

Whittier Uptown Association
Minutes of the
Regular Board of Directors Meeting

Monday, December 12, 2016

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

Call to Order: 6:10 pm

Board Members in attendance: Rick Gonzales, Steve Caringella, Liz Apodaca, Jessie Carrillo, Tony Williams, Melinda Piña, Rose Dreislien, Jesse Bosque, Leeba Lessin.

Board Members not in attendance: Tom Rios, Cesar James, Remoun Said.

Non Board Members in attendance: Olivia Rios (WUA), Marilyn McCarty (WUA), Vanessa Murillo (WUA), Sarah Salazar (Boys & Girls Club), Lori Persbacher (Whittier Chamber), Michael Burkhardt (Ravello), Sandra Hahn (Crepes and Grapes).

GUESTS:

Lori Persbacher congratulated the WUA on a successful Sonata and Parade. She explained the Shop Local program. The annual business expo is scheduled for January 25. Silver Shield awards banquet is scheduled for March 10, 2017.

Sarah Salazar provided an update on upcoming Boys and Girls Club events. They are looking for volunteers for their event on Saturday, December 17, 2016. Their building will be painted in January during their Day of Service. Ms. Salazar distributed the Boys and Girls Club Annual Report and an invitation to the Youth of the Year event scheduled for January 19, 2017.

CITY REPORT:

No Report.

Friends of Uptown – Friends of Uptown received a donation from Taps N Tapas, which was less than the amount donated last year. Friends of Uptown appreciated being the beneficiary of WUA events. The last Art Stroll of the year will be held on December 14 and is expected to continue in 2017. A suggestion was made to host an artist in an outdoor location. Friends requests more assistance from the WUA office staff in coordinating the Art Stroll.

APPROVAL OF MINUTES: Liz Apodaca pointed out that she did not prepare the November Minutes. Steve Caringella moved to approve the minutes of November 14, 2016. Frank Medina seconded. Motion passed. Tony Williams abstained.

TREASURER'S REPORT: No Report.

NEW BUSINESS

2017 Quarterly Mixers: The event was held December 7 at Brookdale Uptown Whittier and was successful. Many toys were collected. The Mayor attended, as well as Conal McNamara from the City. We will continue the events in 2017.

Board Gathering/Gift Exchange: Rose Dreislien reported that planning is in progress for next year.

Volunteer Dinner: Discussion on planning for an event to recognize our key volunteers will continue at the Board Retreat.

Adopt a Family – The Whole Child: Steve Caringella volunteered to organize donations from the WUA Board for this purpose.

WUA Board Election 2017: The Board reviewed the election process cheat sheet provided in the Board Packet.

January Article for Business Focus: Olivia Rios will provide an article to the Chamber for the Business Focus. The Board provided ideas.

OLD BUSINESS

Holiday Quarterly Mixer - Update: Rick Gonzales provided a recap of the event.

Board Training - Update: Liz Apodaca will ask the consultant for a proposal for a 1 hour training at the Retreat. Rose Dreislien will ask the social media consultant for a proposal.

CBD Update: Melinda Piña reported that we had representation at the CBD meeting and reported on the committee's progress. The Board will discuss ideas at the Retreat on how to influence the CBD. Jessie Carrillo suggested we encourage business owners to speak with property owners and ask to be authorized to speak for the landlords. Mr. Carrillo also reported on the Beautification Meetings, and encouraged us to attend the next meetings scheduled in January and February.

Homeless Symposium - Update: Tony Williams reported that he has experienced homeless campers on the roof of his business. Melinda Piña reported that the problem has gotten worse since the Symposium has begun meeting. The Board discussed various ideas to improve security.

Christmas Parade - Update: Steven Caringella reported that the parade went very well and was very enjoyable. The Board discussed various issues that could be changed next year.

Sonata – Update: Melinda Piña reported thanked the volunteers and stated that a report will be provided after the committee debrief. The event brought a good crowd.

Board Member Pictures - Update: Melinda Piña reported that the photos are being touched up by the photographer.

Delinquent Members – Update: Rick Gonzales reported that the report is improved, with only 16 delinquent members listed.

Adjourned to Closed Session at 7:20 pm.