

Whittier Uptown Association
Minutes from October 17, 2017 Board Meeting
APPROVED

Start time: 6:24pm

Attendance: Rose Drieslein, Jessie Carrillo, Tom Rios, Claudia Prado, Frank Medina, Jesse Bosque, and Remo Said.

Not in Attendance: Rick Gonzales, Marisa Sotomayor, April Gallegos, Cesar James and Steven Caringella.

Guest: Olivia Rios (WUA), Socorro Esparza (Sargent's Sporting Good), Marilyn Brinigar (Friends of Uptown/Pour Le Bain), Eric Elkain (Party Works), John Beyton (United Nations Association).

Erick Elkain from Party Works approached the Association last year about the Street Fair. Gave presentation about their work and capabilities. They are not a street fair company. However they have events to improve areas for cities. He shared ideas of events they've done in the past. Events examples: City of Hope at Santa Anita, Brew at Buena Park, LA Kings. They provide events that are sponsor driven. He provided capabilities packet to Association for review. They also own their own equipment for events as well as a print show for marketing collateral.

John Beyton from United Nations Association spoke to the Board concerning Earth Day 2018 event and collaborating once again with the Association. Proposed to continue program as in 2017. Split profit 50/50 after all expenses are paid. Would like to continue the event for next year. Jessie Carrillo mentioned that we would need to provide notice to the City of Whittier as soon as possible to promote event by January 2018. John wants to engage more local restaurants and promote vegan menu. He will be out for all of November.

Friends of Uptown: Marilyn Brinigar updated the board with new Art Walk date of November 8th. Will keep the event going. Paint night will be held at Lift Coffee. She will work on signage and will meet with Katie for permit for she would like to do an art and film festival with local artist and bands.

City Report: No report. No City representative at meeting.

Whittier Chamber Update: Tom Rios discussed the Youth Chamber members are beginning to network and will be at Wake Up Whittier which will take place at Family Church on October 18th at 7:30am. Tasty Tuesday will be at la Pescadora on October 31st at 11:30am. Non Profit Networking is having their next session on October 25th at Whittier Museum. Topic is Board Development. The Chamber Directory is now on sale on their website.

Approval of September Minutes: Frank Medina motioned to approve Minutes from September 2017. Jessie Bosque seconded the motion. Board Voted. Minutes Approved.

Treasurer's Report: Tom Rios provided balance on accounts: \$17,050 at Chase; \$5,591.91 at Pacific Western and \$35,659 at Banc of California. Rose Drieslein reminded that Tom Rios is to be added to both Banc of California and Chase checking accounts. Rose moves to approve September financial reports. Remo Said second. All voted. Motion passed.

CBD Committee: Jessie reported that the CBD voted a new Executive Committee: President: Melinda Pina (Pina Reading Academy); Vice President: Don LaMont (Building Owner, Steve's BBQ); Secretary: Paul White (White Emerson Mortuary); Treasurer: Jim ?? (Whittier College). This temporary board a new formal vote from membership will take place in June 2018. Jessie reached out to Melinda and WUA and CBD joint meeting will take place on October 24th at 10:20AM AT Pina Reading Academy. Jessie Carrillo will provide update, point of view on how to work together and how to move forward. Tom Rios suggested to meet atom discuss the direction of how we can collaborate together.

WUA Member Mixer: Tabled.

Holiday Banners & Lights: Olivia Rios submitted the permit to the City and installation of banners and lights will take place the middle of November. Per Rose, since the banners and lights are in the 2017, we are good to proceed.

Farmers Market Set up for 10/27: Tom and Frank will assist with set up from 6am to 8am. Olivia will work the market from 8:30am to 12 Noon. Frank will volunteer from 11:30 to 1pm. Tom will assist in collecting money and clean up from 1pm to 2pm.

Council meeting for contract agreement: We are waiting for contract from Katie Galvin-Surbatovic. Olivia will follow up to see if we can get it in writing. Next council meeting is October 24th at 6:30pm.

Volunteers for Halloween: Rose will create shift schedule.

Whittier HS Sports Fundraiser: No vote. No budget.

Governance and Secretary Position: Rose motioned to vote to install Claudia Prado as new Secretary. Tom Rios seconded the motion. All voted. Motion passed.

Halloween Capers: Rose has volunteers. Will send signup sheet.

Sonata Update: Socorro Esparza updated the need for sponsors. Apex Express committed and paid \$2500 and is contributing another \$2500. Goal is to collect \$10,000 in sponsorship or more. Olivia will send out parade and sponsorship information to Directors.

Christmas Parade Update: Tabled.

Committees Audit and Bylaws: Will meet next week.

Street Cleaning: Tabled. Jessie had no update.

Eat Up Town: Tabled. Rick not present to provide update.

END: 7:46pm

Notes taken by Olivia E. Rios