

Whittier Uptown Association
Minutes of the
Regular Board of Directors Meeting

Monday, February 13, 2017

Location: Brookdale at Chateau Whittier, 13250 E. Philadelphia St. Whittier CA 90601

Call to Order: 6:10 pm

Board Members in attendance: Rick Gonzales, Steve Caringella, Liz Apodaca, Jessie Carrillo, Melinda Piña, Rose Drieslein, Tom Rios, Jesse Bosque.

Board Members not in attendance: Cesar James, Frank Medina, Remoun Said.

Non-Board Members in attendance: Olivia Rios (WUA), Marilyn McCarty (WUA), Vanessa Murillo (WUA), Conal McNamara (City of Whittier), Katie Galvin-Serbatovic (City of Whittier), Officer Bryan Ellis (Whittier Police Dept), Ena Alcaraz (insurance agent), Charlie Scheida (resident), Michael Burkheart (Ravello Bar and Grill), Mike Sprague (Whittier Daily News).

GUESTS:

Michael Burkheart introduced himself.

Ena Alcaraz presented an update on our insurance policies, responded to Board questions and made recommendations.

CITY REPORT:

Conal McNamara commented on City news and upcoming meetings re Beautification and CBD.

Officer Ellis commented on homeless and crime issues, and the Officer McClure program.

FRIENDS OF UPTOWN – Liz Apodaca reported that last year's Earth Day e-waste fundraiser raised \$280.

WHITTIER CHAMBER – Tom Rios commented on Chamber business.

APPROVAL OF MINUTES: Tom Rios moved to approve the minutes of January 9, 2017. Steven Caringella seconded. Motion passed.

TREASURER'S REPORT: Rick Gonzales commented on the P&L and Balance Sheet. The Board discussed the profitability of events.

NEW BUSINESS

Resignation of Leeba Lessin and Tony Williams: Rick Gonzales reported on resignations of board members Leeba Lessin and Tony Williams. The Board discussed replacement of Mr. Williams' role as Farmer's Market chair and changes in market management.

Executive Committee 2017 Election: Olivia Rios that all executive committee positions are open. Ms. Rios distributed ballots. The Board elected the following officers:

Governance – Melinda Peña
Treasurer – Steve Caringella
Secretary - open
Vice President – Jessie Carrillo
President – Rose Drieslein

March Article for Business Focus: Olivia Rios will report on executive committee elections.

Committee Updates:

- Marketing/Social Media: Rose Drieslein reported that the focus will be on social media. The committee will meet with Vanessa Murillo.
- Clear Value Proposition: No report.
- Election: Tom Rios listed the slate of potential board members.
- Communications: Rose Drieslein reported they will revise the welcome packet and create a membership plaque. Mixers and other meetings will be planned.
- City Outreach: No report.
- Environment: A meeting will be scheduled.
- Office/HR: New members will need to be appointed.

Code of Conduct for Trash Haulers: Rick Gonzales commented on the City's proposed rule that would prevent donations to non-profits.

2016 Taxes and Audit: Rick Gonzales reported that the City is requiring a full audit instead of the usual compilation. Rick Gonzales and Rose Drieslein will meet with City representatives to get more information.

Board Commitment Forms: Olivia Rios is collecting forms.

Filming: Melinda Peña reported on complaints from merchants about filming for the show Ray Donovan scheduled for Valentine's Day. Filming was rescheduled to 2/15 through the efforts of Ms. Peña, Jessie Carrillo and Olivia Rios.

OLD BUSINESS

Election – Present Slate of Applicants & Update: Ms. Rios reported on the status of applications received.

Homeless Consortium: Tabled.

Walk & Roll: Rose Drieslein reported on the plans for the event.

Farmers Market – Update: No further discussion.

Family Street Festival – Update: Rick Gonzales commented that we will need to discuss whether to move forward with this event.

CBD - Update: No report on CBD. Melinda Peña reported that we had good Uptown attendance at the City's Beautification meeting.

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Delinquent Members – Update: Rick Gonzales presented the delinquent members report.

Adjourned to Closed Session at 8:05 pm.