

Whittier Uptown Association
Minutes of the
Regular Board of Directors Meeting

Monday, March 9, 2015

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

Call to Order: 6:05 pm

Board Members in attendance Rick Gonzales, Liz Apodaca, Marilyn Brinegar, Chief Garry Couso-Vasquez, Steve Caringella, Hector Alvarado, Tony Williams

Board Members not in attendance: Remoun Said

Non Board Members in attendance: Olivia Rios, Angelica Frausto (City of Whittier), John Wong (Aikido), Jesse Bosque (Professional Solutions), Marilyn McCarty, Karina Andrade (Citizens for Transparency in Uptown); Sheila Kerz (Whittier Historic Neighborhood Association), Lieutenant Bryan Ellis.

GUESTS: John Wong expressed concerns regarding the Wednesday Night Festival; Jesse Borsque expressed his interest in being appointed to the Board and presented his qualifications; Sheila Kerz distributed a flyer announcing their Neighborhood Yard Sale scheduled for March 21, suggested we sell Uptown ornaments or other items, and stated she has a vendor for banner poles.

CITY REPORT: Angelica Frausto reported that the Antique Street Fair will be taken to the City Council on March 24; the permit for the Wednesday Night Street Fair will be taken to Council on April 24; the City Council attached bond funds to parking improvements, and the City will look to the WUA for help in getting support because the PBID will require approval of 2/3 of property owners. The City will pursue infrastructure improvements to support growth. No report from the Police Department.

APPROVAL OF MINUTES: Approval of the Minutes of the Regular Board Meeting of February 9, 2015 is deferred to next month because the draft copy is incomplete.

TREASURER'S REPORT: Rick Gonzales reported that the balance of the general fund is at a low point. We transferred \$10,000 from the Pacific Western Bank account, which will be transferred back once we receive the January Assessment check.

NEW BUSINESS

Friday Night Stroll: Marilyn Brinegar presented her ideas for a monthly sidewalk sale and reported that she has obtained 45 signatures from retail businesses. The Board expressed interest in getting further information from the City.

Storage Unit: Olivia Rios reported that Dr. Perez was extremely happy to continue the storage arrangement for storage of the WUA's barricades.

Quarterly Report to City: Olivia Rios reported that the Report was submitted to the City, and the Assessment check will be released.

Historic Post Cards: Marilyn Brinegar reported on her idea for historic post cards, using historic photos, which could be sold at various retailers. The City would like to display some of our historic banners at City Hall.

Holiday Banners: Marilyn Brinegar reported that the Toy Soldier banners will not fit on the brackets on Greenleaf but can be used on different streets. The Historic banners need to be removed and inspected. Banners could be created to promote events. Rick Gonzales reported that the Ribbon Cutting event was a great success and allowed good networking event with Chamber members and City officials and staff.

Filming Inquiries: Tony Williams reported that Pie Town will film a renovation show at La Pescadora, which will be a 7 day production. Mr. Williams recommends that we reduce our standard \$10,000 fee to a flat rate of \$5,000 for the entire shoot. Olivia Rios reported that Fox will film a 1 day event on private property at Wardman and Comstock.

Amendment to Bylaws: Liz Apodaca presented a Proposed Bylaw Amendment which would delete the election chart on page 9 of the Bylaws.

Eileen Alvarez: Rick Gonzales reported that a letter was submitted to Eileen Alvarez notifying her that her position would not be held open for her return. The letter was prepared with assistance of legal counsel. Ms. Alvarez has not contacted the office as of the date of the meeting. Janelle Gonzales continues to help at the office.

OLD BUSINESS

Accountant Update: Liz Apodaca reported that she and Remoun Said met with a potential bookkeeping provider. The proposal from this bookkeeping service will be emailed to the Board for approval. She also met with Mr. Minko regarding the annual Compilation and tax return.

Monthly Sidewalk Sale/Uptown Passport: This agenda item was previously discussed in New Business.

Lincoln Project (Nelles & Brookfield): Olivia Rios reported that the public forum presenting both sides of the Lincoln Project was well attended. There is a tour scheduled for Friday, March 13.

Board Election: The Installation will be postponed until after the election. A meeting with both applicants will be scheduled for the Board to ask more questions.

Wednesday Family Street Faire – Update: Marilyn McCarty reported on the community info sessions. Generally, the public was in favor of having the events. Tony Williams will reach out to the merchants who oppose the event and try to find a way to work around the concerns. Rick Gonzales emphasized that we need to continue to listen to our members and continue to work well. The vote on this event was tabled.

Extend Lighted Trees at Intersection: Olivia Rios reported that the City will extend the lighting permit through May.

Community Events Meeting: Olivia Rios reported on the presentation held on February 28. Volunteers distributed over 300 flyers to residents and businesses. Five persons attended the session. A total of three sessions have been held.

Banner Project: This agenda item was previously discussed.

Delinquent Member Project – Update: Rick Gonzales reported on the February delinquency list. Forty-six businesses are listed, of which 5 are exempt. The first 15 listed are continually delinquent. We continue to have over 95% of the businesses current with their business license. The businesses delinquent over 6 months are sent to collections by the City.

Saturday Farmer’s Market: Tony Williams reported that he is still working on getting letters of consent from the churches affected by the plan. If consent is not obtained, we will need to seek alternate plans. Alternate locations were discussed.

Verizon Cell Tower – Update: Marilyn Brinegar reported that construction continues. The block wall may become a magnet for graffiti. Rick Gonzales reported that the City explained it had no choice in the location of the tower. He further reported that the City spends \$50,000 per year on maintenance of Uptown.

Uptown Networking Connection Networking Group – Update: Tony Williams reported that he does not have a committee and the item will be tabled.

3D Map of Uptown: Tony Williams reported that he will review Smart Print’s designs.

Governance Position WUA Board of Directors: Marilyn Brinegar reported that she is recruiting Board members. She may be willing to take the Governance position.

The Nixon Plaza Clock (formerly BofA): Tony Williams reported that the time will need to be corrected to reflect the correct Daylight Savings time.

Miscellaneous: Steve Caringella reported that there is a food merchant that does not have the proper screens. Also, our barricades should be used at the driveways. Tony Williams will communicate this to the Market Manager. Marilyn Brinegar suggested we approach certain merchants to host ribbon cuttings.

Antique Faire: Marilyn McCarty reported that she needs volunteers to work the WUA booth and needs barricade vehicles. Vendor spaces and sponsorships are still available. This is the 20th year anniversary.

Dates to Remember:

Next Board Meeting: Monday, April 9, 2015, 6pm at Brookdale at Chateau Whittier
March 10 – City Council Meeting, City of Whittier 2nd Floor, 6:30pm
March 15, The Whole Child “All That Jazz” fundraiser at City Club in downtown LA, 6pm
March 19, Wake Up Whittier Networking Breakfast 7:30am at
March 20, 15th Annual Battle of the Bands, First Family Church, Sunshine Rotary Club, 7pm
March 21, Bailey Street Kitchen, Wine Tasting 6-9
March 21, Whittier Host Lions Club Wine Tasting & Dinner Event, Whittier Community Center 5:30pm
March 24, City Council Meeting, City of Whittier 2nd Floor, 6:30pm
March 27, Whittier First Day Community Angel Award Dinner, WUA being recognized, 6pm
March 28, Eggxtravaganza Family Event, City sponsored event, egg hunt, 11am

Adjourned at 7:54.