

Whittier Uptown Association
Minutes of the
Regular Board of Directors Meeting

Monday, April 13, 2015

Location: Brookdale at Chateau 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, Remoun Said, Tony Williams

Board Members not in attendance: Hector Alvarado

Non Board Members in attendance: Olivia Rios, Kyle Koestner (Canoe Café and Rusty Monk), Marilyn McCarty, Lieutenant Bryan Ellis, Ruri Pierre and Angela Garner (City of Whittier), Larry Rodriguez (Havana House).

GUESTS: Kyle Koestner spoke in favor of starting an Oktoberfest Festival as a new Sunday event and asked for the Board's support. Ruri Pierre and Angela Garner presented information regarding the City as Host Town for the 2015 Special Olympics World Games, which will be the largest sporting event since the 1984 Olympics. Olivia Rios distributed information about the Kaleidoscope event, a 6 Chamber mixer.

CITY REPORT: Lieutenant Bryan Ellis reported that the new cell tower has been under extra police observation. There were sweeps at the Central Park area and several arrests. He encouraged us to call the police to report incidents. No report from Angelica Frausto, who was not present.

APPROVAL OF MINUTES: Tony Williams moved to approve the Minutes of the Regular Board Meetings of February 9, 2015 and March 9, 2015. Chief Garry Couso-Vasquez seconded. Motion passed.

TREASURER'S REPORT: Remoun Said reported on the large number of deposits in March and reported the balances of each bank account. We will transfer \$10,000 back to the Pacific Western Bank account to repay the transfer from the prior month.

NEW BUSINESS

Oktoberfest Festival: Rick Gonzales led discussion on our events schedule and expressed support for having an Oktoberfest event and suggested various locations. Lieutenant Ellis encouraged the event and commented that a more controlled event is better. Rick Gonzales moved that the Board continue to investigate and research the practicality of the event. Steve Caringella seconded. Motion passed.

Taps & Tapas: Rick Gonzales reported that he is considering postponing the event to next April or May in favor of having the Oktoberfest event in September or October.

Retailer Shops Collective: Rick Gonzales presented a new graphic design created to represent the Fashion and Boutique collective. He reported that he spoke with several

retailers who are in favor of the design. Marilyn Brinegar moved to authorize payment of \$225 to Zeolograf Digital Design. Tony Williams seconded. Motion passed.

15th Annual Car Show: Tony Williams reported that the Dad's Club will run the show in exchange for payment of \$2,000. Marilyn Brinegar will organize the 2nd Annual Calendar Girl Contest and Sock Hop to be held at the event. Will reach out to Rebecca Merinlo for photography. Olivia Rios will reach out to Lee at Memories Dance to coordinate and lead the dance.

Administrative Assistant Job Posting: Liz Apodaca moved to initiate the search for an Administrative Assistant pending the finalized job description. Position to be staff and not an Independent Contractor if possible. Chief Garry Couso-Vasquez seconded. Motion passed.

Whittier First Day Community Angel Award: Rick Gonzales reported on the Angel Award we received from First Day. We also received commendations from the City and other dignitaries.

2015 Special Olympic World Games: Olivia Rios reported on the marketing efforts being provided on behalf of this program.

OLD BUSINESS

Friday Night Stroll - Update: Marilyn Brinegar reported that she has obtained signatures from many of the merchants in favor of this program. She presented her ideas on outdoor seating for restaurants and art displays. The day of the week may change and may be incorporated in the new Family Street Faire.

Board Election: Tony Williams moved to appoint Jesse Bosque as a Director on the Board. Chief Garry Couso-Vasquez seconded. Motion passed.

Wednesday Family Street Faire – Update and Vote: Tony Williams reported that he will work with the staff to prepare a plan for meeting with the businesses on Comstock and Greenleaf. He will also prepare an email survey to poll the members.

Amendment to Bylaws: Liz Apodaca reported that the Bylaws have been updated to reflect the prior changes.

Proposed Amendment Change to Bylaws – Fall Election Schedule Update: Rick Gonzales moved to accept the proposed change to the Bylaws deleting the Fall election schedule. Marilyn Brinegar seconded. Motion passed. Bylaws will be distributed to board.

Hiring of New Accountant – Update: Remoun Said reported that he is working with Liz Apodaca to investigate CPAs to hire to prepare the annual taxes and Compilation. The Compilation for 2014 needs to be completed immediately. Three CPAs have been contacted and will be interviewed.

Historic Banner Project – Phase 2: Marilyn Brinegar reported that she is investigating the proper size. Larger banners (3x7) may be installed on Greenleaf with the current banners to be moved to side streets. Second phase to have banners on Philadelphia down to Whittier Blvd.

Delinquent Members – Update: Rick Gonzales reported on the March delinquency list and suggested we approach the businesses that are less than 6 months delinquent.

Historic Post Cards: Marilyn Brinegar presented a mock-up of a postcard with an historic photo of Uptown. Tony Williams moved to allocate \$500 to print post cards to be given away as promotional items. Steve Caringella seconded. Motion passed.

Holiday Banners for 2015: Marilyn Brinegar reported that it will cost approximately \$2,500 to \$3,000 for 30 new banners. Ms. Brinegar will continue to work on the project.

Saturday Farmer's Market: Tony Williams reported that he will be working on this event with the staff. The Central Park is the most ideal location at this time. Need second location when churches have events.

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 - Update: Tony Williams reported that he will meet with Smart Print this week.

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

Miscellaneous: Marilyn Brinegar suggested that we create door hanger bags, similar to the Chamber's program. The Board discussed updating the website.

Dates to Remember:

Next Board Meeting: Monday, May 11, 2015, 6pm at Brookdale at Chateau Whittier
Tuesday, April 14 – City Council – Fernando Dutra installation/swearing in as Mayor of City of Whittier

Wednesday, April 15 – Wake Up Whittier – Community Center

Saturday, April 18 – 19th Annual Shelter's Right Hand 5k Walk – Central Park

Friday, April 24 – Ribbon Cutting Aplomb Boutique

Saturday, April 25 – Tea and Fashion Show Fundraiser Whittier Museum

Sunday, April 26 – Cut-A-Thon – Paloma and Friends, benefitting American Cancer Society

Tuesday, April 28 – Tasty Tuesday at Bailey Street Café

Thursday, April 28 – City Council Meeting

Adjourned to Closed Session at 8:10pm.