

**Whittier Uptown Association
Board Meeting Minutes from April 2, 2018**

FOR REVIEW AND APPROVAL

Start time: 9:11am

Attendance: April Gallegos, Claudia Prado, Marisa Sotomayor, Frank Medina, Jesse Bosque and Jessie Carrillo.

Not in Attendance: Remo Said, Rose Drieslein, Cesar James

Guest: Olivia Rios (WUA), Christine Singer- Luna (WUA) , Katie Galvin-Subatovic (City of Whittier)

City Report: Katie is meeting with Antique Fair committee for pre-event meeting to discuss event. Advised elections are still going on. Seeking commission spots, you can apply online on city website.

Approval of Minutes: Jesse Bosque made motioned to pass. Frank second. Board Voted. Minutes Approved.

Board Installation & Quarterly Mixer- Will be held April 19th at The Collab who is host venue. Committee will be organizing and ordering food and refreshments.

Filming Procedures- Olivia will send out email about procedures to board.

Social Media Committee- Claudia will find other members to join committee who are in different categories like Beauty, Barber, and Restaurant...etc.

Billboard- April looking into Billboard advertising. Possible location at 605 Freeway is cos is approximately \$4k/month. Frank asked for demographics. Other possible marketing areas are Theater Ads. Marketing committee – April and Rose.

George Caldera possibly joining board. Need to submit application for review and vote.

Frank Medina brought up Manny Mxxnshine records. There were light bulbs missing and graffiti tagging. Its Public Works responsibility, lights have been out for 2 years. Frank mentioned Board members should be involved or connect more with business owners. Office contacted City and lighting problem was fixed within a few days.

Decals for App: 500 Decals to be made to promote Uptown App.

CBD Street Cleaning- Jessie Carillo mentioned they have 3 choices, 2 bids. Jessie asked how we can help/work together. He will contact Michael Burkhardt regarding street operations.

Art and Antique Festival: Jesse Bosque. Only few spaces available. Need a few volunteers. Studio Danza and Memories will be performing.

Car Show: Frank- Ron Medina from the Tribe Car Club, one of the car show promoters, will be responsible for all 18 cars to use as barricade. Event will be from 9am-3pm.

Farmers Market: April – Social Media for FM is doing great. There were lines of kids on Easter event. Great progress! Any glitches just need communication.

Quarterly Mixer Event: Will be held with the same day as Board Installation on April 18th.

Web Update: Frank asked why it takes so much time to get Website updated. Jessie C doesn't see what the point is on investing on a new website. Frank proposed to bring Frank Perez to do a website presentation. Jessie C recommended we meet first to decide what our purpose for our new website is. Meeting Monday April 9th at 10am to talk about the Website at the Collab.

Art Stroll: We are sponsoring \$600 to Friends for Art Stroll (\$150 for 4 months).

END: 10:29am

Notes taken by Claudia Prado