

Minutes of the Whittier Uptown Association Board Meeting

Meeting of Monday, March 31 2014

Location: WUA Conference Room

Call to Order: 6:09 pm

Board Members in attendance Rick Gonzales, John Parker, Marilyn Brinegar, Tony Williams, Eduardo Tarin, Chuck Marsden, Stuie Eisen, Chief Garry Couso-Vasquez, Hector Alvarado

Board Members not in attendance: Remoun Said

Non Board Members in attendance: Liz Apodaca, Angelica Frausto, Karina Andrade, Joshua Villela, Charley Schieda, Alex Alaniz, Neo Jimenez

GUESTS: Guests spoke regarding the following topics: Mr. Scheida came to learn about improvements; Ms. Andrade stated she did not pay the assessment and does not have a business license, commented on Taps & Tapas being outside our district, stated that the WUA is under investigation by the IRS and that an attorney will be retained to sue the WUA for violations during the time the corporation was suspended, stated that Mr. Said is not current in paying the assessment, (she exceed the 3 minute time allotment); Mr. Alaniz introduced himself; Mr. Villela introduced himself and expressed interest in the operations manager position.

CITY REPORT: Angelica Frausto reported on the following: the Spring Antique Faire was approved by the City Council; Aldo Schindler has accepted a position in another location; she provided brochures on updates in the City; Ms. Frausto will attend the international show on shopping centers; a budget study session is scheduled for May 6.

Officer Ryan Todd introduced himself and reported that he is available to address public safety issues.

APPROVAL OF MINUTES: John Parker moved to approve the Minutes of the Board Meeting of February 24, 2014. Tony Williams seconded. Motion passed.

TREASURER'S REPORT: President Rick Gonzales reported on the status of bank balances and outstanding invoices.

NEW BUSINESS

Opportunity to Speak at York Field July 4: Rick Gonzales will contact the organizers of the York Field event and asked to be put on the speaker schedule.

New Events: Tony Williams suggested that a subcommittee be formed to address new events.

Board Meeting Schedule: A committee chair meeting is scheduled for Wednesday, April 16 at 6pm at the WUA office. All Board members who are committee chairs should attend.

Ribbon Cutting April 4 – Houzz Party: Liz Apodaca will ask Eileen to schedule the Ribbon Cutting and email the Board.

OLD BUSINESS

Treasurer Position/Open Board Position: John Parker mentioned that he knows of a potential candidate for the Treasurer position.

Budget Issues: Rick Gonzales commented that we need to be diligent to keep from over-spending money.

Delinquent Member Project: John Parker reported that a letter to delinquent merchants will be sent to the Board this week for approval to send to delinquent merchants. Ms. Frausto confirmed that the assessment payment is mandatory at the same time as the business license.

Hiring Subcommittee: Tony Williams reported that the hiring decision is still tabled and that potential candidates have been notified.

Friday Farmer's Market: Stuie Eisen reported that business has increased for the Farmer's Market. Liz Apodaca reported that the USDA requires a board member to be the contact person for the EBT machine; the board chair will be added. Neo (NRD Productions) reported that businesses have been asking us to extend the market for an additional hour or 2. Ms. Andrade interjected and questioned the rules for participation in the Friday Farmer's Market. She also alleged that Stuie's Bagels sells frozen bagels, which Mr. Eisen denied.

Spring Antique Faire: Tony Williams reported that approximately 60 vendors have signed up, with a target of 100 antique/craft vendors. The only food vendors allowed will be snack foods so that attendees will visit the restaurants.

Car Show: John Parker reported that he met with Mark Alvarez to produce the event. Ms. Andrade interjected by questioning whether Mr. Alvarez was paid for his services last year and whether he has a business license. Mr. Parker reported that the graphic design work is complete, and printing is being priced. Marilyn Brinegar volunteered to help coordinate the Calendar Girl contest.

Marketing Committee/Newspaper Ad: Marilyn Brinegar reported that quarter page ads have been run in the Whittier Daily News at a discounted rate, with 8 different businesses each week. Tony Williams will notify the businesses via email about the opportunity to participate in the advertising. Remoun Said reported via email on his marketing strategies. Chuck Marsden commented that signage is needed on the 605 Freeway to direct the public to Uptown.

Webmaster Issues: Tony Williams reported that the member directory needs to be loaded. The Board will input the directory after the meeting on April 16.

Lighting Project: Marilyn Brinegar reported that she is continuing to work with JK Properties to light the tops of each building. This will replace the tree lighting project and is intended to be permanent lighting. John Parker is working with the City to obtain the proper permits. Tony Williams will send the application to the merchants via email.

Friends of Uptown: Liz Apodaca reported that the Board of Friends of Uptown would like assurance that it will not be required to pay for the lawsuit.

Dates to Remember:

Ribbon Cutting – Houzz Party: Friday, April 4, time TBA.

Taps & Tapas committee meeting: every Monday at 5pm at Spin Lounge.

Antique Faire committee meeting: every Monday at 2pm at WUA office.

Committee Chair Meeting: April 16, 6pm at WUA office.

Uptown Connection Spring Mixer: Wednesday, April 30, 2014 6-9pm at Gu Thai

Next Board Meeting: Monday, April 28, 2014, 6pm at the WUA.

Friends of Uptown Meeting: April 15, 2014, 6pm at WUA.

Budget Study Session: May 6, location TBA

Adjourned at 7:42.