

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

Monday, October 12 2015

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

**Call to Order:** 6:10 pm

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

**Board Members not in attendance:**

**Non Board Members in attendance:** Olivia Rios (Staff), Marilyn McCarty (WUA), Conal McNamara (City of Whittier), Chris Magdosku (City of Whittier), Rick Ramirez (Radio Buzz), Chris Handley (Radio Buzz), Melanie Coward (STC Management), Frank Perez (DealSnapt), Elizabeth Martinez (Republic Services), Gabriela Munoz (Republic Services), Francella A (Republic Services) Neo Jimenez (NRD Productions)

**GUESTS:**

Neo Jimenez spoke about the Farmer's Market and the proposed future markets, suggesting a Sunday market.

Rick Ramirez spoke about CAFA Center and Radio Buzz. Founder Chris Seeward spoke about marketing options through Radio Buzz. They manage social media content. The Board asked for a proposal on building the WUA website.

Melanie Coward introduced herself as the new community manager for STC Management.

Elizabeth Martinez presented information about Republic Services and spoke about the RFP before the City, and asked the Board to attend the City Council meeting to show support.

**CITY REPORT:** Conal McNamara reported that the City is recruiting to fill Angelica Frausto's open position within the next 2 months; the City is working with a consultant to prepare a Benefits Assessment District (PBID) to evaluate infrastructure needs; the Crepes & Grapes building is in escrow with SuperMex, with banquet facilities to be included.

Chris Magdosku reported that Halloween Capers will be up for approval on 10/13; Fall Antique Faire is up to approval on 10/ 27; he commented on the Dia De Los Muertos event; Capital Improvement include LED streetlights city-wide; the parking structure had a seismic evaluation with an extended life. In response to the Board, Chris commented that there were a total of 4 PD officers at the Dia De Los Muertos event (1 per every 5,000 attendees). Rick Gonzales commented that there was a brawl of about 12-15 people outside Sage around 7pm after Dia De Los Muertos.

**APPROVAL OF MINUTES:** Remoun Said moved to approve the Minutes of the Annual Meeting and Regular Board Meeting of September 14, 2015. Chief Garry Couso Vasquez seconded. Motion passed.

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

### **NEW BUSINESS**

- Homeless Symposium – Rick Gonzales reported on the speakers at the symposium. A lot of information was shared. A follow up meeting is set for October 24. Homelessness in Whittier has risen 47% in the last year. Drugs are readily available in Uptown. The coalition includes 40 churches.
- Board Member Application: Melanie Coward, STC Management – Tony Williams commented that Melanie would be a very good board member. Ms. Coward commented on her desire to serve. Tony Williams moved to approve Melanie Coward as a Board member. Remoun Said seconded. Motion passed.

### **OLD BUSINESS**

**Sidewalk/Street Cleaning – Update:** Rick Gonzales reported there is a proposal from JK Property Management, no other bids are available. Olivia Rios reported that the streets and sidewalks were cleaned after the Dia De Los Muertos event. Discussion regarding trash pick-up followed. Olivia Rios will ask for the City's street cleaning schedule. Tony Williams suggested we add this item to the short term priority list.

**Website Development:** Rick Gonzales reported that we received a proposal from Ross Gile, with a cost of \$4,000 plus monthly maintenance fees. Additional bids are being solicited. Tony Williams reported that Global IT will continue to provide hosting at no charge.

**The Whole Child Golf Tourney:** Olivia Rios asked for volunteers to attend the dinner.

**Lunch with Chief Piper – Update:** Liz Apodaca reported that the office staff is working to schedule the date. Lunch will be paid for 1 person and all other attendees can pay on their own.

**Fall Art & Antique Faire – Update:** Tony Williams reported that the next committee meeting is on Wednesday at 3pm. There are more than 75 vendor booths sold. Marilyn McCarty will create a Yelp page.

Liz Apodaca reported on the status of the Uptown Chili Showdown and presented the logo.

**Holiday Parade – Update:** Liz Apodaca reported on the status. The Board discussed options for selling sponsorships, including hiring an independent contractor.

**Halloween Capers – Update:** Rick Gonzales reported that we have a photographer hired and the flier has been printed. Steven Caringella will pick up candy from Jack's in L.A.

**Holiday Sonata:** Marilin Brinegar reported that 3 carriages have been reserved. The StarLine Trolley will be contacted. The event will start 1 hour earlier than last year. She

is working on entertainment and will contact the Dad's Club for Santa's Village. Steve Caringella moved to approve the expenses for the Enchanted Carriages at \$5,050, with half paid as a deposit. Chief Garry Couso-Vasquez seconded. Motion passed. Steve Caringella moved to budget \$2,000 for the StarLine Trolley. Chief Garry Couso-Vasquez seconded. Motion passed.

**Retail Stroll and Art Walk – Update:** Marilyn Brinegar reported that we are waiting for the permit to be submitted to the City Council.

**Retailer Shops Fashion & Beauty Collective – Update:** Rick Gonzales reported that work can begin once the website is going.

**Wednesday Family Street Faire – Tabled:** Tony Williams reported that he is attempting to contact the Comstock Street merchants. NRD Productions will also help with this.

**Historic Banner Project – Phase 2:** Marilyn Brinegar reported that the banners should be installed after the holidays. Olivia Rios is working with Public Works to install the banners. Event banners will be added.

**Delinquent Members – Update:** Rick Gonzales reported that there are 54 delinquent members out of more than 500 businesses. Some of these are out of business and others will never pay. Mr. Gonzales also reported that Carlos, the owner of Vintage Barbers, was killed in a motorcycle accident. Ms. Brinegar requested a delineated file from the City including additional information, including square footage, for audit purposes.

**Dining Guide 2015-16 – Update:** No update. Olivia Rios will send an email update.

**Eat Up-Town – Update:** No update.

**Holiday Banners for 2015 – Update:** Marilyn McCarty circulated mock up holiday banners and reported that installation will be scheduled.

**Saturday Farmer's Market – Tabled:** Tony Williams reported that 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 reported that there have been updates and that he will look at other options.

**Republic Services – Update:** Olivia Rios reported that Republic Services asked for Board support at the City Council meeting. Rick Gonzales will attend and read our letter of support with added facts.

**Hikers Trail – Uptown:** No Report.

**Taps & Tapas:** Rick Gonzales reported that money is still being collected. The event did not sell out, though it was very crowded. The largest expense was T-shirts. Approximately \$1,500 will be donated to Friends of Uptown. Mr. Gonzales recommends that the event be held every 2 years.

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**Car Show Calendar:** Marilyn McCarty presented the mock-up and reported that ad space will be sold for \$50. Marilyn Brinegar reported that every sponsor will receive 10 calendars each. Tony Williams suggested that we give a calendar to every member.

Events & Dates:

October 13: City Council Meeting

October 19: The Whole Child Golf Tourney

October 21: Wake Up Whittier

October 27: City Council Meeting

October 31: Spooktacular Run

October 31: Halloween Capers

**Adjourned at 8:30.**