

Whittier Uptown Association
Minutes of the
Regular Board of Directors Meeting

Monday, June 8, 2015

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

Call to Order: 6:07 pm

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

Board Members not in attendance: Hector Alvarado

Non Board Members in attendance: Olivia Rios, Marilyn McCarty, Lieutenant Bryan Ellis, Andrew Yip (Bike San Gabriel Valley); Tom Rios (Brookdale); Sara Salazar (Boys & Girls Club of Whittier), Larry Rodriguez (Havana House), Cesar James (Chief's Friend)

GUESTS: Mr. Yip provided a packet and presented information regarding bicycle programs funded by LA Metro, and he proposed an organized biking event in Uptown and will assist the WUA in starting funded programs; Mr. Rios presented his upcoming event on July 29 and offered sponsorship opportunities; Ms. Salazar spoke about the B&GC goals and programs, and plans to become an Associate Member of the WUA.

CITY REPORT: Lieutenant Bryan Ellis reported on one particular homeless person who has been recently arrested for criminal activity. He also mentioned that he will be meeting with the Historic Neighborhood Assoc. to discuss homelessness issues.

APPROVAL OF MINUTES: Steve Caringella moved to approve the Minutes of the Regular Board Meeting of May 11, 2015, as corrected. Marilyn Brinegar seconded. Motion passed.

TREASURER'S REPORT: Remoun Said reported that we have received Profit & Loss statements for each month in 2015. Mr. Said reported on bank balances. Two pending assessment checks have not yet been received. We have received our Compilation, which is in the process of being reviewed and will be forwarded to the City by the end of the week. Mr. Said presented a draft letter to the IRS requesting waiver of penalties for late filing of 2013 taxes.

NEW BUSINESS

Extension of Lights on Camphor Trees: Olivia Rios reported that the City granted the extension.

Future Volunteer Member of WUA: Ms. Rios reported on inquiries by the Boys & Girls Club and The Whole Child for Associate Membership. The Radisson has also inquired about voluntary membership, and is requesting a reduction in the fee. A revised fee schedule will be discussed by the Board via email.

State of the City Luncheon – Purchase of Table: The State of the City is scheduled for June 25. Rick Gonzales moved that we purchase seats for up to 10 board members at a maximum cost of \$10. Liz Apodaca seconded. Motion passed.

Ribbon Cutting Ceremonies: Mr. Gonzales presented the schedule of upcoming ribbon cuttings. The merchant must be current in assessments to host a ribbon cutting.

Lunch with Chief Piper: Liz Apodaca donated a certificate for Lunch with Chief Piper. A date will be scheduled.

Chili Cook-Off at Fall Antique Faire: Liz Apodaca reported on plans to integrate a chili event at the Antique Faire. The event will allow community members to bring chili to be judged. Marilyn McCarty will assist in coordinating the process.

Christmas Parade: Liz Apodaca reported that we are looking for community volunteers to be on the parade committee and that we need ideas for a Grand Marshall. The theme will be sunshine related, i.e. "Fun in the Sun" or similar.

Uptown Connection Mixer – Meet the Mayor: Rick Gonzales reported that the next mixer will be held at La Pescadora on June 18, 6-8pm. Mayor Dutra will speak. Mr. Williams suggested that we present information about the Wednesday Street Faire and any other new events.

Health & Wellness Community Event: Ms. Rios presented ideas for an ongoing wellness event in the grassy lot with free admission to the public, with opportunities to sell vendor booths to wellness-industry businesses. Ms. Rios will continue to develop plans.

OLD BUSINESS

Halloween Capers - Update: Rick Gonzales reported that will need a permit for the grassy lot. Mr. Caringella will research candy prices. The Board will vote on a budget at the next meeting.

Shop Lifting & Uptown Community Meeting – Update: Ms. Rios reported on the attendance at the community meeting. Pictures should not be posted publicly unless the person was arrested. Local Fixtures created a private Facebook account to keep the merchants informed about incidents in Uptown.

Taps & Tapas: Rick Gonzales reported that VIP tickets are available online. General admission tickets will be available July 1. There are 21 restaurants participating. Friends of Uptown is the non-profit. The committee will meet Monday, June 15 at 6pm at Spin. The event will be on Sept 20 from 1 to 6 at Fiesta Hall, which holds 800 people.

Update Friday Night Stroll: Marilyn Brinegar reported that she has turned in signatures. The schedule will depend on the schedule for the street fair, and the two events will be integrated. Ms. Brinegar reported that there is an interest in bringing art into the stores or sidewalks. Olivia Rios will work on the permit. The event will be on Wednesdays, with one art walk and one sidewalk sale each month during daylight savings months. Marilyn Brinegar moved that we put together an Art Walk/Sidewalk sale on the first and third Wednesday of every month during Daylight Savings Time, with the budget to be determined. Remoun Said seconded. Motion passed.

Retailer Shops Fashion & Beauty Collective: Rick Gonzales reported that he has been visiting the boutiques and collecting cards. A date has not yet been set.

Wednesday Family Street Faire – Update and Vote: Tony Williams reported that Dan from NRD will be the liaison. They met with business owners on Comstock, and are continuing to work with the business owners. We are targeting to start the event next year. Mr. Williams reported that he received a proposal from a new company, but the payment to the WUA would be significantly less than the NRD proposal.

Historic Banner Project – Phase 2: Marilyn Brinegar reported that poles have been identified. She reported that some hardware may need to be replaced. Approximately 30 banners will be ordered. We are waiting for Chris Magdosku to provide a map of the light poles. Remoun Said will send historic photos to Ms. Brinegar.

Delinquent Members – Update: Rick Gonzales presented the delinquent business list. The board discussed certain businesses and noted that some of the listed businesses are no longer in Uptown. Ms. Rios will communicate with the City to address training issues.

Holiday Banners for 2015 - Update: Marilyn Brinegar reported that the old soldier banners will not fit on the adjusted poles. Ms. Rios will research prices and provide options for the next meeting.

15th Annual Car Show: Tony Williams reported that he is looking for additional committee members. The Dad's Club committee met and confirmed that they will participate. The show is open to all vehicles (all makes, all years), and the fee is reduced to \$35 per car, including a tee-shirt. The committee meets every other Thursday. Volunteers are needed to assist in the morning during set up, and also to man the WUA booth.

Sock Hop Update: Marilyn Brinegar reported she is working with Memories Dance Team. They will coordinate and provide judges. The prize will be dance lessons.

Calendar Girl and Little Miss Vintage Classic: Ms. Brinegar reported she is looking for a photographer. Rebecca Merlino will take the studio photos. Marilyn McCarty prepared the application, and a letter was delivered to the schools. Businesses can sponsor the application fee, and can provide hair and make-up. An MC for both contests is needed. Sponsors are needed to subsidize the calendar. Ms. Brinegar presented her idea of selling a 1 page calendar with all 12 girls.

Dr. Adame – In & Out Burger Bus: Olivia Rios reported that Dr. Adame will celebrate his 70th anniversary and volunteered to provide the In & Out Burger Bus. Ms. Rios will coordinate the date and permit. The car show would not be an appropriate time for this event.

Saturday Farmer's Market – Update & Vote: Tony Williams reported that he has decided to table this event until the evening event is set up.

Uptown Networking Connection Networking Group – Update: The event is tabled.

3D Map of Uptown: Tony Williams reported that the 3-D map is in progress and will index the businesses.

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Miscellaneous: Ms. Brinegar suggested that we discuss the website at our next meeting.

Dates to Remember:

Next Board Meeting: Monday, July 13, 2015, 6pm at Brookdale at Chateau Whittier

Friday, June 12 – Ribbon Cutting at Forkin Good Café, 4pm

Wednesday, June 17 – Wake Up Whittier

Thursday, June 18 – Meet the Mayor Uptown Connection Mixer – La Pescadora 6pm

Saturday, June 20 – Ribbon Cutting at Four Bricks, 5:30 pm

Thursday, June 25 – State of the City Luncheon, 11:30am

Friday, June 26 – Ribbon Cutting at Illusion Bridal, 4pm

Tuesday, June 30 – Tasty Tuesday, location TBD, 11:30

July 1 – Tickets for Taps and Tapas General Admission on sale

Adjourned to Closed Session at 8:35.