

Whittier Uptown Association
Minutes from May 14th, 2018 Board Meeting

Approved

Start time: 9:06am

Attendance: April Gallegos, Claudia Prado, Frank Medina, Remo Said, Rose Drieslein, George Caldera and Jessie Carrillo.

Not in Attendance: Marisa Sotomayor

Guest: Olivia Rios (WUA), Christine Singer-Luna (WUA), Katie Galvin-Surbatovic (City of Whittier), Henry Bouchot (Council Member, Daniel Gomez (WUA Farmers Market Mgr.), Rafael Covarrubias (Farmers Insurance), Lulu Rios (Illusion Bridal), Fabio Soto (State Farm), Ross Giles (Digical), Frank Perez (Snapt Town).

City Report: Katie received Tour de Taco application and special event permit. Goal is to have it approved by the first June Council Meeting on June 12th and doesn't foresee any issues. She would like the Association to inform her of any businesses that are struggling, because there is funding from LAESD. Different funding for different needs. She also reminded everyone that the Courthouse now open, should bring business to Uptown.

Henry Bouchot spoke about the Bright parking structure will be open Sundays temporary trial starting July 1st through the end of the year. There will be a meeting on the Uptown Beautification Plan in the near future. Open lot for parking will be opening soon, specifically at the old Alpha Beta lot on Hadley and Comstock and possible place charging stations for electric vehicles. They are pushing to make Comstock parking lot automated. Frank asked about moving Farmers Market to another location and proposed the move to Bailey between Washington and Friends. Jessie Carrillo asked about the plans for the Parking lot, if we can see the designs or voice our opinion. Rose asked when groundbreaking for Parking lot.

Approval of Minutes: April made a motioned to pass. Frank second. Board Voted. Minutes Approved. Rose and Remo did not vote because they were not present at the April meeting.

Frank Perez: Recommends to sell Uptown Whittier Gift Cards that can be used at different businesses in Uptown. Proposed website will be integrated with mobile app.

Treasurer's Report: Rose Drieslein- Financials looking good, ended first quarter. We're up \$26,000. Rose motioned to approve financial reports. April second. Board voted, Motion passed.

Budget 2019: Rose- Budget still needs to be reviewed. We will meet again to fine tune. Recommends Board Members attend Fraud prevention meeting TBD. Rose, Frank, April and Olivia met with CPA last Wednesday, hoping to get all paperwork ready by end of the month and ready for the city beginning of July.

Welcome New Board Member: George Caldera from the Knotted. April voted George for Treasurer, Rose second. Board voted. Motion Passed. Both are to be added to bank checking accounts: Chase, Pacific Western and Banc of California.

Henry Bouchot Meet and Greet: Oliva- Will be at the Artisan Building for members only. June 6th

Committee Chairs:

Carshow- Frank and Remo

Antique Fair- Jesse Bosque and Frank

Sonata- TBD

Capers- Rose and co-chair Marisa

Eat Uptown- April, Jessie and Rick

Christmas Parade – Rose, needs co-chair

Marketing- April

Social Media- Claudia

Web Committee – George

Farmers Market- April and Frank

Parking- Rose

Filming- Frank

Audit- George and Rose

Whitter Consortium for Homeless Volunteer: Need someone to chair. Tabled.

Tour de Taco: Is scheduled for Saturday June 23rd. April asked Katie if we can start promoting the event even if it hasn't been approved yet, she recommended to wait. Asked for \$1,500 budget since event will not generate money, but rather is to market and promote restaurants. Participants will go to the different restaurants and get punch card or race bib, similar to the marathon ones. Event will tie in with Eat Uptown. Would like Eat Uptown to be on the street. April request \$1,500 budget. Rose second. Board voted, Motion Passed.

Approval of Events: Katie mentioned new process for events. Moving forward they will go to City Manager for approval. Events won't go to City Council unless it needs more logistics or they are new events. Requests will still go to Katie as in the past.

Resignation: Jesse Bosque submitted his resignation. Will plan to thank him for his service.

City Meeting Rotation: Frank reminded the board that we need someone to attend all meetings besides Olivia. Board can rotate and have a backup if someone can't attend. We also need someone at Chamber meeting. This is to show presence.

Quadrant: April mentioned for Board Members to have a quadrant. Each Director will be responsible for providing information to their block, both sides of the streets. This will help with one-to-one communication and they will be their go to contact. This will help out when collecting signatures or inviting members to WUA events. Also good to collect owners emails/ contact information.

Governance: Frank nominated April, Remo second. Board voted. Motion Passed.

Antique Festival: Successful and profitable event. Would do some tweaking for next year. Wants to cut it from Philadelphia and rather go up into Washington. More to be discussed at a later meeting.

Car Show: Christine- June 2nd. Over 110 cars. Vendors about 10-15 spaces left. The car club is in charge of barricades. Will be 4 music bands at various locations.

Farmers Market: Daniel Gomez mapped out options for locations. He is working on improving pre-application forms. Also sent in email for advertising items, banners, business cards. Sent in pricing for approval to committee for approval. He's working on various summer events, would like to do a Vegan Festival in Uptown. He knows someone that can bring about 25 vendors for Vegan Festival. Olivia mentioned we might need a special event permit. Rose recommended FM committee screen event first before it's discussed at a board meeting. Committee will meet and present at next meeting. Frank and April mentioned that since Daniel has taken over the FM it's been going great.

Billboard: April mentioned that cost for a billboard is about \$4k a month. Would be on the 5 or 605 FWY. There's also a mobile network. Could bring in someone to present in the next 2 months.

CBD: Frank recommends we UAIA (formerly CBD) attend meetings. Amazing things going on in Uptown.

WEB: Ross recommended to talk about website to keep website updated.

Delinquent & New Member Report: Olivia- some businesses are closed. Needs to go through list to see who's in or not. Olivia is working on a new member packet. There are new members, April said if there's a new member on our Quadrant we can go and introduce ourselves and take new member packet.

END: 10:12am

Notes taken by Claudia Prado