

Whittier Uptown Association
Minutes of the
Annual Membership Meeting and
Regular Board of Directors Meeting

Monday, August 11, 2014

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

Call to Order: 6:35 pm

Board Members in attendance Rick Gonzales, Liz Apodaca, Marilyn Brinegar, Tony Williams, Remoun Said, Chief Garry Couso-Vasquez, Eduardo Tarin

Board Members not in attendance: Hector Alvarado, Chuck Marsden

Non Board Members in attendance: Olivia Rios, Angelica Frausto (City of Whittier), Charlie Scheida (local resident), Karina Andrade (Citizens for Transparency in Uptown), Police Officer Ellis

GUESTS: No guests spoke.

CITY REPORT: Angelica Frausto reported on the following: the Annual Report will be due September 2, 2014, then sent to the City Council as an informational item; the Art Crawl will be discussed at the City Council meeting on August 12; development of the Nelles property is moving forward; a project for housing near Uptown has been proposed; Pieology, Corner Bakery, Pizza Studio and Popeye's are coming to Whittier; there is a proposed restaurant development at the former Saturn site; two housing projects are proposed on Whittier Blvd

APPROVAL OF MINUTES: Tony Williams moved to approve the Minutes of the Board Meeting of July 14, 2014 as corrected. Marilyn Brinegar seconded. Motion passed.

TREASURER'S REPORT: Tony Williams presented a report of bank account balances.

NEW BUSINESS

Annual Membership Meeting:

- Assessment Fees – Tony Williams moved to leave the Assessment Fees as is until there is further evaluation. Liz Apodaca seconded. Motion passed.
- 2015 Events – A proposed calendar of events was distributed. The Halloween Capers was deleted. The Board discussed the possibility of adding a “fashion show” event in the spring. An outdoor movie night idea was discussed. Tony Williams moved to accept the 2015 Calendar of Events. Seconded by Liz Apodaca. Motion passed.
- 2015 Budget – A proposed operations budget was distributed and discussed. The Board discussed street cleaning and trash. Ms. Frausto commented that she can provide cost estimates for additional trash pick-up. The Halloween Capers and Dia de Los Muertos events were deleted from the events budget

(page 3). Eduardo Tarin moved to revise the budget as discussed and submit the budget to City with our Annual Report. Marilyn Brinegar seconded. Motion passed.

- **Lighting Project** – Olivia Rios commented that the cost for the lighting project is prohibitive. Ms. Rios presented a proposal from JK Properties to light the corner trees at the Philadelphia/Greenleaf intersection for \$350 per month. Ms. Rios proposed that we allocate a savings account to save for lighting. The Board also discussed the possibility of coordinating with Friends of Uptown to fund the project. Ms. Frausto commented that the cost of lighting will make this a long term project; she will research the possibility of upgrading the street lights. Ms. Frausto will research the cost and scheduling for the City to install and maintain lights at the Philadelphia/Greenleaf intersection. Ms. Rios will ask JK Properties for an installation cost of better quality lights.

Treasurer Position Available: This position remains open at this time.

Vice President Position Open: Mr. Williams is willing to serve as Vice President.

Vote on Tony Williams to Vice President Position: Remoun Said nominated Tony Williams for Vice President. Mr. Williams accepted. Motion passed – Mr. Williams is appointed as Vice President.

Vote on Tom Rios: Mr. Rios did not attend. This vote is tabled.

OLD BUSINESS

Family/Wednesday Street Festival: Tony Williams reported that the start date of the festival is postponed to March 2015. The item was pulled from the City Council agenda for the August 12 meeting.

Art Crawl: Tony Williams reported that the festival date was moved from Saturday, September 27 to Sunday, September 28. The festival is an item on City Council agenda for the August 12 meeting. Mr. Williams will attend, and all Board members are encouraged to attend to show support.

New Board Member Application: The vote is tabled until the next meeting.

Historic Banner Project: Marilyn Brinegar and Remoun Said reported that enough high-quality photos have been acquired. The banners are printed and the hardware will be ordered through The Flag Shop, and the City will install.

5 Point Plan: No report.

Taps & Tapas: Rick Gonzales reported that the event made over \$12,000 in gross revenue, with over \$5,000 in net profit. The date of July 25 is reserved for 2015 at the Whittier Community Center. Mr. Gonzales is looking at alternative venues for next year, including open space options such as Bright Ave or a parking lot.

Voting Rights of Ex-Officio Board Members: Tabled until the next meeting.

New Awning and Painting Exterior of Office: Rick Gonzales reported that he has been in communication with the City concerning signage.

Uptown Connection Event: Rick Gonzales reported that a positive event was held at Phlight on July 24, with speakers from the Police Department and First Day. Good contacts were made with merchants and community members. Potential venues were discussed, and Mr. Gonzales will approach restaurants, including Sweet Dreams Dessert Lounge. The dates of November 19 or 20 were proposed for the next event.

Bank of America Building Clock Repair: Tony Williams reported he will continue working on getting a quote for the repair. Ms. Frausto reported that because the building has been designated as a historic building, the City will require the Association to sign a waiver that the historic aspect will not be changed.

Delinquent Member Project: Rick Gonzales reported that the updated delinquent member list is down to 12 (from over 30 in February, 2014). Ms. Karina Andrade spoke up and asked for an answer as to why the association works with people who do not have a business license. She stated that there is an individual we have been working with for 5 years who does not have a license, however she refused to state the name of the person. She stated that Farmer's Market vendors would not have a license if she hadn't brought this to the Association's attention. Mr. Gonzales commented that we will respond to her questions at a later time.

Whittier College Collaboration: Ms. Rios reported that Orientation weekend is August 31. WUA will have a booth to promote Uptown.

Friday Farmer's Market: No report.

Car Show: Tony Williams reported that we are expecting many people to attend this event. Marilyn Brinegar reported that we have 11 girls for the Calendar Girl contest. Mr. Williams will oversee, however the work of presenting the event will be handled by the producer.

Marketing Committee/Newspaper Ad: Marilyn Brinegar reported that the full page ad is being published every other week. It has been a challenge to get the businesses to participate.

Fall Antique Faire: Tony Williams reported that planning meetings will begin this month. The event date is Saturday, November 8, 2014. The Miss Uptown Whittier contest will be held.

Christmas Parade: Liz Apodaca reported that a theme is being developed. The next meeting is scheduled for September 5, with possible interim meetings to be scheduled.

Sonata: Marilyn Brinegar reported that she is still working on whether we will have carriages this year. Ms. Brinegar displayed a balloon design; she proposed that they be purchased by the Association for decoration of the light poles during the holidays. This item will be added to next month's agenda for approval of the expenditure.

Police Report: Officer Ellis reported that officers have been patrolling Uptown and have been staying busy. He responded to questions regarding homeless persons and panhandlers.

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Dates to Remember:

Wake Up Whittier: Wednesday, August 20, 2014, 8am, Harmony Hall

Friends of Uptown Meeting August 12, 2015 at 6pm, at Pour le Bain

Christmas Parade Meeting: Friday, September 5, 2014, at WUA Office, time tba

Car Show: August 16, 2014

Next Board Meeting: Monday, September 8, 2014, 6pm at Emeritus at Chateau Whittier

Adjourned at 8:16.