

Minutes of the Whittier Uptown Association Board Meeting

Meeting of Monday, January 27, 2014

Location: WUA Conference Room

Call to Order: 6:04 pm

Board Members in attendance Rick Gonzales, John Parker, Marilyn Brinegar, Cynthia Rodriguez, Tony Williams, Stue Eisen, Remoun Said, Eduardo Tarin, Chief Garry Couso-Vasquez

Board Members not in attendance: Chuck Marsden, Hector Alvarado

Non Board Members in attendance: Liz Apodaca, Aldo Schindler, Charley Scheida, farmer's market vendors

GUESTS: Guests spoke regarding the following topics: Friday Farmer's Market Manager Kae Thomas is doing an excellent job and request that she remain as manager; Charley Scheida questioned which projects we will work on this year.

CITY REPORT: Aldo Schindler reported on the status of redevelopment dollars and the development of Bright Avenue and the Village Inn. The City gained access to remaining Bond dollars, and the City Council will set priorities on spending that money. Approximately \$16 million may be spent on non-housing projects, including infrastructure projects in Uptown. Mr. Schindler encouraged us to attend the next City Council meeting and speak on behalf of Uptown, or submit a written suggestion from the WUA.

APPROVAL OF MINUTES: Rick Gonzales moved to approve the Minutes of the Board Meeting of December 3, 2013. Stue Eisen seconded. Motion passed. Tony Williams moved to approve the Minutes of the Annual Retreat of January 12, 2014. Eduardo Tarin seconded. Motion passed. Tony Williams moved to approve the Minutes of the Special Board Meeting of January 21, 2014. Stue Eisen seconded. Motion passed.

TREASURER'S REPORT: Cynthia Rodriguez reported that she will meet with former Art Garcia.

NEW BUSINESS

Hoover Dad's Club Request: Liz Apodaca presented the request from the Dad's Club for the purchase of ad space for their talent show program. Individual members committed to purchase ad space, and the Board agreed to purchase a \$25 ad for the Antique Faire.

Website Update: Tony Williams reported that he has control of the website and emails. The Board discussed the list of new merchants provided by the City. The Board asked Tony to request the report of delinquent merchants from the City.

Relay for Life: Marilyn Brinegar reported on the Purple Couch program that is being organized by the Whittier Chamber. Guest Clifford Meng volunteered to donate plants to the cancer survivors. Rick Gonzales volunteered to donate food on the date the couch will be located at Half-Off Books.

OLD BUSINESS

Friday Farmer's Market: Stuie Eisen presented the plans to contract with a different market manager to take over on February 14, 2014. Rick Gonzales commented in support of the new manager and thanked Kae Thomas for creating a successful market. One guest expressed disappointment. Stuie Eisen responded that a meeting will be scheduled to solicit input from the farmers. Neo of NRD commented on his plans to manage the market. Kae Thomas commented with tips and advice. John Williams moved to ratify the Friday Farmer's Market Manager's contract with NRD Productions. Stuie Eisen seconded. Motion passed.

Bylaw Amendments: Liz Apodaca presented proposed amendments to remove "Executive Director" from the Bylaws. Additional amendments were discussed. Tony Williams proposed renaming the office to "Information Center."

Budget Revisions: Tabled.

Filming Update: Tony Williams reported that ABC filmed in Uptown on Friday, January 24. Affected merchants were compensated by the production company. An altercation with transients caused the police to close Greenleaf for a short time. Tony Williams will create a website page to provide information. Tony Williams and Rick Gonzales will work on a filming policy.

Marketing Committee: Remoun Said reported on plans to create marketing videos. He will create a "Yelp Event" for each event. Marketing will be tied to merchant groups, and individual member merchants will be spotlighted as business of the week, etc. Marketing ideas were discussed, and the marketing committee will find a separate time to meet. The Board discussed ideas for getting the merchants involved in the events, and the idea of moving all events to Greenleaf Ave.

Spring Antique Faire: Tony Williams reported that his committee will meet this week to brainstorm ideas. The committee will promote local businesses first, where possible. The Board discussed ideas for setting standards for quality vendors.

Car Show: John Parker reported that the City will check on whether the Fall Antique Faire can be put on hold for a year. John Parker turned in \$190 he found in the binder for last year's car show. Art is being designed by Manny of Smart Print. John Parker will contact Dad's Club and Jeff Langdon for their help with the Car Show.

Merchant Groups:

Dates to Remember:

Ribbon Cutting: February 1, 2014, 11am at Jazzy's Nails.

Next Board Meeting: Monday, February 24, 2014, 6pm at the WUA.

Friends of Uptown Meeting – February 18, 2014, 6pm at WUA

Adjourned at 8:00.