



Board of Directors Meeting Minutes
Monday, June 13, 2016
Brookdale Uptown Whittier, 13250 E. Philadelphia St., Whittier CA 90601
6:00 p.m.

Call Meeting to Order: 6:07 p.m. (Quorum Present): Rick Gonzales, President

Flag Salute: Chief Garry Couso-Vasquez

Board Members Present:

R. Gonzales, L. Apodaca (6:14), F. Medina, G. Couso-Vasquez, C. James, R. Drieslein, M. Pina, T. Williams, J. Carrillo, M. Coward, R. Said (6:20 p.m.), J. Bosque, L. Lessin, T. Rios,

Visitors/Guests and Staff Present:

O. Rios (WUA), C. McNamara and K. Galvin-Surbatovic (City of Whittier), N. Inchausti (Utility Reduction Solutions), M. Brinegar, S. Reed (WPD), V. Murrillo (WUA)

Board Members Not Present:

H. Alvarado (Ex-Officio), S. Caringella

Guests: Nick Inchausti updated the Board on his business, Utility Reduction Solutions. They work with P.A.C.E. and try to lower utility bills.

Whittier Police Department Report: Officer Sam Reed reported that the WPD will initiate "Uptown Patrols" during the month of July. There will be foot and bicycle officers in uptown Thursdays from 5:00 p.m.-10:00 p.m., and Friday and Saturday from 7:00 p.m.-12:00 Midnight. There will be a vehicle that they will arrive in and park it in the Uptown area. From there they will off load their bikes or begin foot patrol. This will start July 6, and go until July 30.

The Board requested that Officer Sam Reed to ask the Chief of Police to change the hours to 9 p.m.-2:00 a.m. on Friday and Saturdays, since most of the disruptions and issues happen later. Officer Reed said he would take this back to his Chief and see what he says.

Also, any Uptown Patrols beyond July would have to be requested from the City of Whittier for funding.

City Report: Conal McNamara and Katie Galvin-Surbatovic, both with the City of Whittier, were on hand to update the Board on the Special Benefits District (SBD). C. McNamara informed the Board that a Survey went out regarding the SBD. The survey was sent out on New City America's (the contracted company for the SBD) letterhead. C. McNamara informed the Board that they have been meeting with property owners of buildings and space in Uptown Whittier. They have been asking these businesses about their thoughts on a SBD. They (the City of Whittier and New City America) will be taking their survey findings to the July 12, City Council meeting.

T. Williams expressed concerns from some business owners stating a big majority of business owners never received the survey.

K. Galvin-Surbatovic stated that because it was on "New City America" letterhead and paperwork, a lot of the surveys were probably overlooked or tossed into the trash. C. McNamara pointed out that the survey had to come from another party, not from the City of Whittier.

Approval of Minutes: The Board previously reviewed the minutes of the Monday, May 9, 2016, meeting (T. Williams (**motion**), G. Couso-Vasquez (**second**), MSP (**Motion, Second, Pass**))

Treasurer's Report: Remoun Said presented the Board of Directors a balance sheet as of May 2016.

NEW BUSINESS:

July WUA Business Connect Mixer-R. Gonzales announced that R. Drieslein is working on the Business Connect Mixer for WUA Businesses. These mixers are done on a quarterly basis. R. Drieslein was tasked with finding a location for the next event. At each event, R. Drieslein suggested we highlight a Young Professionals Business.

Music Festival-R. Gonzales suggested to the Board a new event: music festival. It would be in May, his suggestion would be no street closures. The grassy lot near the parking structure would be used. Other suggestions would be to have the event at Whittier College, or the Elks Lodge. A concert promoter need to be hired. Suggestions were to have a beer garden and possibly food trucks. Research will need to be done before we move forward on this event.

Headshots in the Office-T. Williams would like to see the Board of Directors head shot photos in the WUA offices. The photos need to have the same background and look consistent. T. Rios suggested asking Mr. Burns (the photographer for the Whittier Chamber's Board photos). T. Rios will get a quote from him.

Farmers Market Inspectors-O. Rios updated the Board on the Health Inspectors that were on site last week at the Farmers Market. Bathrooms need to be closer than the ones we are currently utilizing. Therefore, we will need to rent and provide 3 (three) porta-potties. A motion was made for, "Renting 3 (three) porta-potties for \$400 a month and not to exceed \$500 a month" **(T. Williams, L. Apadaca, MSP)**.

Introduction of New Office Staff-O. Rios introduced Vanessa Murillo to the Board. V. Murillo is the new office assistant and has been working on several things in the office, including updating our social media platforms. She has added several new platforms and has been watching all of the algorithms so that the staff can present a clearer picture of our social media outreach.

The Whole Child Golf Tournament Sponsorship-The board agreed to sponsor the longest drive contest and a tee sign.

A motion was made for, "The WUA to sponsor the longest drive contest at \$200 and a tee sign at \$125 at the Whole Child Golf Tournament with a total of \$325" **(M. Coward, T. Williams, MSP)**

Halloween, Sonata & Christmas Parade Committee Meetings-O. Rios suggested that the committees start meeting for the different events that are on the calendar for the remainder of the year.

Halloween Capers, Friday, October 29, Chair: Rick Gonzales

Holiday Sonata, Saturday, December 3, Chair: Melanie Coward

Holiday Parade, Saturday, December 10, Chair: Steve Caringella and Liz Apodaca

It was requested by T. Rios that the Holiday Sonata come up to Brookdale Uptown Whittier.

Office Updated-T. Williams informed the Board that Global IT updated the WUA offices with new wiring for phone lines, providing VOIP for the office and upgrading their wifi.

OLD BUSINESS

Farmer's Market Accident-T. Williams reported that there was a letter received from State Farm letting O. Rios does not have to attend the preliminary court sessions. They will have attorneys attending on her and WUA's behalf. Once they do need O. Rios to attend, they will notify her.

Valet Parking-R. Gonzales reported that there was productive meeting held in May on bringing in a valet company on the weekends to make parking easier in the Uptown area. The meeting was held at Bailey Street Kitchen and several representatives from Uptown Businesses were there. At the meeting the attendees came up with a letter with recommendations and a plan. The letter will be sent to Conal McNamara.

The bid that the concierge gave was \$6 per car. They would use the parking structure and the driving lane in back of the parking structure, next to the grassy lot on Greenleaf or the Wells Fargo Lot further down on Greenleaf.

Taps & Tapas-R. Gonzales updated the Board that the Taps & Tapas has to date, 22 restaurants, 20 breweries. The website is up and running. Projected attendees for this event are 1,000. 800 would be regular attendees with 200 VIP's. There will be two booths available for WUA and Friends of Uptown.

Health & Wellness-Dates for this community event have been penciled in for the following:

September 14 and 24, and October 1 and 8. This event will incorporate health and wellness into its displays along with educating attendees by teaching Yoga and various other classes.

Car Show-Update-Steve Caringella was absent, however, O. Rios read the report given to her by S. Caringella. He stated that this was, "The Best car show ever!" The show was set up and ready at 8:57 a.m. The military car set up was great. There were 367 cars in the show. They need to order more shirts next year. Next year we need to enforce the, "Cars cannot leave until 4pm rule". The date change from June to May was ok, no issues from the change.

There was one upset attendee. However, T. Williams was able to make him happy by offering a free spot at next year's event.

Contest-Marilyn Brinegar updated the Board on the Miss Uptown and the kid's contests. M. Brinegar made the Board know what a big help R. Drieslein was. T. Williams suggested that the announcements for the contest be louder and frequent since some contestants missed the contest. Thursday Night Street Faire-T. Williams is working on finding a new promoter for this event. As for now, this event is in the works for next year (2017).

Delinquent Members-Update-R. Gonzales updated the Board on the delinquent business reports that are included in the Board packet.

Sponsorship Hire-Update-R. Gonzales has a potential sponsorship hire. He is going to pass along the information regarding this person to O. Rios.

AGENDA BUILDING

L. Apodaca requested that the Friends of Uptown have a permanent spot on the agenda. The Board agreed that the Friends of Uptown Whittier needs to be on the agenda after the City Reports.

Adjournment-8:09 p.m.

CLOSED SESSION

CALL Meeting to Order-8:11 p.m. (Quorum Present)

Community Benefit District

Staff

Adjournment of Closed Session-8:47 p.m.

Prepared by: WUA Secretary, Melanie Coward