

Whittier Uptown Association
Minutes from June 11, 2018 Board Meeting

Start time: 9:07am

Attendance: Marisa Sotomayor, Claudia Prado, Frank Medina, Rose Drieslein, George Caldera

Not in Attendance:, April Gallegos (vacation), Remo Said, Jessie Carrillo

Guest: Olivia Rios (WUA), Katie Galvin-Surbatovic (City of Whittier), Daniel Gomez (Farmers Market), Frank Perez (Deal Snapt), Marilyn (Pour Le Bain/Friends of Uptown)

City Report: Katie congratulated us on the Car Show. She has only heard great things and comments about the event. Will be meeting tomorrow for Post Event meeting. Council meeting tomorrow night, will hopefully putting into ordinance for Events to go through City Manager unless it's something new that needs council approval. They will also be talking about budget for Uptown Parking structure. Wednesday is UWIA (CBD) Open House at 4:30pm Historic Depot. Mid-Year economic forecast (Chamber event) June 21st at the Holiday Inn in La Mirada. There will be a crosswalk at Hadley and Washington Ave.

Friends of Uptown: Marilyn – Art Stroll going on Wednesday 5-9pm. They have approximately 48 Artists lined up for the next event and has asked the Association to help promote event on Social Media. She has a sponsorship package for Art Stroll and would like for WUA to send information to the members. Sponsorship starts at \$100 for 6 months. Art Gallery would like to collaborate with Uptown, when they get guests attend their art shows they always recommend their visitors to eat in Uptown. Marilyn would like to work with the Arts in Public committee to have a mural on the parking structure wall. Olivia brought up a suggestion if the Grassy Lot can be used for the Art Stroll and if we need a special permit. Marilyn will ask the artists to get a Whittier Business License. Olivia will work on getting a special events permit for the Grassy Lot to be used for the Art Stroll.

Car Show Analytics: Frank Perez - Presented to the board stats on the Car Show. His report showed 61% of registrations are through mobile device. Shared where audience is coming from, a ticket was bought from Texas. Frank recommended we make a website for each events so they have their own identity. Example: a Car Show website with all info and real estate for sponsors. Also recommends we do online ticketing. Tickets will be scanned, we can track who's gotten a shirt, who already came in, other benefits of tracking is so we can look them up with their names or email. Helps collect data, analytics...etc.

Vegan Festival: Daniel G. - Would like to put a Vegan Festival event in August. Shared approximate budget and cost breakdowns. Olivia mentioned we need health department permit. George recommended we should charge the WUA members \$50 to be vendor and anyone else \$100. Will look into further detail and information before we put into vote.

Approval of Minutes: Frank motioned to approve May minutes. Rose second. Board Voted. Minutes Approved.

Treasurer's Report: Rose Drieslein - The month of April ended with a surplus of \$20k. Expenses look in accordance to usual operating expenses. Financials looking good. Next month we will go over projected

expenses for the rest of the year. Rose made motioned to approve financials. George second. Board voted. Motion passed. Rose confirmed that Chase bank account has now activated on-line banking.

Financial Workshop: Frank mentioned we have a financial workshop for board members to help understand financials in the month of July.

Car Show Update: Frank - Restaurants had a good flow, they got a 2 car space in front of their business. This year we had only 3 food vendors, which made people eat in Uptown. Event was great. George recommended next year to recommend restaurants to have a quick to-go menu. Rose suggested car show be moved to Sunday when businesses are closed. Frank suggested the Association hire the City to assist with barricade closure for future events. Will meet with City staff.

Tour de Taco: Frank - asked us to share the event on our Facebook pages. Rose is doing a photo opportunity at The Collab. Claudia asked for a \$100 budget for Taco Voucher giveaways. Frank motion to increase budget for an additional \$100. George second. Board voted. Motion passed. The City will be approving the event at tomorrow's council meeting at 6:30pm.

Christmas Parade: Rose - looking to do everything paperless and sell tickets, have VIP cabanas and bleachers. Theme to be Christmas **Around the World** in Whittier. Wants to contact big developments to sponsor floats. Committee meetings are last Wednesday of every month, next one will be June 27th at 6pm at The Collab.

CBD/UWIA: Frank – has met with Melinda, Henry Bouchot, Josue Alvarado. The goal is to work together this year. Recommends we attend the UWIA meeting.

Web Update: George - next meeting will be June 19th at The Collab. Encourages business owners to attend to get feedback. Will take place at The Knotted Apron or La Pescadora.

Fraud Prevention Workshop: Monday July 9th 10:15-11am after Board Meeting.

Delinquent & New Member Report: Olivia- there's new members and upcoming ribbon cuttings. Frank recommends board members to go in and introduce ourselves. We want to beautify Uptown, if you see a bottle on the floor or trash pick it up.

Budget 2019: Rose- Budget still needs to be reviewed. Should be ready by next board meeting for approval.

Homeless Consortium: Tabled. Need to get a Board Member to be on committee. Marilyn brought up that there was a break in at The Wishing Well and there's been more homeless in Uptown. Katie said that Whittier PD are getting 150 calls a day regarding homeless.

Police Update: Frank asked Olivia to contact WPD to invite them to the July meeting to provide update.

Closed: 10:31am

Notes taken by Claudia Prado