

**Whittier Uptown Association
Board Minutes Meeting
May 8, 2017**

Start: 6:02pm

Attendees: Rick Gonzales, April Gallegos, Adrian Borrego, Claudia Prado, Jessie Carrillo, Marisa Sotomayor, Frank Medina, Tom Rios, Rose Dreislein, Steven Caringella, Melinda Pina, Jessie Bosque, Remo Said, Cesar James.

Guest: Steven Nagen (Linda Sanchez Office), Olivia Rios (WUA), Charlie Schida, Katie Galvin Surbatovic (City of Whittier), Conal McNamara (City of Whittier)

City Report: Katie Galvin-Surbatovic and staff met with Car Show committee and is looking forward to the event. No meeting with Council the next few months. The First Quarter report has been submitted.

Friends of Uptown: No one attended from the organization. Rick Gonzales reminded everyone if they want to participate to contact Marilyn Brinegar.

Minutes for Approval: Motion by Tom Rios, second by Rose Drieslein. Motion approved and passed.

Board Information: Published on website. Directors were asked to review to insure their information is correct.

Treasurer Report: January through March account had over \$45k. March deposits were made in April. Financials don't reflect Farmers Market for March. Rick Gonzales made deposits to chase account which is fully open for farmer market deposits only. The office will continue to work on having the EBT machine transferred over to Chase so the Pacific Western bank account can eventually be closed. Marilyn McCarty has been in communications with company to make the change. We are waiting a new machine to finally close Pacific Western account. Rick deposited approximately \$42k deposits in April. Financial report was not completed in time for meeting. Will provide information in June.

Member Survey Results: Melinda Pina discussed the survey detailing events for the years. The results, included in director packet, all votes received (high 50's) out of 480 +/- members. Need to look at budgets and see how we move forward or not with each event.

Health & Wellness: New event for 2016 but had little turnout and participation from the community. Redirect and make event one day only. Rick suggested for event to be developed by the Health & Wellness collective. They can find their own volunteers and manpower to direct event. New Board Directors did not have questions pertaining to event. Vote will take place next month as to whether or not to keep event for 2017.

Taps and Tapas: Rick has been the Chair of this event for the last 4 years. He suggested to move event to next spring or May 2018. April Gallegos requested to move event to June or possibly early April. Event made profit of \$6,200. New Directors had no questions about event.

Change of Signatures: Both Rose Dreislein and Steven Caringella will be added as signers for all checking accounts. Remo Said made motion; Jesse Bosque seconded; all voted and motion passed.

Farmers Market Accident: Olivia Rios has a deposition on 5/16 with opposing attorney in Los Angeles. She is gathering documents to provide attorney(s).

Committee Meeting on May 20th: Committee's meeting will take place on Saturday May 20th to review and evaluate events. Meeting is open to all Directors.

Halloween Capers: Per Rose, it's a non street closure event. Over 40+ businesses participated. Budget was \$1k. New addition was Thriller Flash mob dance. Overall income was \$162.00 from two vendors. New Directors had no questions or concerns about event.

Earth Day: Jessie Carrillo was the Chair of event. This is the second year in partnership with Whittier United Nations Association (UNA) – Whittier Chapter and idea is to promote sustainability. Each year has different topic. Cost and sponsorships and funds are split. This year there was a better turnout than last year. This was due to adding more booths for sale. Ideal event for there is no street closure and event is held in the Grassy area. Attendance was possibly high for Right Hand Shelter event took place the same morning. New Directors had no questions or concerns about event.

Art & Antique Fair: Rick informed the board of event being grandfathered in. If we keep it, he suggest to have it on another street as to not close Philadelphia. Rose mentioned that there is no doubt that street closure brings the community out to Uptown and she would like to see how to attract people to events to go inside of businesses versus simply window shopping.

Car Show: Steven Caringella estimated cost of the event to be at \$10,000. Rick suggested to have fewer street closures to keep gateway open. It's an expensive event, makes little money at the end. Also, Rick, suggested that event be on other streets and limit entrance to 100 or so cars so event is smaller and on a street that is not the main arteries of Uptown. With charging a higher fee, this may attract higher caliber visitors. This will be discussed further. New Directors had no concerns or questions.

Farmers Market: Jessie Carrillo, commented this is the most consistent event we have every Friday. The number of vendors has been steady. He asked the group about an alternative day and location for the continuation of the market. Goal is to have a better quality market. Currently Grosses approximately \$50k a year with a 60/40 split. There is an ongoing issue with location and with the Uptown Brewery that's to come next year, we might want to start looking for a new location soon. Melinda suggested to strictly have farmers and no food vendors to complete with local businesses. Or only food vendors would be WUA members

Christmas Parade: Rose commented on the tradition of the parade. This year it will mark the 65th year and has been held on Greenleaf for the last 20 years or so. This is the second highest votes from the survey given to merchants. Another suggestion is to have the Parade on a different street and route

Sonata: Melinda and Jessie Carrillo co-chaired the event this year and are looking forward again if the event is voted in. Expenses were lowered when visitors paid for the cost of the ride. Event does give back to businesses for it promote the beginning of the holidays. Rick commented on the good energy and synergy it provides even if this event breaks even financially. Tom inquired to offer this as a three day event to bring in more visitors to the area.

End: 6:52pm

Minutes taken by Olivia Rios