

Whittier Uptown Association
Minutes of the
Annual Membership Meeting and
Regular Board of Directors Meeting

Monday, September 14, 2015

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

Call to Order: 6:07 pm

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

Board Members not in attendance: Rick Gonzales,

Non Board Members in attendance: Olivia Rios (Staff), Peggy Nunes (Staff), Jeff Lopez (City of Whittier, Frank Peres (DealSnapt), Elizabeth Martinez (Republic Services), Steve Claro (property owner), Chris Schnak (ChowNow), Yolanda Garcia (Casita Del Pueblo), Socorro Esparza (Sargent's Sporting Goods), Frank Medina (Re/Max Dynasty), Deanna Lee (The Whole Child), Jessie Carrillo (J2 Architect), Cesar James (Get Elected), Marilyn McCarty (WUA)

GUESTS: Jeff Lopez of the City of Whittier presented information about the Spooktacular Fun Run scheduled for October 31, 2015 in Uptown;

Frank Perez presented information regarding the DealSnapt marketing tool; Steve Claro reported on proposed plans for a memory care center in his building located on Greenleaf;

Chris Schnak presented his business of online ordering for restaurants;

Yolanda Garcia presented information about the 10th Annual Dia De Los Muertos Art and Music Festival scheduled for October 11, with expected attendance of 20,000, 50 vendors, and 300 car entries;

Elizabeth Martinez presented information about Republic Services and their support for community events, thanked the WUA for the Letter of Support submitted to the City, and invited all to a tour of their facility on September 23; Socorro Esparza commented on an incident in which a former Board member yelled at a Sargent's employee about supporting a delinquent merchant, and asked what can be done at the City level to enforce payment of assessment fees.

ANNUAL MEMBERSHIP MEETING:

CITY REPORT: None

APPROVAL OF MINUTES: Marilyn Brinegar moved to approve the Minutes of the Board Meeting of August 10, 2015. Chief Couso-Vasquez seconded. Motion passed.

TREASURER'S REPORT: Remoun Said presented a report of bank account balances.

NEW BUSINESS

- Installation of Lights on Camphor Trees – Olivia reported that we need to get an additional 3-month extension to allow the lights to remain on the trees. Olivia will follow up with the City.
- Republic Services Support Letter – Liz Apodaca reported that the WUA sent a letter of support to the City Council in support of awarding the trash contract to Republic Services.
- Annual Budget – Tony Williams presented the proposed operations budget, including increases in the office supplies and independent contractor expenses and Family Street Fair revenue. Assessments will not be increased, and the Board discussed the possibility of raising the flat fee portion of the assessment. Tony Williams moved to approve the budget for submission to the City. Marilyn Brinegar seconded. Motion passed
- Technical Investment for WUA Office – Tony Williams reported on ongoing technical problems and recommended an investment in new equipment, support, new website, and iPads for credit card use. Tony Williams moved to approve an investment of up to \$3,000 for technology. Liz Apodaca seconded. Motion passed.
- CAPC Fundraising – Liz Apodaca led discussion on how to spend the \$500 budgeted for this event. The Board determined that 2 persons (to be determined) will attend and the remainder will be used to purchase items from Uptown merchants for donation to the silent auction.
- Hikers Trail – Uptown – Olivia Rios reported that the City asked us to work on a solution to the complaints from hikers over the lack of parking near the trailhead. Ideas were discussed, including use of a shuttle, designating a path to the trails, signage re parking at the trailhead, or use of the old Alpha Beta lot.
- Website Development – Marilyn Brinegar reported on her interest in improving the website. Ms. Brinegar formed a committee of Tony Williams, Steve Caringella and Olivia Rios.
- Calendar Girl & Little Miss Vintage Calendars – Marilyn Brinegar reported that she is having the layout prepared and will ask to have the calendar printing pricing approved by email before the next meeting.
- Holiday Sonata – Marilyn Brinegar that the permit request has been submitted and carriage providers have been contacted.
- Technical Support – duplicate agenda item.

OLD BUSINESS

Board Member Applicants: Marilyn Brinegar moved to appoint Frank Medina and Cesar James to the Board effective immediately. Steve Caringella and Chief Couso-Vasquez seconded. Motion passed.

Whittier College – Update: Olivia Rios reported that she will be conducting walking tours of the Uptown District for students and their parents.

Copier Lease – Update: Olivia Rios reported that a new lease has been obtained at more favorable pricing.

Presentation of Proposed Bylaws Amendment – Update: Liz Apodaca moved to adopt the Bylaws Amendment that was presented in August. Marilyn Brinegar seconded. Motion passed.

Sidewalk/Street Cleaning – Update: Tabled.

Lunch with Chief Piper – Update: Liz Apodaca reported that no date has been scheduled, and office staff will contact the Police Department to follow up.

Hiring of Administrative Assistant: Tony Williams introduced the newly hired employee, Peggy Nunes.

Fall Art & Antique Faire – Update: Tony Williams reported on the status. Liz Apodaca volunteered to Co-Chair the event. Hector Alvarado and Frank Medina volunteered to serve on the subcommittee. Liz Apodaca reported on the status of the Uptown Chili Showdown and presented the logo.

Holiday Parade – Update: Liz Apodaca presented the artwork for the parade and announced that Jose Ramos, of Welcome Home Vietnam Veterans Day, will be our Grand Marshall.

Health & Wellness – Update move to Spring: Olivia Rios reported that this event is tabled until spring.

Halloween Capers – Update: Olivia Rios reported that a photo booth and candy booth will be hosted by WUA. There will be costume contest and coloring activities.

Taps & Tapas – Update: Olivia Rios reported that the office will sell tickets starting tomorrow.

Retail Stroll and Art Walk – Update: Marilyn Brinegar reported that the permit request has been submitted to the City. Once approved by City Council, we can begin marketing.

Retailer Shops Fashion & Beauty Collective – Update: Tabled.

Wednesday Family Street Faire – Tabled: Steve Caringella reported that a Wednesday evening farmer's market will start in the neighboring city of La Habra.

Historic Banner Project – Phase 2: Marilyn Brinegar reported that she is working on holiday banners with Marilyn McCarty. Tony Williams moved to approve a budget of

\$1,600 from the farmer's market account to purchase 7 foot holidays banners. Steve Caringella seconded. Motion passed.

Delinquent Members – Update: The Board generally discussed ideas for encouraging delinquent members to become current and also to preclude all delinquent members from participating in WUA events.

Dining Guide 2015-16 – Update: Olivia Rios reported on a proposal from Marie Ortiz to set up an updated Dining Guide. An 11x17 design would cost \$820, an increase over the amount of \$550 approved last month for an 8.5x11 Dining Guide. The Board discussed asking Marie for the source files for ongoing editing. Remoun Said moved to increase the budget to \$825 for the larger brochure. Tony Williams seconded. Motion passed.

Eat Up-Town – Update: Tabled.

Holiday Banners for 2015 – Update: Discussed in a prior agenda item.

15th Annual Car Show – Wrap Up Report: Tony Williams reported that 347 cars participated. He thanked Marilyn McCarty and Olivia Rios for their hard work, and Marilin Brinegar for her hard work. This year's car show generated more profit than previous year. Mr. Williams reported that he would like to use the Dad's Club again next year. Remoun Said thanked Mr. Williams for his hard work. The Car Show and Calendar Girl & Little Miss Vintage contests were very successful.

Saturday Farmer's Market – Tabled: This event will be revived once the Thursday event is established.

Uptown Networking Connection Networking Group – Update: Tabled.

3D Map of Uptown – Update: Tony Williams presented the latest version of the map. Mr. Williams requested feedback that he can communicate to the designer.

Adjourn to Closed Session at 8:41 p.m.

Events & Dates:

Wake Up Whittier – Wednesday, September 16, 7:30 a.m.

Taps & Tapas – Sunday, September 20, 1-6 p.m.

City Council Meeting – Tuesday, September 22, 6:30 p.m.