

**Whittier Uptown Association
Board Directors Meeting Notes for July 10, 2017**

APPROVED

Start of meeting: 6:09pm

Board Attendance: Claudia Prado, Jesse Bosque, Cesar James, Remo Said, Michael Burkhardt Frank Medina, Jessie Carrillo, Rose Drieslein, Melinda Pina, Tom Rios, Rick Gonzales

Not Attending: April Gallegos, Marisa Sotomayor, and Adrian Borrego.

Guest / Non Board Members Attendees: Olivia Rios (WUA), Katie Galvin-Surbatovic (City of Whittier), Liz Apodaca (Friends of Uptown), Mina de la Cerda (property owner of La Pescadora building) Police Officer Gonzolo Ponce, John Beyton (United Nations Association), and Socorro Esparza (Sargent's Sporting Goods).

Mina introduced herself, property and building owner of current location of La Pescadora Restaurant. Wants to know what the WUA is all about and get involved in the community. Also learn more about CBD.

City Report – Katie reported on a few events taking place in the City in the next few weeks: Wake up Whittier next week on Wednesday morning, Shop Local Expo at Parnell park on Thursday evening and Walk and Roll on Sunday June 17th.

Friend of Uptown: Liz Apodaca reported on status of Friends of Uptown. The Art Stoll is going strong and is held on the 2nd Wednesday of the month. She presented a flier that is being distributed with map with participants on the backside that has space for sponsorship. Liz is soliciting 3 months' worth of sponsorship, or logo at \$50.00 all three months with hopes the board directors will participate and would like for the Association and Directors to participate and support.

Also, presented the Car Show calendar for 2018. Sponsorship opportunities are also available at \$50.00 each month for a business size card. Would like to raise \$900.00 for cost of printing.

Remo, Rose, Frank offered sponsorship support for both Art Stroll and 2018 calendar.

Parade Update: Liz Apodaca presented and shared a partnership proposal to co-host the 2017 Christmas Parade with Friends of Uptown. Whereby they would take care of the heavy lifting of the event. Liz would personally be involved and oversee the event since she's chaired and co-chaired the Parade for several years as a Board Director. The proposal presented indicated they would order all equipment and vendor set up. Also they would help solidify the sponsorship. Friends of Uptown proposes to share cost and income of which they will receive 40% percentage after all expenses are paid. The advantage is there would be no event coordinator cost for either side. They propose to have a marketing person to manage most aspects of the parade while the Association manages applications and website.

Michael Burkhardt is confused about the cost. Liz spoke with the Mayor and has already spoken with Toyota of Whittier to sponsor the parade. No theme has been decided on as of yet. Jessie Carrillo asked the board if they had questions for them to be forwarded to Olivia Rios or Liz Apodaca. Nothing will be started until a contract is sign. No vote was taken on the contract presented. A new proposal will be sent out with modifications.

Olivia confirmed that in the meantime, the Association will submit both letters and special event permits for Sonata and Christmas Parade to the City for Council approval.

Melinda Pina asked Katie about the possibility of changing location of parade. She responded that it would need to be submit for review and that it would have to be in the Uptown area boundaries.

Whittier Chamber Update: A recap was distributed for review.

Approval of Minutes: The May 20th & June Board Meeting minutes were reviewed. A motion was made by Frank Medina. Seconded by Michael Burkhardt. All voted with the exception of Rick Gonzales, who abstained his vote for he was not present at the June meeting. Motioned passed. Minutes Approved.

Whittier PD Update: Officer Gonzolo Ponce discussed how the summertime is the busiest in Uptown. The WPD will be assigning foot officers to walk in the Uptown area, to address homeless and skaters. Officers will be patrolling in the evening hours next Tuesday through the month of August, talking to owners and making their presence. The time officers will be on patrol is 5pm-10pm on Wednesdays through Saturday and on weekend to 5pm to 11pm. The goal is to focus on problems affecting the district. Hours are random between the said times.

Jessie Carrillo thanked WPD for their presence. The Uptown beat is voluntary on the side of the WPD and no officer are assigned for duty. Socorro Esparza also thanked WPD for their efforts.

Socorro Esparza: She came to the board meeting to report she's working with Jessie Carillo on Sonata. She gave Olivia Rios \$2500 for sponsorship from a business. She also mentioned she has 4 other investors or sponsors for the event. She's already has bands and dance studios lined up and mentioned Rick Drive-in has already set the date of December 1 for the Tree lighting ceremony at his location.

Since this is the 25th Anniversary of Sonata, Sargent's Sporting Goods and wants to put ornaments and light up the pine tree in front their business on Comstock. They would pay for everything and wants a unanimous approval for this. She is seeking approval for lights and city would work with her to put ornaments on tree. Jessie asked Socorro the date of tree lighting at Sargent's and it's the same as Sonata on December 2nd. Socorro mentioned Sandra Hahn is currently working with Ricks Drive-in on tree illumination event.

Socorro gave the board information on what Dia de los Muertos is all about. Wants to know if the information has been forward to City. Katie indicated there is a car show element to the permit and layout event for Dia de los Muertos which has been approved by City council at their last meeting. Rick asked Katie if the event contained a percentage of what the car limitations would be. Katie reiterated that the permit had been distributed with City staff and no one person questioned the car show element of the event. There is no stipulation. The permit process is more of a courtesy versus permission to have the event. Michael Burkhardt asked for the number of businesses that were approached to sign off on the event. The permit request 50 signatures by businesses located on the on ground level of the affected area.

Rick expressed the number of cars not indicated on the permit and has already seen an early promotion of event via billboard on the freeway. Katie stressed her responsibility is that she processes permit through the various departments and that is all she manages.

Community Benefit District: Melina Pina informed the board that ballots would be counted on July 25th at the City Council meeting. Mina De La Cerda asked about the formation of the CBD and what it stands for. Melinda informed her that the CBD will pass an assessments to property owners for beautification, landscape, and additional police. Katie added that the CBD monies are at the disposal of the property owners for they will be running once a board is established.

They are projecting \$500k annually. Interested property owners have been involved in getting the initiative rolling. Next meeting has not yet been established. If CBD passes, the board will be formed by the steering committee. Public hearings will take place on July 25th.

Treasurer Report: Remoun Said presented the Treasurer's report. Total Balance \$75,200, which includes \$12k in Chase account, and \$56k Banc of California and \$3,600 in Pacific Western. April assessments of 12k is included in total balance.

New business- Leave of Absence by Steven Caringella: Olivia Rios read the leave of absence submitted by Steven Caringella as Treasurer. She will ask him to provide formally resignation so that Tom Rios can step up as Treasurer. Rose shared that being absence two months is not good and the Association needs continuity and fluidity of a Treasurer during the audit.

Taps and Tapas – Jessie Carrillo shared that all or most restaurants have asked to have a food event and many establishments are open to stepping up to make it happen. Rick's initial plan was to move Taps & Tapas to April and leave September or October for a different food event. Rick mentioned that Ricardo Diaz has offered the new brewery location at the Nixon Plaza building for the new event. Rick suggested to do another food event whereby Liquor Mart would host a beer garden for a new food festival. The event is to be called Taste of Uptown "produced by WUA and the creators of Taps & Tapas". This way the event will be focused on the restaurants and not beer. Rick wants to keep the momentum of Taps & Tapas going. He's also willing to chair the event and April Gallegos to co-chair. He would need a budget of 5K to begin with. He will ask Ricardo Diaz for the space. The food festival date is tentative for November 11th 2-7pm. That will be confirmed Rick meets with Ricardo. Board agreed, but no vote was taken.

Walk and Roll – Olivia Rios reported the event was weak in attendance, but the intent is good.

Coffee with a Cop: Is scheduled for July 18th at Cielo Beauty Bar officer come and give safety tips. Time from 8 to 9am. An email invite to be sent tomorrow and send to members and community.

Uptown Walk: Marisa Sotomayor, Rose Drieslein and Jessie Carrillo walked through the hot spots in the district with Chief Piper. Police admitted the spike in transients. Officer Gonzalo mentioned he City has a budget to bring in two additional officers dedicated to Uptown through the middle of August. Cost is \$25k for the additional patrol and monies are from the Verizon tower on the parking lot along Comstock.

Sidewalk Cleaning: Jessie Carrillo met with KC Cleaning Company today. The process will initially take approximately one block a day until they get familiar with area. Jessie has spoken with numerous businesses who are open to providing water for the cleanup of sidewalks.

Michael Burkhardt suggested the cleaning be done after the Walk & Roll event. Jesse Bosque, Frank Medina and Rick Gonzales agreed with the suggested time frame. Jessie confirmed the sidewalks would be steamed clean and not power washed. Also mentioned that businesses interested in

cleaning their awning should contact the cleaning company directly so that the WUA does not have liability should anything occur to awnings.

Audit: Rose provided updated. CPA is visiting office to finalize pre-audit. Should be ready by August 10th.

Office Hours: Rose, tabled this item. Rick read the May 20th notes to have walk in hours and set hours.

Delinquent & New Member – Frank Medina table this item.

End of meeting: 7:39pm

Close Session:

Farmers Market Lawsuit: Still in litigation. No new deposition date was provided. Tony Williams has been sent an email to provide a declaration.

Jesse Bosque mentioned that the Association is in 4th line to be sued for we have the deepest pockets of \$2M. Because of this, the insurance company is not setting the claim. Still pending deposition and don't understand why Tony is not being asked to give a deposition. Apparently, there is no offer on the table. In the meantime, Olivia will have to go through the process of deposition.

Jesse also found out that one of the vendors had a 75k insurance policy but the attorney's and family of the deceased decided to go for the larger amount of \$2M. The opposing attorney does not take settlements. Hence, will see an increase in insurance premium.

Farmers Market Manager: Jessie Carrillo is putting together an RFP (request for proposal). In the meantime, keep the current market manager. An application was received from an individual for the position. Tom's brother has not responded to request for his information for the position.

There is mention of possibly moving the market to another location. Frank Medina suggested the Masonic Lodge parking lot, corner of Mar Vista and Greenleaf, for Saturday mornings. Frank will chair and co-chair Rick Gonzales this initiative.

Board Secretary - Claudia has stepped up to the position. An email will be sent for voting.

End 8:01pm