

Minutes of the Whittier Uptown Association Board Meeting

Meeting of Monday, May 12, 2014

Location: WUA Conference Room

Call to Order: 6:03 pm

Board Members in attendance Rick Gonzales, John Parker, Eduardo Tarin, Marilyn Brinegar, Tony Williams, Chief Garry Couso-Vasquez, Alex Alaniz

Board Members not in attendance: Hector Alvarado, Chuck Marsden, Remoun Said

Non Board Members in attendance: Liz Apodaca, Angelica Frausto, Armand Santos (Prometheus), Ilene Vasquez (Stovall & Associates), Sal Sanchez (Village Sweets)

GUESTS: Guests spoke regarding the following topics: Mr. Santos presented information on his work creating mobile applications for other cities.

CITY REPORT: Angelica Frausto reported on the following: the request to extend the time of the Friday Farmer's Market will be submitted to the City Council for approval because there is no current permit; the Whittier Host Lions will submit a permit for a Friday morning Farmer's Market at Costa Glen and Whittier Blvd. (near JoAnn's Fabrics); the City is considering a ban on new community and public assembly businesses in the Uptown district, this will affect churches and ground level banquet rooms; the City Clerk-Treasurer is agreeable to discussing delinquent assessments.

APPROVAL OF MINUTES: Tony Williams moved to approve the Minutes of the Board Meeting of April 28, 2014 as corrected. John Parker seconded. Motion passed. The Board discussed the email request made by Karina Andrade and decided that the March Minutes are a summary of the meeting and do not need to be amended.

TREASURER'S REPORT: John Parker reported on the status of bank balances and outstanding invoices.

NEW BUSINESS

Introduction of New Operations Manager Olivia Rios:

Family Street Festival: Angelica Frausto provided some background information about the previous weekly Wednesday Night event, including the increased incidents of violence and requirement of increased police presence. The police estimated an increased cost of \$4,000 for the summer of 2010 for police. For a new event permit, the City would likely require 4 uniformed police officers at \$150 per hour. The layout did not provide for adequate flow and access. The City would probably have concerns if the event were scheduled until 9pm or later. She also suggested we firm up a policy on selling goods that compete with members.

Rick Gonzales commented on the need to take the time to make sure the event is done well. Tony Williams presented a map and discussed his ideas for creating a new event on Comstock. A minimum of 4 to 8 security are planned. No food trucks will be allowed. A policy for non-competing goods will be in place. An information booth will be staffed. Sidewalk Sales would be allowed. A more detailed planned will be submitted at the next meeting.

Angelica Frausto commented that the event is not likely to start before the end of July.

Hector Aguilar and Tony Williams will respond to the letter received from Dr. Adame.

Chief Garry Couso-Vaquez commented on security that he would be able to hire retired police and certified security for a lower cost.

New Board Member Application: Armando Novelo was unable to attend the meeting. This item will be tabled until the next meeting. John Parker will contact Mr. Novelo to determine his commitment and interest.

Non-Profits and Churches in Uptown: Rick Gonzales commented that the ban would benefit the WUA because the businesses do not pay assessment. Rick Gonzales will send an email to Angelica Frausto to indicate the Board's support.

Voting Rights of Ex-Officio Board Members: Tony Williams presented his idea to amend the Bylaws to allow Ex-Officio members to have voting rights. Liz Apodaca will work with Tony Williams to create an amendment to be presented at the next meeting.

Bank of America Building Clock Repair: Tony Williams reported that he is working on bids to repair the historic clock on the Bank of America building.

Meeting Date Change: Tony Williams move to change the monthly Board meeting to the second Monday of each month commencing on July 14. Marilyn Brinegar seconded. Motion passed. The meeting dates are scheduled for June 2, June 23, July 14 and every second Monday thereafter.

OLD BUSINESS

Committee for Spending on Improvements: John Parker reported on suggestions for specific spending projects. The projects will require the Board to solicit estimates. The light posts need to be painted and repaired. Other ideas suggested: banners/flags; paint the public parking signs; new street signs; paint the wrought iron rails around the planters; covered trash cans. The community needs to be branded as historic.

Delinquent Member Project: Eduardo Tarin reported that there is a process to contact the City on the City's website to report unlicensed businesses. Liz Apodaca will ask Eileen to report the list of delinquent members. John Parker reported that letters were mailed to delinquent businesses.

Whittier College Collaboration: The Board determined that the Marketing Committee will handle this project on an ongoing basis. Tony Williams volunteered to join the committee.

Uptown Connections: The last event was not attended by the merchants. We should do a better job of marketing the event. Other ideas: raffle a banner ad, feature story on our website, boost an ad on our Facebook page, provide a business information speaker. A date and location will be decided at the next meeting.

Friday Farmer's Market: Tony Williams commented that there have been no problems at the market in the last few weeks. More certified agriculture vendors are needed. The committee is actively enforcing the health department rules for all vendors.

The extension to keep the market open until 2pm has been submitted to the City. Tony Williams will follow up on comments received from New Canton and Mr. Sandwich.

John Parker moved to purchase 4 pvc patio tables for use at the Farmer's Market. Eduardo Tarin seconded. Motion passed.

Taps & Tapas: Rick Gonzales reported that the WUA will be able to sell water and snacks. All VIP tickets are sold. Rick Gonzales addressed the comments in the letter received from Karina Andrade: no permit is required because the event is inside; the event will benefit Uptown restaurants; assessment funds are not being used to finance the event; events involving alcohol have been hosted at the Community Center in the past and should not be an issue. Rick Gonzales hopes to move the event to the streets of Uptown next year. Mr. Gonzales will present an operating statement at the next meeting.

Car Show: John Parker reported that he is working on getting more sponsors. Car registrations are coming in. Marilyn Brinegar reported that salons and clothing boutiques will sponsor contestants. She is considering ad space for Calendar Girl contestants. Tony Williams will organize the marketing committee to get involved in the events. A 6 month calendar will be sold at the event this year. The contest will be held on the grassy area.

Marketing Committee/Newspaper Ad: Marilyn Brinegar reported that she has merchants in a rotation for the ad. When space is not filled with merchants, the events will be advertised.

Historic Banner Project: Marilyn Brinegar provided samples of banners that could be used. Marilyn Brinegar will work with Jan Mericle of the Flag Shop. There are 24 poles from Hadley to Wardman on Greenleaf. New hardware is needed for 3 poles; some poles are unstable; one pole is missing (near Starbucks).

Webmaster Issues: Tony Williams reported that information has been added to the member directory, and should be complete by the end of the week

Lighting Project: Marilyn Brinegar presented a proposal from JK Property Services for year round top line lighting. John Parker suggested we get a proposal to do a smaller section. Board members suggested we solicit sponsorships and City money. Marilyn Brinegar will have Eileen create an application to present to the businesses.

Christmas Parade: Liz Apodaca reported that community members will be solicited to join the parade committee.

Dates to Remember:

Ribbon Cutting – Stovall & Associates: May 15, 2014 at 4pm.
Next Board Meeting: Monday, June 2, 2014, 6pm at the WUA.
Friends of Uptown Meeting: May 20, 2014, 6pm at WUA.

Adjourned to Closed Session at 8:24.