

Whittier Uptown Association
Minutes of the
Regular Board of Directors Meeting

Monday, September 8, 2014

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

Call to Order: 6:09 pm

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

Board Members not in attendance: Chuck Marsden

Non Board Members in attendance: Olivia Rios, Angelica Frausto (City of Whittier), Charlie Scheida (local resident), Corporal R. Todd (Whittier Police), Christina Ortiz (local resident, Trader Joes employee), Eric Torrance (Remove It Restoration), Lisa Gonzalez, Karina Andrade (Citizens for Transparency in Uptown),

GUESTS: Guests spoke on the following topics:

- Greg Alaniz presented information on the Whittier Spooktacular Run and the related street closures scheduled for October 25, 2014.
- Charlie Sheida spoke in favor of removing the planters on the sidewalks.
- Christina Ortiz spoke about her ideas for organizing a Thanksgiving meal for the homeless.
- Karina Andrade commented that the Board should not be fewer than nine, alleged that Remoun Said is delinquent in the business license; that independent contractors with a contract in Whittier must have a business license. The Board responded that the comments will be looked into. She stated Marie Ortiz and Olivia Rios do not have a Whittier Business License.
- Eric Torrance presented information about his business, which removes glass etching.
- Sal Sanchez requested information about the Holiday Sonata.
- Officer Todd reported that overtime was authorized in July and August for a 2 man unit and presented following statistics: 46 business contacts, 70 citations, 21 arrests.

CITY REPORT: Angelica Frausto reported on the following: the Special Event process has changed to ensure that businesses are aware of upcoming events, and the City now requires that all events be discussed at Association meetings, including events not hosted by the Association

APPROVAL OF MINUTES: Tony Williams moved to approve the Minutes of the Annual Membership Meeting and Regular Board Meeting of August 11, 2014. Rick Gonzales seconded. Motion passed.

TREASURER'S REPORT: Tony Williams presented a report of bank account balances. Mr. Williams is temporarily overseeing the bank balances until the Treasurer's position is filled.

NEW BUSINESS

Event Coordinator Position: Tony Williams presented his proposal to create an Event Coordinator staff position, with a salary of \$30,000 to \$50,000 per year. Discussion followed. Rick Gonzales moved to establish a hiring subcommittee to write a job description. Liz Apodaca seconded. Motion passed. Hector Alvarado, Remoun Said and Eduardo Tarin volunteered to serve on the subcommittee.

Update of board contacts & personnel for banking contacts: Rick Gonzales reported that the bank accounts have been updated with the proper signers. The office has a debit card for online orders. Tony Williams moved to add Marilyn Brinegar as a signer on the Popular Community Bank account. Eduardo Tarin seconded. Motion passed.

Certificate of Commendation – The Whittier Host Lions Club: A certificate of commendation was prepared to recognize the Whittier Host Lions Club and will be presented in a book by the Boys & Girls Club at their event.

Holiday Decorations: Marilyn Brinegar commented that the decorations she displayed at the last meeting are still inflated after sitting outside for a month. She would like to replace the balloons with wreaths during the holidays. Ms. Brinegar presented a preliminary budget for purchasing and hanging holiday decorations. Ms. Brinegar will obtain more definite pricing and will request approval via motion by email.

Treasurer Nomination – Remoun Said: This item was tabled.

2014 Annual Review & 2015 Proposed Budget: Olivia Rios presented the Annual Report that was submitted to the City.

Calendar Girl - Budget: Marilyn Brinegar presented pricing and ideas for printing of the calendar.

Employee Handbook: Tony Williams presented a draft of an Employee Handbook. Discussion followed. Mr. Williams asked Board members to review the draft handbook and provide feedback before the next meeting.

OLD BUSINESS

Board Packet/Binder: Olivia Rios commented that the binder project is in progress.

Historic Banner Project – Update: Marilyn Brinegar and Remoun Said reported on the status of this project. All photos have been selected. Mr. Said will set up the design. Discussion about specific photos and the design followed. The banners will be ready for hanging in January.

Voting Rights of Ex Officio Members: Tony Williams presented a proposed amendment to the Bylaws. The Amendment is officially published as of this meeting and will be published to the membership by the office.

New Awning & Painting Exterior of Office – Update: Rick Gonzales reported that he would like to obtain some additional price quotes for painting and refurbishing the exterior of the office. We already have three quotes for refurbishing the awning. Mr. Gonzales will continue to work with the City for approval.

Art Crawl Update: Mr. Williams provided an update on this event. The event was approved by the City and will move forward. Sandra Hahn is providing all the work and organization.

Fall Antique Faire & Miss Uptown Contest – Update: Tony Williams commented that committee meetings are happening every Friday. Marilyn Brinegar suggested that we contact the Calendar Girl contestants for the Miss Uptown. The Miss Uptown contest has been delegated to Olivia Rios.

Delinquent Member Project – Status Update: No report.

New Board Member Application: Steve Caringella is interested in joining the Board.

Whittier College Orientation Weekend: Olivia Rios reported on the success of our participation in the Whittier College orientation. Ms. Brinegar suggested investing in a street banner to promote the Shop Uptown & Save program. A meeting is scheduled for Wednesday, September 10 to discuss future collaboration with the College.

Uptown Connections – Update: Marilyn Brinegar will confirm the event for November 19, 2014 at Sweet Dreams Bistro. The subcommittee will meet to prepare the agenda. The Board will canvass the merchants to invite the members.

Car Show – Update: Previously discussed.

Marketing Committee/Newspaper Ad: Olivia Rios reported on the status of the monthly ad continuing in the Whittier Daily News. The newspaper will provide space to promote a struggling business.

Lighting Project – Update: Olivia Rios reported that the lights at the corner of Greenleaf and Philadelphia have been turned off because the permit has expired. Ms. Rios will meet with the City to determine whether the permit can be extended. Discussion followed on setting up a year round lighting program.

Christmas Parade - Update: Liz Apodaca reported that pricing has been set and the entry forms will be ready in the next week. The parade committee meets every Friday at 10:30.

Sonata - Update: Marilyn Brinegar reported that she is considering whether to hire horse carriages for the event. The committee will determine whether to charge for the carriage rides to help with the cost. Volunteers will be needed to keep order for the hayride. Ms. Brinegar will approach Road Runner Tow for alternatives for the hayride.

Bank of America Building Clock Repair – Update: Tony Williams reported that Harrison Electric will inspect the clock on Tuesday, September 9, 2014.

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Dates to Remember:

Christmas Parade Meeting: Friday, September 12, 2014, at WUA Office, 10:30am

Antique Faire Meeting: September 19, October 10, 17, 24 and 31 at WUA Office, 2pm

Friends of Uptown Meeting: September 16, 2015 at 6pm, at Pour le Bain

Ribbon Cutting: Friday, September 26, 2014 at 4pm, Sweet Dreams Dessert & Bistro

Dia De Los Muertos Festival: Sunday October 12

Next Board Meeting: Monday, October 13, 2014, 6pm at Emeritus at Chateau Whittier

19th Annual Fall Antique Faire & Miss Uptown Whittier Contest: Saturday, November 8, 2014, 9am-3pm

Uptown Connection – November 19th at Sweet Dreams Dessert Bistro

Adjourned at 8:08.