

Whittier Uptown Association
Minutes of the
Regular Board of Directors Meeting

Monday, November 9, 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, Chief Garry Couso-Vasquez, Steve Caringella, Cesar James, Tony Williams, Remoun Said, Melanie Coward.

Board Members not in attendance: Jesse Bosque, Hector Alvarado, Frank Medina

Non Board Members in attendance: Olivia Rios (Staff), Marilyn McCarty (WUA), Conal McNamara (City of Whittier), (Chief Jeffrey Piper (Whittier Police), Officer J. Snedden (Whittier Police), Officer J. Uhl (Whittier Police), Joshua Cohen (Whittier College student), Meg Rottman (Aikito Ai), Kelly Wood (Aikito Ai)

GUESTS:

Joshua Cohen commented on his willingness to help the Association with social media. Rick Gonzales responded.

Officer Uhl responded to questions regarding public safety and restrictions on holding mentally ill homeless persons. Officer Uhl also presented information on the Police Officer Association's Family Adoption Project and the raffle fundraiser to support the program.

Chief Jeffrey Piper commented on Police Department's response to homeless and mental illness issues. Chief Piper also commented on increased enforcement of 324 hours funded by cell tower revenue. Chief Piper asked the Board to keep notes about issues in preparation for next year's enforcement strategy.

Meg Rottman represented Akito Ai and expressed concerns about proposed street closure on Thursday nights. Tony Williams responded with plans to address parking concerns.

CITY REPORT: Conal McNamara reported that there are several agenda items on the City Council Agenda for November 10, including RFPs for parking and streetscape improvements. The search for a replacement to fill Angelica Frausto's position. Mr. McNamara responded to questions regarding: using a drone to film the parade; lighting the flagpole on top of the Nixon Building; and installing LED lights in the parking structure.

APPROVAL OF MINUTES: Chief Garry Couso-Vasquez moved to approve the Minutes of the Regular Board Meeting of October 12, 2015. Melanie Coward seconded. Motion passed.

TREASURER'S REPORT: No report.

NEW BUSINESS

- Resolution 8726 – City Assessment Hike – previously discussed.
- Farmers Market Manager Contract – Tony Williams reported that Neo Jimenez has a renewal contract and it is pending signatures. Mr. Williams moved that we increase the vendor fee to 8.5%. Marilyn Brinegar seconded. Steven Caringella recused from the vote. Motion passed. Melanie Coward suggested that the social media intern promote the Farmer's Market.
- Schedule 2016 Board Meeting – No change from the current schedule of 2nd Monday each month.
- Schedule 2016 Events – Rick Gonzales proposed that we have a board retreat in January to plan the 2016 events and discuss other ideas. Steve Caringella moved to schedule a board retreat on January 23, 2016. Chief Garry Couso-Vasquez seconded. Motion passed.
- Hiring Office Staff – Rick Gonzales reported that Peggy Nunes has resigned and Janelle Gonzales has been hired on a temporary basis until after the parade.
- 2016 Event Dates – previously discussed.
- Insurance – Olivia Rios reported that she is renewing insurance.
- New Board Member Commitment Forms – The form was distributed to Melanie Coward.
- Athens Services – Olivia Rios reported that she met with Athens' executive Johnnie Perkins and discussed investment in the community, including \$50,000 that was allotted for non-profits, with distribution to be determined by the City. Ms. Rios will submit a sponsorship request to Athens.

OLD BUSINESS

Homeless Symposium – Olivia Rios distributed a recap of the meeting. Rick Gonzales reported that the Board should be represented with the committee. Cesar James and Melanie Coward volunteered to participate. Ms. Rios distributed copies of a letter submitted by the owner of the Falak Hookah Lounge.

Family Adoption Project (added agenda item) – Rick Gonzales moved to donate \$1,000 to the Police Officer's Association's Family Adoption Project. Liz Apodaca seconded. Motion passed. Olivia Rios will coordinate presentation of a large check at a City Council meeting. The money will come from the assessments budget.

Sidewalk/Street Cleaning – Update: Rick Gonzales reported there is no schedule for street cleaning. The City has been doing spot cleaning in response to requests.

Website Development: Rick Gonzales reported that we need to make a decision on 3 proposals received. Tony Williams recommended that we hire Ross Gile (Digical) and suggested that we pay the fee over 2 or 3 months. Tony Williams moved to hire Ross

Gile as the web developer for the Association website at a budget of \$4,000. Marilyn Brinegar seconded. Motion passed.

Lunch with Chief Piper – Update: Olivia Rios reported that the lunch has been scheduled for November 20 at Bailey Street. Board members must RSVP with Ms. Rios to attend.

Fall Art & Antique Faire – Update: Marilyn McCarty reported that the event went smoothly and there were a lot more vendors than previous years. A few vendors did not leave until 6. The shopper traffic was light, despite advertising. Liz Apodaca reported on the Chili Showdown, including the monetary loss for Friends of Uptown. The Friends of Uptown organization will be discussed at the Parade.

Holiday Parade – Update: Liz Apodaca reported that a videographer has been hired and plans to use a drone for long shots if allowed by the City. Olivia Rios reported on dignitaries and sponsors. Liz Apodaca distributed the volunteer sign-up sheet and stressed the importance of Board member participation.

Halloween Capers – Update: Rick Gonzales reported that the event was successful. Mr. Gonzales thanked Olivia Rios and Marilyn McCarty for their assistance.

Holiday Sonata: Marilyn Brinegar reported that an additional carriage stop may be added if Brookdale confirms sponsorship. Carriages have been ordered and entertainment is in progress. Santa's Village will be set up at the Sage parking lot. The metered lot will be used for entertainment, including a performance by STC.

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

Retailer Shops Fashion & Beauty Collective – Update: Rick Gonzales reported that this project will be on hold until the website is complete.

Thursday Family Street Faire – Update: Tony Williams reported that he and Neo Jimenez (NRD Productions) met with the Comstock Street merchants. Some of the Comstock merchants, including Aikito Ai, continue to oppose the event. Tony Williams moved to hold the Thursday Family Street Faire and present the event to the City Council. Cesar James seconded. Steve Caringella recused himself from the vote as a potential participating vendor. Motion passed.

Historic Banner Holiday Banners for 2015 – Update: Olivia Rios presented quotes for the cost of installation and the price for adjusting the brackets. Tony Williams moved to approve the banner project at a cost of \$6,700. Marilyn Brinegar seconded. Motion passed. The payment will come from the Paypal account.

Delinquent Members – Update: Olivia Rios presented the delinquent business list. The Board reviewed the list and discussed individual members.

Dining Guide 2015-16 – Update: Olivia Rios reported that we should have an outline next week.

Eat Up-Town – Update: No update.

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Holiday Banners for 2015 – Update: Previously discussed.

Saturday Farmer’s Market – Tabled: No update.

Uptown Networking Connection Networking Group – Update: Tabled.

3D Map of Uptown – Update: Tony Williams reported we will move in a different direction. This item will be added to the retreat agenda.

Dates to remember:

Tuesday November 10, 6:30: City Council Meeting

Friday, November 20, 6:30: Night at the Museum Fundraiser

Saturday, November 21, 5pm: Spirit of Hope Dinner & Dance A Thon, Ron Galarze

Adjourned at 8:56.