

Minutes of the Whittier Uptown Association Board Meeting

Meeting of Monday, February 24, 2014

Location: WUA Conference Room

Call to Order: 6:06 pm

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

Board Members not in attendance: Chuck Marsden, Stuie Eisen, Hector Alvarado

Non Board Members in attendance: Liz Apodaca, Angelica Frausto, Dr. Ralph Pacheco, Trina Barros, Charley Schieda, Steve Carringella

GUESTS: Guests spoke regarding the following topics: Trina Barros, president of the Friends of La Serna, asked for our support for their April 5 fundraiser; Charlie asked for information about the recent special City Council meeting about the Nelles project (discussion followed).

CITY REPORT: Angelica Frausto commented on the following: the Antique Faire permit must be submitted as soon as possible; the permit for the lights on Philadelphia has been extended for 90 days; the letter regarding Bond Funds was received, and the Board will be informed when the Council is scheduled to consider the issues, and the interest is on infrastructure and legacy projects; appreciation for attending the presentation of the Livability.com award at City Council on February 18.

APPROVAL OF MINUTES: John Parker moved to approve the Minutes of the Board Meeting of January 27, 2014. Tony Williams seconded. Motion passed.

TREASURER'S REPORT: Treasurer Cynthia Rodriguez presented a reported on the status of bank balances and outstanding invoices. Tony Williams moved to add Marilyn Brinegar and Rick Gonzales as signers on the Pacific Western Bank and remove Art Garcia and Allan Nakken from the account. Cynthia Rodriguez seconded. Motion passed. Cynthia Rodriguez moved to add Rick Gonzales and Marilyn Brinegar as signers of the Popular Community Bank account. Remoun Said seconded. Motion passed. Office Manager Eileen Alvarez will continue to be a signer on the Popular Bank account.

John Parker reported that JK Properties intends to remove the Christmas lights at the end of February if the outstanding invoices are not paid. The Treasurer will issue payment to JK Properties immediately. The Executive Committee will determine what other payments will be made.

The treasurer suggested that the Office Manager be trained in Quickbooks so that we can eliminate the cost of our current bookkeeper. She also suggested that we adopt a requirement that board members bring in a minimum amount of sponsorship money per year.

NEW BUSINESS

Marketing Presentation: The presentation was cancelled due to illness of the presenter.

Sponsorship Solicitation Program: John Parker suggested that each Board member solicit their contacts for sponsorship of our events. A suggestion was made to create a database of sponsors. Liz Apodaca will coordinate getting a list of prior sponsors from the Office Manager.

Delinquent Member Project: John Parker reported that the delinquent assessments total almost \$30,000. Mr. Parker has prepared a letter to the City Council to request enforcement and to amend or adopt an appropriate City Ordinance. Rick Gonzales suggested we send a certified letter to the delinquent members. The subcommittee of Rick, Tony, Eduardo and John will meet to draft a letter. Angelica Frausto will follow up with City staff to ensure that the staff is not allowing the assessment to be a voluntary payment by the businesses.

City Expenditures on Improvements: John Parker commented that he had positive feedback on the letter submitted to City Council. Potential projects include infrastructure projects, sidewalks, public safety, valet, and others. Tony Williams will meet with Council Member Joe Vinatieri to learn more about the Council's plans.

OLD BUSINESS

Hiring Subcommittee: Tony Williams reported that the top 4 candidates were interviewed for the Operations Manager position. Two candidates were interviewed by the subcommittee. The decision on hiring will be tabled until the financial situation improves. Mr. Williams will notify the candidates. He also commented on the proposal presented by Dr. Pacheco. Dr. Pacheco responded.

Filming Update: Tony Williams commented on merchant response to the filming project that occurred last month.

Marketing Committee: Remoun Said reported that the committee goal is to focus on marketing events using Facebook and social media. Mr. Said will take over the Constant Contact weekly emails and the Facebook account. Tony Williams suggested we purchase additional emails from the Whittier Chamber when finances allow. Marilyn Brinegar suggested that we focus on the vacant spaces and try to market them to the types of businesses that are needed in Uptown. The Board discussed participation in the International Council of Shopping Centers conventions.

Spring Antique Faire: Tony Williams reported that King Richards is no longer involved in the event. Marilyn McCarty of Harmony Center will be the producer of the event. There are plans for live music, food vendors, dance performers and upscale crafters. The next subcommittee meeting will be on Friday, February 28, 2014.

Car Show: John Parker reported that he distributed "save the date" flyers at the Whittier Area Car Show on February 22, 2014. He is working on logo designs for the flyer and t-shirt. The existing budget covers printing only and does not include graphic design. Mr. Parker will interview potential show producers. West Coast Corvettes will participate. Mr. Parker will consider including an Antique Alley and a Corvette corral. He anticipates approximately 300 cars. Cynthia Rodriguez suggested that the budget for each event be revised and preapproved by the Board.

Friday Farmer's Market: Steve Caringella explained the process of EBT processing. Rick Gonzales suggested we move the EBT bank account to an Uptown bank, possibly Chase.

Merchant Groups: Rick Gonzales reported that he is working on getting logos for each merchant group. Marilyn Brinegar suggested that we focus on the restaurant group first. Marilyn Brinegar presented special pricing for a one page ad in the Whittier Daily News.

Bylaw Amendments: John Parker moved to adopt the proposed amendments to the Bylaws and Operation Procedures. Rick Gonzales seconded. Motion passed.

Dates to Remember:

Taps & Tapas meeting: Wednesday, February 26, 2014 at Bailey Street Café.

Antique Faire committee meeting: Friday, February 28, 2014 at WUA office.

Next Board Meeting: Monday, March 31, 2014, 6pm at the WUA.

Friends of Uptown Meeting: March 18, 2014, 6pm at WUA.

Adjourned at 9:10.