters not otherwise appearing on the agenda during this time and are limited to (3) minutes. Public comment on agenda items will be accepted before the Board's consideration of each item. Individual comments are limited to three (3) minutes.

II. **Conflicts of Interest (10:35-10:40)**

III. **Anaheim St. Median Project Updates (10:40-10:45)**
Longbeach.gov/anaheimproject

IV. **Alley Revitalization Project (10:45-10:50)**

V. **Administrative Business (10:50-10:55)**
A. Acceptance of the September Consent Agenda

VI. **Small Business Saturday, November 28th (10:55-11:05)**
A. The BOD will receive information on a Chamber of Commerce Shop Small Business Saturday initiative and have the opportunity to vote on participation
B. General discussion regarding plans to support Small Business Saturday in the district

VII. **Committee Updates (11:05-11:10)**
A. Business Recruitment Committee Updates (Paul Forman, Alex Petrakos)
B. Events Committee Updates (Aimee Echo, Louise Head, Jennifer Little)

VIII. **Events (11:10-11:20)**
A. Annual Meeting Recap, Oct 3, 11am-1pm @Bamboo Club
B. Via Zaferia x Open Studio Tour 10/24
C. Winterfest: Nov 28 1-5pm
D. Zaferia Winter Mixer: TBD
E. Spring 2027 ADA Workshop Opportunity

IX. Member Outreach Report (11:35-11:40)

A. Tracy will review her outreach report for the month

X. Director's Report (11:40-11:45)

Director will review updates in the district and city, including homelessness issues, new businesses in the district and vacating businesses, and the following specific issues:

A. New businesses
B. POLB Livability Summit Planning Committee Tour 10/29
C. Greenbelt Heights Neighborhood Association events collaboration
D. Olympics meeting & updates

XI. COBA Update (11:45-11:50)

A. Updates: BID Grants w/ Bixby Knolls Community Foundation
B. Placemaking US & LB Fresh week of Placemaking

XII. Next Meeting: November 10 at F&M Bank

XIII. Adjournment

Consent Agenda

Meeting of the Board of Directors
October 13, 2026

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 September 8, 2026.
2. Financial reports: Balance Sheet, Profit & Loss, and Transaction Details for the period ending August 31, & September 30, 2026.
3. Cleaning Reports for July, August, & September 2026.

ADA Accommodations: In accordance with the Brown Act and the Americans with Disabilities Act (ADA), the Zaferia Business Association will provide reasonable accommodations to persons with disabilities who wish to participate in this meeting. Requests for accommodations, including remote participation when appropriate, should be directed to the Executive Director at least 24 hours before the meeting whenever possible. Every effort will be made to accommodate requests received after that time. Please contact director@zaferia.org or call (562) 305-7102 for more information.