

**FOR APPROVAL**

**Whittier Uptown Association  
Minutes of the  
Regular Board of Directors Meeting**

Monday, August 10, 2015

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

**Call to Order:** 6:09 pm

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

**Board Members not in attendance:** Steve Caringella

**Non Board Members in attendance:** Olivia Rios, Conal McNamara (City of Whittier), Lisa Gonzalez (LA Estate Services), Charlie Scheida (Bright Thrift), Lieutenant Bryan Ellis (Police Dept.), Frank Perez (Dealsnapt), Cesar James (Get Elected), Jessie Carrillo (J2 Architects).

**GUESTS:** Frank Perez presented information about the Snap mobile app shop local program; Charlie Scheida commented on the on the water shortage and suggested that the shrubs along the sidewalk be removed to allow more walking space for pedestrians; Cesar James introduced himself and commented on his experience in the community; Jessie Carrillo commented that he is interested in getting involved in the community; Lisa Gonzalez introduced her new business.

**CITY REPORT:** Lieutenant Bryan Ellis reported that Uptown has had no notable incidents; the transient population is up in other parts of Whittier. Chief Piper will come to a future meeting to speak on statistics. Conal McNamara reported that the City will fill the business development position formerly held by Angelica Frausto; planning for streetscape beautification, parking meters, infrastructure and the parking structure projects will begin in the coming year, with projects to be completed within the next 2-5 years. The City hopes to grow Uptown. Mr. McNamara also reported that the Whittier Conservancy has sued the City over the Nelles project and other new commercial projects. The Vallarta Market will open this month, and the new dog park will be dedicated this month.

**APPROVAL OF MINUTES:** Tony Williams moved to approve the Minutes of the Regular Board Meeting of June 8, 2015. Chief Couso-Vasquez seconded. Motion passed.

**TREASURER'S REPORT:** Remoun Said reported that he contacted the IRS and they will waive the penalties and fees.

**NEW BUSINESS**

**Board Member Applicants:** Rick Gonzalez reported that we have two applications for Director positions: Frank Medina and Cesar James.

**Shop Local Community Expo:** Rick Gonzales reported that the expo was well attended and provided good exposure for the Association.

**Eat Up-Town:** Rick Gonzales reported that he is working on this new concept modelled after Dine LA. The goal will be to provide exposure for the Uptown restaurants.

**Dining Guide:** Olivia Rios presented the proposal submitted by Marie Ortiz to update the Dining Guide. Tony Williams moved to allow Marie Ortiz of Majestic Marketing to update the Dining Guide and update the graphics, with approval of the expense of \$550. Motion passed. Tony Williams commented that we will need Marie's original psd files to update the website.

**On-Line Calendar of Events:** Rick Gonzales reported that non-member businesses have asked Olivia to promote their events. Mr. Gonzales suggested that we charge a fee to provide this service. Ms. Rios will prepare a fee schedule to propose at the next meeting.

**Copier Lease:** Olivia Rios reported that the copier lease agreement is ended. Tony Williams will work with Ms. Rios to compare prices.

**Presentation of Proposed Bylaws Amendment:** Liz Apodaca presented a Bylaws amendment to Section 2 Chapter II changing the fees for Voluntary Membership as follows:

- a. Non-business licensed property owners = \$150
- b. Individual Licensed Business Owners = \$200
- c. Non-Profits = \$300
- b. Business-licensed owners outside the Uptown business district shall be determined by the following scale based on the number of employees:
  - 1-20 = \$500
  - 21-50 = \$750
  - 51+ = \$1,000

Tony Williams moved to publish the proposed bylaws as reported above. Hector Alvarado seconded. Motion passed. Olivia Rios will post this on the website.

**Sidewalk/Street Cleaning:** Rick Gonzales reported on the proposal submitted by JK Properties. Tony Williams suggested that we invest in an employee handyman to continually clean the streets and help the businesses. Jessie Bosque will assist in getting an estimate from A Power.

**Hiring of Administrative Assistant:** Liz Apodaca reported that we have received applications from 4 individuals. The executive committee will begin interviewing next week.

**Fall Art & Antique Faire:** Tony Williams reported on the progress. We have the artwork completed. Liz Apodaca will join the committee to work on the chili contest.

**Whittier College:** Olivia Rios reported on her involvement in Whittier College orientation and scheduling tours to new students

**Community Charity Golf Tournaments:** Tony Williams proposed that we participate in the dinner events at certain local golf tournaments by purchasing a maximum of 4 tickets for each dinner. Tony Williams moved to allow for budgeting from the general fund for up to 4 dinners at the Whittier Chamber Hathaway, Police Officers Assoc, and the Whole Child golf tournaments, for a total expense of \$600. Jessie Bosque seconded. Motion passed.

## **OLD BUSINESS**

**Voting of new Associate Members:** Tony Williams moved to accept the applications of The Whole Child and Boys & Girls Club as Voluntary Associate Members at the special rate of \$150 for the first year. Hector Alvarado seconded. Motion passed.

**Lunch with Chief Piper – Update:** Liz Apodaca will follow up and schedule a late afternoon informal social gathering.

**Chili Cook-Off at Fall Antique Faire:** Liz Apodaca reported that she is working with Chef Bev to develop judging criteria. Pastor Joaquin of Redemption Church volunteered to help with logistics. Friends of Uptown will obtain a liquor permit if an enclosed location can be obtained.

**Christmas Parade:** Liz Apodaca presented the theme and logo. Suggestions were made regarding celebrity grand marshal options and videographers. Olivia Rios reported on sponsorships.

**Health & Wellness Community Event:** Olivia Rios presented her plan for the Uptown Movement. The event letter has been submitted to the City. Potential sponsors and vendors have been contacted. Hector Alvarado moved to approve the Uptown Movement for Health. Chief Couso-Vasquez seconded. Motion passed.

**Halloween Capers - Update:** The Board discussed this event and decided to hold the event on October 31 from 3 to 5pm. Liz Apodaca moved that we hold the Halloween Capers event in the same format in the past, in which we provide a photographer and activities at the grassy lot, and provide candy to trick-or-treaters at a budget not to exceed \$1,000. Tony Williams seconded. Motion passed. The WUA will but not provide candy to retail merchants.

**Taps & Tapas:** Rick Gonzales reported that we have sold 150 tickets online. Vintage Café is out. Fresh Off the Hook will participate. We expect to sell 600 tickets. Water will be free.

**Retail Stroll and Art Walk – Update:** Olivia Rios reported that the event letter has been submitted to the City, and we are waiting for approval. Rick Gonzales suggested we incorporate both the art walk and the retail stroll at every occurrence of this event, on the 1<sup>st</sup> and 3<sup>rd</sup> Wednesdays, year round. Ms. Rios will follow up with the City to check the status.

**Retailer Shops Fashion & Beauty Collective – Update:** Rick Gonzales reported that we have logos for five collectives: restaurant, professional services, nail and hair salons, retail and specialty shops.

**Wednesday Family Street Faire – Tabled:** Tony Williams reported that he will continue communicating with businesses on Comstock. The alternate locations are Bright Ave or Greenleaf Ave. Thursday is an alternate day and is preferred by the Comstock merchants.

**Historic Banner Project – Phase 2:** Marilyn Brinegar reported that she has no update.

**Delinquent Members – Update:** Rick Gonzales presented the delinquent business list. Mr. Gonzales and Ms. Rios met with Conal McNamara and will continue to communicate with the City on training their staff. The City will no longer issue business licenses if the merchant fails to pay their assessment.

**Holiday Banners for 2015 - Update:** Marilyn Brinegar reported that we need 30 banners for the Greenleaf poles. The smaller historic banners will be moved to other streets.

**15<sup>th</sup> Annual Car Show:** Tony Williams reported that we have approximately 280 car participants. We expect to sell about 350 entries by the day of the event. Marilyn McCarty reported on the entertainment on the various stages. We are saving money on the Tee shirt prices. Professional judges will judge the cars. Tony Williams moved to apply a budget of \$500 toward hiring temporary staff for the car show event at the discretion of the EBC. Hector Alvarado seconded. Motion passed.

**Saturday Farmer's Market – Tabled:** Tony Williams reported this event is tabled.

**Uptown Networking Connection Networking Group:** This event is tabled.

**3D Map of Uptown:** Tony Williams reported that the 3-D map is still in progress.

**Miscellaneous:** Olivia Rios suggested that we purchase holiday wreaths for the light poles. Tony Williams suggested we apply for a new credit card for the Uptown Association.

**Dates to Remember:**

Next Board Meeting: Monday, September 14, 2015, 6pm at Brookdale at Chateau Whittier

**Adjourned to Closed Session at 8:44.**