

Whittier Uptown Association
Minutes from December 11, 2017 Board Meeting

Approved

Start time: 6:09pm

Attendance: Rose Drieslein, Jessie Carrillo, Claudia Prado, Frank Medina, April Gallegos, Cesar James, Jesse Bosque, Steve Caringella and Remo Said.

Not in Attendance: Rick Gonzales, Marisa Sotomayor, Tom Rios

Guest: Olivia Rios (WUA), Alex Portugal, Frank Perez, Liz Apodaca, Officer Jose Dominguez WPD

Alex Portugal from Alexander Robert Trading Co. presented Video idea for Uptown Whittier to promote businesses, Meet the Owner videos. Video would be great for our social media. Can work on Budget. Will do 3 videos x 45 seconds for \$1000. April asked to put it in writing, a formal proposal.

Tabled Frank Perez presentation to New Business

City Report: Katie congratulated the association on the Sonata and Parade. Great Feedback. Will get feedback on Parade. We asked if barricades can close earlier like 7 instead of 8 and possible concession area. General Plan, www.envisionwhittier.org going on till next year. Reminded about Chamber shop local giveaway, bring \$20 receipt to chamber off to enter for \$1000 Giveaway. Jessie C asked about Parking structure/ Public Restrooms? Katie said there's still more to be discussed regarding parking and any ideas/ examples we can email to her. Also, they are setting up a new database system.

John Beynon from UNA- Earth Day. Asked for a reply regarding partnering with WUA . Event will be held same day as 5K race, after race. April 21st

Whittier PD: Officer Jose Dominguez patrols day shift. 50% of calls are coming from Uptown. Any issues call WPD.

Friends of Uptown: Liz Apodaca. Thanked us for an awesome parade. Reminded us of Art Stoll Uptown on Wednesdays, great artists.

Approval of November Minutes: Frank Medina motioned to pass, Remo Said seconded. Board Voted. Minutes Approved.

Frank from Shop Local App. App can do polls, create passports, scavenger hunts, spin to win game. Proposing to do everything at no cost including graphics. Wants to use Uptown as a

model for surrounding cities. No initial cost, will promote shop local for free. Businesses can put deal on app, to add more deals there will be a cost. WUA will look at contract.

Farmers Market: Frank Medina and April Gallegos have been managing market. Frank mentioned there should be a TO-DO list. We need to buy 4- No Dogs Signs. April bought fake bills for EBT. Applications needed online or a sign-up sheet. So far received 7 applications for Market manager. Frank recommended Daniel Gomez, great social media, did power point presentation. Frank mentioned Vendors were happy to have trash cans and tables at Market. Frank motioned to hire Daniel + Adriana Gomez for Market managers. Steve abstains, Board Voted, Motion passed. Frank motioned for \$250 for market supplies, Steve abstains, and Remo seconded, Board voted, Motion Passed.

New Members: Tabled

Sonata & Parade: Jessie C, recap for Sonata is next Wednesday, went well. Steven, Parade went well. Need to plan for follow up + needs to do WUA budget report. Ray will be at follow up meeting following Thursday. Rose thanks Friends of Uptown. Toyland theme for next year. Remo mentions 7am would be a better time for barricades. April mentioned person on Hadley and Greenleaf needed a walkie-talkie

Window Contest: April announced winner of contest was Wishing Well 1st Place and Simply Susie's won 2nd place. Olivia asked about presenting winners.

END: 7:48pm

Notes taken by Claudia Prado