

FOR REVIEW AND APPROVAL ONLY

Whittier Uptown Association

Minutes of the

Regular Board of Directors Meeting

Monday, February 9, 2015

Location: Brookdale at Chateau Whittier, 13250 E. Philadelphia St. Whittier CA 90601

Call to Order: 6:02 pm

Board Members in attendance Rick Gonzales, Liz Apodaca, Marilyn Brinegar, Chief Garry Couso-Vasquez, Steve Caringella, Remoun Said

Board Members not in attendance: Tony Williams, Hector Alvarado,

Non Board Members in attendance: Olivia Rios, Karina Andrade (Citizens for Transparency in Uptown), Neo Jimenez, Daniel Ramirez (NRD Productions), Sharon Gonzalez (former Board President), Kathleen Lohran (community member), Pedro Caballero (Velcro POS), Jorge Ortiz (Velcro POS)

GUESTS: Jorge Ortiz presented information about his service of point of sale processing; Sharon Gonzalez introduced Kathleen Lohran and recommender her for an ex-officio position on the Board; Karina Andrade commented on the need to have a 9-member board and pointed out that Hector Alvarado is not present.

CITY REPORT: None.

APPROVAL OF MINUTES: Remoun Said moved to approve the Minutes of the Regular Board Meeting of January 12, 2015. Steve Caringella seconded. Motion passed.

TREASURER'S REPORT: Remoun Said recommended that all Farmer's Market monies, including future markets, be transacted through the Pacific Western Bank account, and all assessment monies be transacted through the General Fund at the Banc of California.

NEW BUSINESS

Resignation of John Valentine: Mr. Valentine submitted his letter of resignation as of January 2015. The new accountant will be asked to be more involved, possibly by attending meetings or meeting in the office.

Resignation of Eduardo Tarin: Mr. Tarin submitted a letter resigning from the Board because of family commitments. Mr. Tarin provided great service, and his resignation is sad loss to the Board.

Hiring of New Accountant: Olivia Rios will meet with replacements recommended by the Board. We will ask for P&Ls to be provided for the Board meetings.

Filming in Uptown: The Board received the film fee from the recent filming.

15th Annual Car Show: No report.

Farmer's Market Manager Fri & Sat: Olivia Rios reported that a revised Manager contract has been submitted to NRD Productions.

Propose Changes Amendment to Bylaws – Election & Exec. Director: Liz Apodaca reported that the Bylaws will be updated to reflect previously approved amendments.

Farmer's Market Manager Fee: This item was discussed during the Treasurer's Report.

Extend Janelle Gonzales' Hours: Rick Gonzales reported that Janelle Gonzales is working extra hours while Marilyn McCarty is out for medical reasons.

Extend Lighted Trees at Intersection: Olivia Rios reported that she submitted a letter to Angelica Frausto and the City requesting a 90 Day extension to keep the lights in the trees.

Lincoln Project (Nelles & Brookfield): Olivia Rios reported that Brookfield would like the Uptown Association to host an information session to the merchants. The Board feels that both sides of the issue should be presented in the meeting. Venues were suggested (Depot, Atrium, Fiesta Hall, Sage). The meeting is tentatively scheduled for the evening of February 18.

Monthly Sidewalk Sale/Uptown Passport: Marilyn Brinegar reported that she would like the Association to organize a monthly event similar to shopping events in Belmont Shores and Monrovia. Ms. Brinegar and Steve Caringella volunteered to communicate with the businesses to obtain signatures in support of the event.

OLD BUSINESS

Board Election: The committee was appointed earlier in the meeting. The office has received 3 applications. They will be invited to attend the next Board meeting. The installation date is tentative.

Wednesday Family Street Faire – Update: Rick Gonzales reported that Tony Williams has moved forward with the contract. The event map has been created.

Spring Antique Faire – Permit Letter submitted and Map approved: Rick Gonzales reported that the Map has been approved.

Banner Project: Marilyn Brinegar reported that she is working on an unveiling event with a reception. Three banners have not been hung and will be used for photos. Olivia Rios is coordinating with the Chamber to set a date.

Delinquent Member Project – Update: Rick Gonzales reported that there approximately 30 delinquent businesses, with some of those already in collections. Some of the businesses on the list are no longer in business. We are at approximately 95% compliance rate. We will continue to promote the district to encourage the delinquent businesses to pay their dues.

Uptown Whittier Music Festival: The potential promoter submitted a budget that is out of our reach. The Board discussed options of creating a music festival on a smaller scale. A jazz performer can be incorporated into the Wednesday Family Street Faire.

Saturday Farmer's Market: Rick Gonzales reported that the Manager contract has been drafted. Olivia Rios reported on the meetings with the churches, who are in favor of the event, though parking is a concern. The Methodist Church has 3 parking lots and would allow us to use a portion. They have approximately 6 weddings per year. The Good Shepherd reported that they have several events on Saturdays during the year. The event will not be rushed. We will not proceed until we have the full support of the churches and have open meetings with the community. The community presentation will take place at the beginning of our next Board meeting, with our Board meeting to start at 6:30. Residents along Hadley from Greenleaf to Painter, and the Uptown District will be notified.

Verizon Cell Tower – Update: Marilyn Brinegar reported on her disappointment that the City failed to notify the merchants of the construction and the permanent removal of 8-10 parking spaces. Ms. Brinegar believes that some of the revenue from the cell tower should be dedicated to Uptown.

Uptown Networking Connection Networking Group – Update: Tony Williams has temporarily tabled the Networking Group. The next Uptown Connections is scheduled for Thursday, April 9, with location to be determined.

3D Map of Uptown: Smart Print is working on the project. The \$500 deposit has been paid.

Governance Position WUA Board of Directors:

Friends of Uptown - Update: Liz Apodaca reported that Friends of Uptown is still looking for board members and donations.

The Nixon Plaza Clock (formerly BofA): Rick Gonzales reported that the circuit was turned off by the building. Tony Williams will notify the building superintendent to turn on the circuit at the correct time.

Dates to Remember:

Silver Shield Banquet: February 20, 2015, 6p.m. at the Pacific Palms Resort.

Next Board Meeting: Monday, March 9, 2015, 6pm at Brookdale at Chateau Whittier

Adjourned to Closed Session at 7:41.