

WUA Board Meeting Minutes
Monday, June 12, 2017

Start: 6:05pm

Directors Attending: Rose Drieslein, Adrian Borrego, Jesse Bosque, Cesar James, Steven Caringella, Melinda Pina, Jessie Carrillo, Remo Said, Michael Burkhart, Marissa Sotomayor, Frank Medina, April Gallegos, Claudia Prado.

Absent: Rick Gonzales, Tom Rios

Guest: Terry Prestella, Nicole Prestella, and Jay Prestella (Friendly Hills Country Club Golf Pro), Yolanda Garcia (Casita Del Pueblo – showed up at 7pm), Liz Apodaca (Friends of Uptown), Olivia Rios (WUA), Socorro Esparza (Sargent’s Sporting Goods), Kevin and Steve Obregon (The Commoner Restaurant), and Juan Estrada (Baileys Street Kitchen), Katie Galvin-Surbatovic (City of Whittier), and Conal McNamara (City of Whittier), Jessica (Ember and Stone).

Terry Prestella asked Conal what the relationship is between the City and WUA. It’s a unique situation where merchants pay fee through the city and WUA manages monies and lobbies or advocates for the business community in Uptown.

Socorro Esparza had a main concern regarding the trash left over from the Car Show. She provided the Board pictures of trash and mess after the event. She called the City and spoke with Carl in public works who came out to clean the street on Comstock. Upset that Association staff did not leave street clean. Also discussed Sonata and monies from events should go towards sidewalk cleaning.

Yolanda Garcia (Casita Del Pueblo) present the Dia de los Muertos Art and Music Festival. She is currently working with the City of Whittier and local nonprofits. She polled merchants on along Greenleaf and Philadelphia on the preferred date of event. Majority decided to keep the event on Sunday and not Saturday. She will move forward with submitting permit to the City.

Friends of Uptown: Liz Apodaca reminded the Directors that Art Stroll takes place every second Wednesday of the month and is looking for sponsors. \$25.00 to add logo to design and Friends of Uptown would like to host a wine walk down the line, possibly every quarter. Add an element to make the art scene more interesting.

Liz provided update on the calendar girl contest and is currently has the photo files. They received a \$200.00 donation and they expect to print about 500 calendars. They plan on selling ads space at \$50.00 for business size card. Is seeking ad sponsors to produce calendar.

Minute Approval: Frank Medina made motion to approve minutes. Steven Caringella seconds. Voted and approved by board.

Treasurer Report: Steven Caringella and Remo Said provided recap. End of April 51K at Bank of California. Remo reviewed both April and May's number. Checks / payments to Whittier PD will be paid tomorrow for Thursday Family Street Festival.

Audit Update: Rose Drieslein asked Conal McNamara that we are starting the Audit process. Jesse Bosque mentioned that the Audit is a hardship for the Association. Conal argued that the audit is noted in the agreement with WUA and the City. It can be changed, but it doesn't guarantee that City Council will agree or approve any change.

Coffee with a Cop: Adrian Borrego is working on coffee with a cop concept with Officer McClur. Will keep us posted.

Member Workshop & Meet Up: New workshop will be held on Wednesday, June 14 and be held every month to invite new members who pay assessments. Olivia Rios will call and personally invite them to attend the meeting. The first meeting is being moderated by Olivia Rios, Rose Drieslein and Jessie Carrillo. Social media workshop will be instructed by Remo Said and Claudia Prado).

Private Security: April Gallegos spoke with various security companies. Recommended MIB Shields at \$18.75 per hour with minimum of 4 hours. Owner is a local Whittier resident. Suggested a minimum of 6 days a week, 4 hours a day and stagger the hours. Key is to have a different schedule everyday as to be unpredictable. Estimated cost is \$900.00 a week for two guards. Juan Estrada (Bailey Street Kitchen) suggested hours of 6-7 per day and handle the crowd at the Greenleaf Grassy area to deter homeless.

Uptown Parking Structure: Will be open on Father's Day, Sunday, June 18th from 9am to 10pm. Cost to the Association is \$21.00 per hour. City will keep count on number of cars that enter the structure. The Association will explore to keep structure open moving forward. Olivia will send an email to members. The City doesn't allow 3rd parties to collect monies. Adrian Borrego added that this is the only structure closed on Sundays and the City should support to paying to keep structure open to help businesses. Conal McNamara is not certain why the reason for structure to not be opened. This is an issue for public works to address to City Council. Conal hopes that moving forward the need is obvious and the structure be open on Sundays. He and Katie Will try to generate

Katie will inform us parking can be at no charge to visitors. Rose motioned a budget of \$400.00 for parking to be open on June 18th. Second by April. Motion approved.

City Liaison: Olivia Rios and Katie Galvin Surbatovic are the liaise between the Association and City of Whittier. Both are vehicles to keep the relationship. The city request that all concerns be communicated though Katie. All request from the Association should be filtered through Katie by phone or in writing for tail of communications.

Quarterly meetings with City staff: Request was made to Katie as part of our Annual agreement. Olivia will continue to submit quarterly reports to the City and a meeting can be set

up at that time. Olivia to provide the board with dates of when reports are due and at that time can meet with Katie for quarterly reviews.

Holiday Events: Rose, the Association will proceed with Holiday Sonata and Christmas Parade. The Association is still seeking a partner to help shoulder the responsibility and expense of the event. Rose will attend the next Chamber and Lion Board meetings to discuss this possibility.

Sidewalk Cleaning: Jessie Carillo informed us of the bid that came in at \$2,300 from Remo's Said contact. Jessie suggested that we proceed with this vendor to immediately start the street cleaning project in the areas with majority of foot traffic. Areas include: Greenleaf from Hadley to Penn; Comstock from Philadelphia to Bailey; Philadelphia from Bright to Washington. Walkways to include Mimo's, Movie theatre corridors. This is the initial cleaning and can expand as need. Socorro Esparza was concerned it would not include the front of Sargent's Sporting good that is on Comstock. Remo made motion to get jet stream power wash at \$2,500. Rose second, voted, motion passed.

Board Community Cleanup: Rose and Jessie invite the Board Directors to initiate a monthly cleanup in the Uptown business to show our members that our community is important and clean. An invitation will be sent out to the community to participate. Saturday July 15th. is the designated date to do the cleanup. The Association will partner with Hungry in Whittier. Rose or Jessie will contact Whittier College to assistance with this community project.

Maintenance for Hire: Jessie Carillo reviewed the responses in the survey that was conducted several weeks ago. He is suggesting to have a part or full time maintenance person to do clean up in the morning and keep the community tidy. Budget needs to be establish in order to hire someone. Jessie will gather more information and how getting a person. He will have information available and present at next month's meeting.

Office Hours: Rose suggested to reduce office hours from 10 to 3pm. To be discussed with Olivia. Tabled.

Audit: Rose informed the Board Directors that the Association audit is due on August 31, 2017. She has contracted a CPA and the Association needs to be audit ready by end of month or first week of July. Price of the audit is between \$10,000 - \$13,000. Remo makes a motion for \$13,000 budget and to make first payment to CPA. Balance to be paid. Rose seconds. Board voted and motion passed.

CBD: Next meeting is June 20th is next Tuesday at 3pm at city hall. Several attend meeting to find out what is taking place with CBD.

Bank accounts: Bank is doing their due diligence.

Events: Rose proceeded to remind the board that events are on hold. The parade will take place only with a viable partner(s) who can supply man power, volunteers and sponsorship to offset the cost. Chair of Parade is Steve Caringella. Olivia will submit permits to the City. Conal will speak with the City as to how the city can contribute. Conal is open to meeting with board, to

discuss possibilities. Socorro Esparza suggested to partner up with Whittier College and to also approach Whittier high school and other schools for man power and help. Conal asked that we keep the City informed of developments.

Car Show Update: Steve Caringella reported gross income at \$25,525 and net income of \$5,590 which does not include cost of labor.

Employee insurance: Rose did not have an update. Will get in touch with Executive Committee to review.

Homeless Consortium: Adrian Borrego prepared a brief to review with Directors. He met with the Whittier Police department last month and was informed that they focus on mental health and not homeless issues. Outcome of meeting is to take the following action: 1) plan to educate business owners 2) have a member event and provide overview 3) suggest private security in the Uptown district. The need to collaborate with other nonprofits or homeless organizations whose focus is to rehabilitate people back into society. Suggested to find 2 or 3 people from First Day. Melinda Pina voiced that comments made by Adrian are his own personal opinion and not that of the Association or the Board. Rose agreed that an education campaign is important. Update to be provided at next meeting. Socorro Esparza asked for copy of the brief which Adrian will forward to her.

End: 8:08pm