

## Approved Board Meeting Notes August 14, 2017

**Start Time:** 6:23pm

**Board Members in Attendance:** Rose Drieslein, Jessie Carrillo, Tom Rios, Jesse Bosque, Rick Gonzales, Remo Said, April Gallegos, Marisa Sotomayor, Claudia Prado, and Michael Burkhardt.

**Conference Call:** Melinda Pina

**Not in Attendance:** Frank Medina, Cesar James, Adrian Borrego, Steven Caringella.

**Non-Board Members & Guest:** Olivia Rios (WUA), Katie Galvin Surbatovic (City of Whittier), John Beyton (United Nations Association), Vito Arengella (Whittier's Dad Club) and Candy Nash (Whittier Historical Neighborhood Assoc.), Liz Apodaca (My Attorney LA), and Carlos Lopez (ALECO & Protective Securities).

**Candy Nash** provided information on the Alley Clean-up initiative slated for September 23rd in Uptown. Originally scheduled was Ted Gottis who could not attend meeting. **Vito** gave an overview of how they have worked with the Association for a number of years supporting our events both Holiday Sonata, Car Show and Christmas Parade. He's worked 9 years on the parade and is looking forward to continuing supporting the Association and the community. For the car show, they help with staging and have also been promoters. And at Holiday Sonata, they provide Santa's Village and Santa Clause. **Carlos**, introduced himself and partner. They are the security company hired for Eat Uptown Food Festival in late September. They are open to hearing our concerns about security in the community. Alco is veteran owned and operated company.

**City Report:** Katie reminded the board of the next city council meeting on September 12<sup>th</sup> where both Holiday Sonata and Christmas Parade will be approved. Ideal to have presence from the Association at meeting. Also, the first part of BIA assessments will also be before council. Olivia has schedule. Knows the Association is working on audit and annual report due that at the end of August.

Encourages that we send it in as early as possible or soon as we have been completed. The CBD was approved at the most recent council. The City is working on how they can bring our efforts with the CBD and see how it takes place. There is no time line for anything in particular. The CBD steering committee has been receiving emails and start the first phase of implementation. Direct any questions can be forward to her or Conal McNamara.

**Friends of Uptown (FOU):** Liz Apodaca had their Art Stroll last week and still seeking sponsorships. If any sponsorships, Marilyn Brinigar is the contact. Cost is \$50 to be on map or calendar girl (biz card size) for three months. Any funds that go through FOU go towards the beautification of Uptown.

**Chamber Update:** Tom Rios reported Wake Up Whittier is next week at Harmony Center. On August 18<sup>th</sup> the office of Congresswoman Linda Sanchez will be hosting a Grants 101 workshop at Pico Rivera Library. Whittier Chamber is hosting their board meeting next Monday.

**Minute Approval:** The July minutes were approved. Motion was set by Rick Gonzales and seconded by Michael Burkhardt. Board voted. Motion passed.

**Treasurers Report:** Tom Rios reported the latest budget. Current total income is \$27K for the month of July and year to date is \$109K on assessments. With events not taking place the past few weeks, expenses are low. Olivia Rios added that a check register was added to the board member packet for July for the board to see expenses, deposits and balances for July. Vote to accept financial report was motioned by Tom Rios and seconded by second by Jessie Carrillo. Motion voted and report accepted.

**Location of future Board meetings.** Rose mentioned Chef Ricardo Diaz offered his restaurant as a location for future WUA board meetings. Possibly change meeting at Colonia Publica. The Executive Committee is informing the group for this change and possible time. Rick asked Tom if the meetings can be held on Monday

mornings at Brookdale at 8:30am. They can said Tom, however he needs advance notice. This idea was opened to everyone for suggestions. Majority of the board agreed that the current time and date is fine. The board move it forward to send a survey to board members and members with suggested time. Survey to go out to members and board.

**Eat Uptown.** Rick informed that posters have been printed. The date of event is now September 30th and not November as previously discussed. Tickets are available through the website Brown Paper Tickets. So far, 26 restaurants have confirmed their participation, a hand full are pending. The committee will be doing a walkthrough of the location next Wednesday at 6pm. Justin Steel is plotting the layout and Casey Jimenez is tackling other parts of event.

Budget estimate is at \$5005.00. Claudia Prado created a Yelp page ad is boosting event on Instagram and Facebook. Budget of \$150 for each social media site. LA weekly at \$1200. Ticket sales started August 1st. \$60, 45 and \$50 at the door. Venue can potentially hold up to 800 - 1200 people. Projection to make \$20k. Michael Burkhardt suggested to get an ABC permit to be on the safe side. Vote on Eat Uptown. Motioned by Rick Gonzales budget at \$5,000 and was seconded by April Gallegos. Board voted. Motion and budget passed.

**Annual Meeting:** Rose read the agenda for the Annual meeting to be held Tuesday, August 15<sup>th</sup> 8:30am at WUA office.

**Annual Budget:** Rose discussed budget in draft form. Executive committee is meeting on August 24th at 8:30am to finalize document at WUA office. CPA will give us a letter to recommend compilation versus audit. Rick asked questions about CPA and lawsuit of Eileen Alvarez and if it affects the 2015 taxes. Remo agreed and it would show up as an expense against income.

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**Old business.**

**Christmas Parade proposal:** Michael stressed to have a financial partner for the parade. Liz informed board that FOU is paying for the coordinator and not infusing monies to the parade. They, FOU, would be happy to pay for Uptown beautification. Jesse Bosque asked Liz and FOU to provide administration for event, to solicit sponsorship that will be used for covering expenses. Once event takes place, monies earned will be used to offset cost. FOU is looking for a percentage of monies brought in for their labor. Jesse Bosque indicated that FOU are contributing not cash but financial. Melinda indicated that we would only continue if we had a financial partner. Never mentioned cash partner.

Need to work on a theme, artwork and to get event in motion. FOU has a person to go after new sponsorship monies. Even if fee are higher, the event will get filled with entries and sponsors as it always has. This new person will work on behalf of FOU as a coordinator who's well connected in the community. Rose asked Liz to resubmit proposal with money guarantee. This will help clarify questions the board currently has.

Jesse Bosque change gross to net on proposal, where the Association gets first \$5,500 and earns 60/40 % split of remaining revenue. There is no alternative. Proposal will be resubmitted and voted on Friday August 18<sup>th</sup>.

**Holiday Sonata Vote:** Rose made a motion to vote on Holiday Sonata to make it official since a few board members were not clear on standing. April motioned to have Holiday Sonata for 2017. Motion seconded by Rose. Board voted. Motion passed. Parade and Parade contract will be sent via email and voted on then.

**CBD:** Melinda Pina reported that on July 25th ballots were counted at City Council meeting. CBD passed 77 to 22 percent. Everything is at a standstill until September. When board will be established from steering committee for formation of a board.

**Coffee with a Cop:** Rose thanked Marissa Sotomayor for Cielo Beauty Bar hosting the meeting. It attracted about 30-35 visitors. Some were WUA businesses, other were community members. Officer Scoggins educated attendees on how they can deal with issues at hand. Rose indicated that we would host these on a quarterly basis. Melinda asked that all board members be recognized at all public events when hosted by other board members.

**Street Cleaning:** Jessie Carrillo indicated that street cleaning would begin August 21 and 22<sup>nd</sup> by KC Cleaners. The starting point would be at Baily and Comstock. In addition, the proposal for rest of diamond district would be determined. The original person whom Remo secured cancelled. A new proposal to clean the remaining area came in for a total of \$7k of which \$2,600 has already been approved by board. Jessie Carrillo proposed to vote for an additional \$5k to complete the area based on the budget. Rick recommended that we go with JK Properties since they are bonded and know our area. Tom is suggested to clean the whole district, not just the diamond area for the sidewalks are a disaster.

Rose suggested to review Williams proposal which is at \$5k for the entire Uptown District. Jessie proposed total of \$13,000 more or \$15,600. Rick proposed that if we are spending \$15k, table the rest of the balance and Olivia to ask proposal from JK. Item tabled to do email vote on Friday.

Jessie will ask for a full proposal. Comparison will be made to JK's proposal.

**Audit:** Rose informed the group that we need to provide a few more documents before the audit is finalized.

**Delinquent List:** Tom tabled this item.

Meeting ended 7:48pm.

Close session