

Whittier Uptown Association
Minutes of the
Regular Board of Directors Meeting

Monday, April 11, 2016

Location: Brookdale at Chateau Whittier, 13250 E. Philadelphia St. Whittier CA 90601

Call to Order: 6:07 pm

Board Members in attendance Rick Gonzales, Liz Apodaca, Marilyn Brinegar, Tony Williams, Remoun Said, Chief Garry Couso-Vasquez, Jesse Bosque, Cesar James, Tom Rios, Leeba Lessin, Rose Drieslein, Melinda Piña, Steve Caringella, Jesse Carrillo.

Board Members not in attendance: Hector Alvarado, Frank Medina, Melanie Coward.

Non Board Members in attendance: Olivia Rios (WUA), Marilyn McCarty (WUA), Conal McNamara (City of Whittier), Katie Galvin-Surbatovic (City of Whittier), John Beynon (WAEC), Veronica Diaz (So Cal Edison), Charlie Scheida (former Bright Thrift), Robert Duarte (Whittier College Student Body President), Leah Boynton (Whittier College student), Detrick Manning (Whittier College student) .

CITY REPORT: Conal McNamara congratulated the WUA on the Antique Faire. He commented on transition of elected officials, the Sidewalk Sale permit, and the proposed business assessment district.

GUESTS: Robert Duarte presented an award to California Grill for its assistance to the students.

Veronica Diaz spoke about the programs offered by Edison to business customers.

Eddie Gonzalez presented a proposal to raffle a car at the Christmas Parade. The Parade Committee will discuss this further.

APPROVAL OF MINUTES: Quorum not present during this portion of the meeting. This item is deferred.

TREASURER'S REPORT: Treasurer Remoun Said presented the balance sheet as of February and reported that the February assessment check was \$21,000 (rounded).

NEW BUSINESS

Introduction of New Board Directors – New board members introduced themselves.

Young Professionals Group – Rose Dreislin expressed interest in starting the YPG in conjunction with the Whittier Chamber.

WUA Business Mixer & Board Installation Dinner – Rick Gonzales reported that the event is scheduled for May 18 at the Knotted Apron, with heavy appetizers and a hosted bar. Tony Williams moved to increase the budget to \$25 per person, with the cost waived for board members and their plus one. Jesse Bosque seconded. Motion passed. Sponsorships can be solicited for the food and drinks. Leeba Lessin cannot attend.

Farmer's Market Accident – Tony Williams reported on the accident that occurred on April 1. Mr. Williams conducted mandatory training for all vendors on April 8.

Attorney – Tony Williams moved that we budget \$250 per month for legal services to review policies and contracts. Mr. Williams will obtain more information from the potential law firm and will contact Whittier attorneys.

Security for Events – No report.

OLD BUSINESS

Antique Faire – Update: Tony Williams thanks the Board for volunteering and reported we were sold out. Mr. Williams suggested we spend more on social media marketing.

Office Staff Hire – Update: Tony Williams reported that the position was offered and declined. Mr. Williams suggested we continue to actively search for a new candidate. Cesar James volunteered to serve on the office staff recruiting committee.

Earth Day 2016: Liz Apodaca and Marilyn McCarty reported that the status of the planning for the event.

Car Show – Marilyn Brinegar reported on the Calendar Girl, Little Miss Vintage and Little Gent contests and commented on sponsorship opportunities. Steve Caringella presented the tee shirt design. The Dad's Club will sign the contract and is looking into a 1-day insurance policy. Eight hundred mailers will be mailed to potential participants.

Tony Williams and Melinda Piña suggested that the persons gathering signatures be more knowledgeable about the WUA.

Website Development - Update: Marilyn Brinegar reported that the new website is live. Board member headshots and bios are needed. Additional information will continue to be added regarding the collectives and the delinquent businesses.

Thursday Family Street Faire – Update: Tony Williams reported that additional security is mandated by the City and will decrease anticipated revenue to \$1,000 per week. The start is targeted for the end of May.

Delinquent Members – Update: Rick Gonzales commented delinquent businesses.

Sponsorship Hire - Update: No report.

Misc: Cesar James reported on the quarterly homeless symposium. The group is seeking donations of hygiene products and a dentist to provide service to homeless.

Adjourned at 8:19 pm.

Dates to remember:

April 12 – City of Whittier Election

April 23 - May 8 – Home Tour by the Whittier Museum

April 30 – Earth Day 2016

May 2 – Boys & Girls Club Golf Tournament

May 4 – CAPC 14th Annual 6 Chamber Kaleidoscope Mixer & Silent Auction

May 6 – 44th Annual Whittier College Golf Tournament

May 7 – Founder's Day event at Central Park

May 18 – WUA Installation and Recognition event at the Knotted Apron

May 25-26 – Dancing with the Whittier Stars