

Whittier Uptown Association
Minutes from November 13, 2017 Board Meeting

Approved

Start time: 6:07pm

Attendance: Rose Drieslein, Jessie Carrillo, Tom Rios, Claudia Prado, Frank Medina, Marissa Sotomayor, April Gallegos, Cesar James and Remo Said.

Not in Attendance: Rick Gonzales, Jesse Bosque, Steven Caringella.

Guest: Olivia Rios (WUA), Whittier PD, Luis Regalado (Whittier Chamber), Henry Boucher (resident), Katie Galvin-Surbatovic (City of Whittier), Irella Perez (resident).

Luis from Whittier Chamber presented Whittier Chamber Magazine + Map of City Directory and to see if there was interest in advertising the WUA in the magazine. Deadline, logo and information needs to be in hands by November 28th with payment due on December 15th. Magazine will be distributed at the Business Expo in January.

Henry Boucher is an entrepreneur and running for City Council District 2. Wants to help transform Uptown Whittier.

Friends of Uptown: No update.

City Report: Katie is waiting on answer for Christmas decorations. Looking forward to Small Business Saturday. Asked about pressure washing.

Whittier PD: Foot patrol has been discontinued. They will maintain patrol and continue to do their best to control the homeless. If we have any issues we can email them. April informed that the church Victory Outreach is selling food on the side walkway between the pawn shop and church. WPD will ask code enforcement to look into it but said they normally give it away. Katie has been aware of Food at Victory Outreach.

Anita from United Nations Association -&Whittier Area Environmental spoke on behalf of John Beyton concerning the Climate Change Earth Day event with local LA speakers. Last event there were 14 sponsors and about 500 visitors in attendance. They propose to co-host Earth Day as in the past. The WUA would provide administrative assistance. Since John Beyton is out of town, Jessie asked Anita who the Association can we contact regarding details about event during his absence. The Association will review and discuss as a group and get back to them on how to move forward. Rose asked for a task list proposal. Anita provided copy of proposal.

Dr. Irella Perez is running for City Council District 2. Would like to continue to attend our meetings. She wants to support our retailers. Rose thanked her for Judging Halloween contest.

Frank Perez from Shop Local App. He is proposing a model app for Uptown and will have Graphic team to create free graphics for our organization. . He has brought businesses on board to provide discounts to shoppers and the community. The app has groups such Facebook and other social media outlets. Needs adoption from Chamber and WUA. Goal is to make Uptown successful. Jessie asked for a presentation. Frank will present at next board meeting December 11th. Website www.snaptown.us

Whittier Chamber Update: Tom Rios reminded that Wake Up Whittier is taking place at Whittier Community Church on November 15th at 7:30am, cost \$20 to attend for non-members and chamber members are free. He also touched on the Whittier Chamber directory which will be published twice a year; shop home for the holidays, spend \$20 or more and bring receipt to the Chamber for a chance to win prize of \$1000; Annual Holiday Mixer December 13th at the California Country Club; Business Expo, January 24th 2017 4-8pm at the Whittier Community Center. Remo asked how directories are being distributed, Tom said they will be given to shops, door-to-door and businesses.

Approval of October Minutes: Frank Medina to correct Cesar James was not in attendance. And he made motioned to approve Minutes from October 2017. Tom Rios seconded the motion. Board Voted. Minutes Approved.

Treasurer's Report: Tom Rios mentioned everything looking good. Eat Uptown did well. Made \$6,400. Will end year with about \$41,000. We need to keep an eye on expenses for the rest of the year. April moves to approve October financial reports. Rose second. All voted. Motion passed.

Farmers Market: Frank Medina observed that Daniel is not well liked, heard from merchants and vendors. Farmers Market is a reflection of the WUA, and Daniel should be replaced. Frank met with Kim Paster, who is currently working at The Skin Room, and she has an engaging personality, and would be a great candidate. Jesse Carrillo had a conversation with Daniel. We must have someone with insurance. Frank insists to make a decision as soon as possible. April mentions resumes have been received, we can continue to accept applications till December 1st. Marissa suggested to start interviews December 4th. Frank , Marissa and April will be on the Farmers Market Committee. Tom mentioned volunteering for farmers market was a learning experience.

New Members: Rose mentioned we have 3 new members. We need to deliver new member packets. We need to go back to May and see all new members. Suggested flyer distribution with WUA info. Some businesses said they didn't know about Halloween Capers.

Volunteers for Sonata & Parade: Remo volunteered for Princess carriage. Tom mentioned last time Rose Hills brought 4 limos and suggested only 2 are needed other 2 can be used somewhere else. Frank said Trolley is overwhelming, needs 2 people to collect money and for seating. Volunteers need to be mandatory.

Window Contest: Remo volunteered for judging. Marissa will chair. Rose and April will volunteer. Tom asked for budget, made motion for \$300 instead of \$200, Rose second. Motion passed.

Christmas WUA Dinner: December 11th at Phlight after meeting. White Elephant \$20-\$30.

Whittier Elks Lodge: Frank Medina mentioned they are having a fundraiser for a Military Vet, asking for WUA contribution. Rose will review budget for donations/sponsorships.

Pumpkin Pies: Tom mentioned Brookdale will be giving away 100 pumpkin pies November 22nd 2pm-5pm.

Halloween Capers: Rose mentioned it was great, thanked Frank for being the MC.

Christmas Parade: Liz is meeting on Thursday with volunteers. There's only a few entries but more will be rolling in as date gets closer. Kathy Warner will not be participating. City Council candidates want to participate. Meeting with City went well. Olivia mentioned there will be a breakfast at Four Bricks. Liz, banners available for sponsorships 2x3. Needs more volunteers. Need more convertibles, Olivia will send e-blast.

END: 7:44pm

Notes taken by Claudia Prado