



**Uptown Whittier Improvement Association**  
**Board of Directors Meeting**  
**Historic Train Depot**  
**7333 Greenleaf, Whittier, CA 90601**  
**Thursday, February 7, 2019, 8:30 a.m.**

**Present:** Melinda Pina, Jim Dunkelman, Conal McNamara, Mina De La Cerda, Ron Jeffery, Monica Oviedo, Milt Pate, Frank Rinaldi, Mark St. Julien, Nick Teel

**Absent:** Don Lomont, Paul White, Stephen Ortiz / Irene McCallister

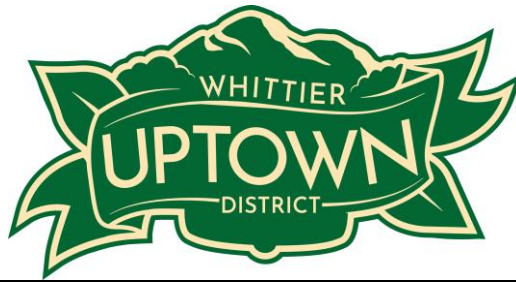
**Guests:** Rita Reyes-Acosta, Emily Codilla, Tim Traeger, Frank Perez, Olivia Rios, Andrew Dzeguze, Frank Medina, John Marziuano, Ralph D. Gramajo, Ben Greer, Ericka Iniguez, Steve Monroy, Andrew Yanez, Ricardo Diaz, Christine Singer-Luna

**Consultant/Staff:** Brent Haskell and Stephanie Shamp – GM Properties Inc., Carlos Lopez – Aleco

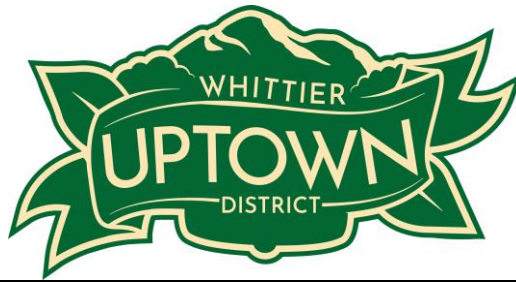
**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1&amp;2. Call to Order and Introductions and Flag salute</b>	Melinda Pina, the President, called the meeting of the property owners and guests present to order at 8:32am and Nick Teel led the Board in the flag salute.	<b>1&amp;2. No Action Taken</b>
<b>3&amp;4. Introductions of guests, announcements, and Public Comment</b>	Melinda opened the floor for any introductions, announcements, and public comment. a. Emily Codilla and Rita Reyes-Acosta with Community Development Commission of the County of Los Angeles, Economic Development Division. They stated they are here to introduce a community	<b>3&amp;4. No Actions Taken</b>

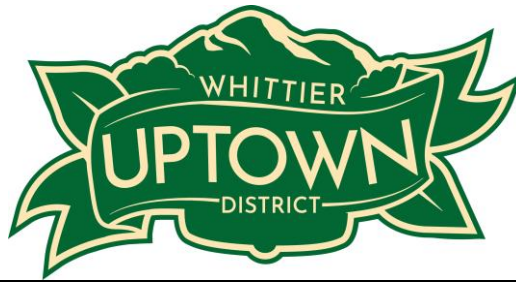
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



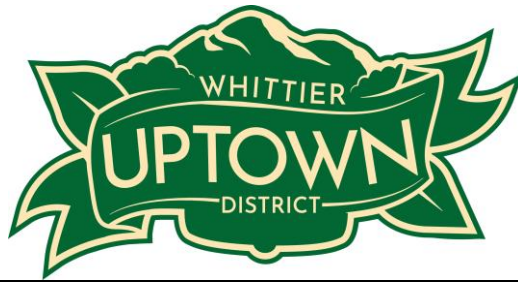
	<p>resource for small business loans and can separately discuss the process of borrowing, interest, terms, requirements, acquire real estate, etc. Emily and Rita are aware of the Community College survey discussion and the principal study on safety i.e. lighting, compassion on homelessness, student discounts and incentives, also goods limited to students. She believes this is a small-town atmosphere and would like to see the bridge between culture and students. Melinda Pina, Henry Bouchot, and her went into discussion and she requested the Board take home and come back with some ideas to bridge the gap. It would behoove to bring UWIA college and high school students together with the high school in a different direction.</p>	
<p><b>5. Approval of January 17, 2019 Board Minutes</b></p>		<p><b>Mark St. Julien motioned to approve the January 17, 2019 minutes. Nick Teel 2<sup>nd</sup>. All in favor. None opposed. Minutes passed.</b></p>
<p><b>6. Committee Tasks</b></p>		
<p><b>a. Executive Committee:</b></p>	<p>Melinda and went through the following items:</p>	
<p><b>a.1. President report – Melinda Pina</b></p>	<p>a.1. Melinda Pina presented an executive summary on the college disconnect as follows: The ambassadors to distribute flyers and business cards at the colleges at a “Welcome” open house. Student discounts for food, services, and busses.</p>	<p><b>a.1. Each Board member to take her listed items to their respective Committees as action items and bring something back</b></p>



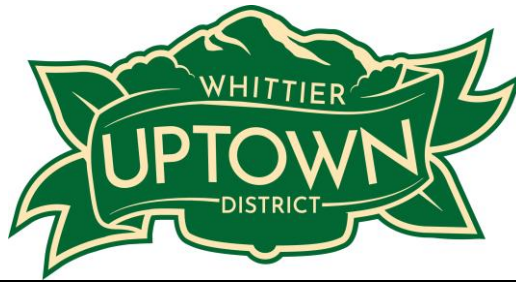
<p><b>a.2. Vice President report – Don Lomont</b></p> <p><b>a.3. Secretary report – Paul White</b></p>	<p>Night life &amp; lighting. At the Senate Table meeting student government provide numbers and city information. Possibly UWIA can attend to bridge the gap. College students hire to drive college students into Whittier. Melinda requested the Board to take these items to their Committees and bring something back to the Board. Jim Dunkelman announced any businesses interested in internship to call or email him.</p> <p>ProxiGuard – There are a few issues. Cannot connect on the cellular phone. Carlos Lopez stated you have to be on a computer or a laptop. Melinda Pina stated our Ambassadors stepped in on a matter. They worked with Whittier PD and walked patrons to their car. Carlos stated the Ambassadors assisted and made the best of the situation without guns. He also met Michael for the first time on the lighting issue. Melinda Pina stated the overline issue is lighting. Carlos Lopez stated the Ambassadors may possibly wear vests under their shirts so the vests are not exposed, requested more Ambassadors in the future, and he will work to see if ProxiGuard can be used on the cellular phone.</p> <p>a.2. Don Lomont absent. Nothing to report at this time.</p> <p>a.3. Paul White absent. Brent Haskell went over the UWIA insurance. The Directors and Officers insurance paid last year \$2,504.00 and this year \$3,497.00.</p>	<p><b>to the Board. Also, any company interested in an internship program to call or email Jim Dunkelman.</b></p> <p><b>Carlos Lopez to follow up and advise if the ProxiGuard program can be used on the cellular phones.</b></p> <p><b>a.2. No Action Taken</b></p> <p><b>a.3. No Action Taken</b></p>
--	---	--



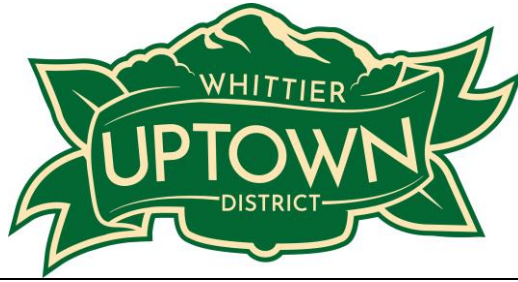
<p><b>a.4. Finance report – Jim Dunkelman</b></p> <p><b>a.5. Other</b></p>	<p>The Umbrella insurance paid last year \$1,816.00 and this year \$1,499.00</p> <p>Jim Dunkelman went over the VTD review report and stated it is ready for Board approval.</p> <p>UWIA is called upon by the city for approval at the end of February 2019 for partial year 2017 - 2018. Jim reviewed the Balance Sheet, Profit &amp; Loss Statement, Revenue &amp; Expense Statement, and Financial Statement notes. Jim needs to confirm the \$97,000.00. Melinda Pina questioned the need to review the amount.</p>	<p><b>a.4. No Action Taken</b></p> <p><b>Nick Teel motioned to approve the Annual Review by VTD for submittal to the city upon Jim Dunkelman’s review and confirmation. Ron Jeffery 2<sup>nd</sup>. All in favor. No Objections. Jim Dunkelman acknowledged and thanked Ron Jeffery and Nancy Corrigan,</b></p> <p><b>a.5. No Action Taken</b></p>
<p><b>b. Contractor Update</b></p>		
<p><b>1. Aleco report – Carlos Lopez</b></p>	<p>See Attached Written Report.</p>	<p><b>1. Carlos Lopez thanked Ron Jeffery for allowing the Ambassadors to store the two bikes at his premises.</b></p>
<p><b>2. Coastal Landscape Services – Tyson Smith</b></p>	<p>See Attached Written Report. Tyson Smith absent.</p>	<p><b>2. No Action Taken</b></p>
<p><b>3. Olive – Cree Jones and Lauren Spinelli</b></p>	<p>See Attached Written Report Cree Jones and Lauren Spinelli absent.</p>	<p><b>3. No Action Taken</b></p>
<p><b>c.1.-2. Sidewalk Operations Committee Update: Stephen Ortiz</b></p>	<p>Stephen Ortiz not present.</p>	<p><b>c.1.-2. No Action Taken</b></p>



<p><b>d.1. District Identity Committee Update:</b></p>	<p>d.1. Ricardo Diaz discussed his first meeting with the Board. DISI is trying to set the remainder of the year. New members joined. Next meeting to be definable with measurable goals. DISI recommends the Board increase Olive’s social media advertising fee from \$300.00 to \$500.00. They have seen good results and in the future UWIA can figure out the direction. Melinda stated the new members are Christine Singer- Luna, Tim Traeger, and Ana Lilia Barraza with the college. Andrew Yanez was invited by the Board to share his knowledge as follows: FaceBook is a platform. The more you put into it the more you get out of it. If you post double you get 4 times the viewers. Frank Rinaldi questioned the process. Andrew stated it’s like an impression billboard and creatively hitting the market for viewing. Ricardo Diaz stated this year focus will be on social media with the college, lighting, and banners. Andrew stated make a campaign and tell a true story from UWIA. Before finalizing the vote, Frank Rinaldi wanted to continue the discussion on the program. Frank believes Olive doesn’t have a direction as UWIA does not have an identity. When it does then push thru to the media. Andrew stated the RFP will reflect this. Olive is social media at this time showing who UWIA is and community development relationships. Melinda Pina stated the community needs to see what UWIA is currently doing. Monica Oviedo agreed on the long-term work, but short term okay with the costs. She also added as a</p>	<p><b>d.1. Nick Teel motioned. Mark St. Julien 2<sup>nd</sup>. All in favor. Non opposed. Motion passed to increase Olive’s fee to \$500.00 for continued services.</b></p>
--	---	---



	<p>consumer being able to click on business pictures are good. Frank Rinaldi stated UWIA is limited. Melinda Pina stated owners are cognoscenti on who we rent our properties to and as owns have our hand in it. No further discussion.</p>	
<p><b>e.1.-2. Land Use and Project Review Committee Update: Frank Rinaldi</b></p>	<p>e.1.-2. Frank Rinaldi stated there is nothing to provide. It takes time. Ron Jefferey stated they are working on the uptown valet parking. It is a Pay and Park program. A portion of the funds to go back into UWIA such as the Ambassador program. The city put together a 3-phase concept. They are to present to the city some costs with signage. The software is in place. Ron continue to say that they would like to present it to the Board first. He doesn't want to step on anyone's toes but as of January 15<sup>th</sup> no reply and the chief cancelled the first meeting. Melinda Pina stated the next step is to present to the Committee. Ron confirmed and stated no scheduled Land Use Committee meeting presented, open or closed. Don Lomont, Ron Jeffery, Frank Rinaldi, and Stephen Ortiz on the Committee. Frank Rinaldi stated he will email the Board. Ron Jeffery stated they are working with the City on lots of ideas and manage parking. He sees across the board parking is an issue. With a program managed properly then phasing in valet he believes it will work. Melinda Pina thanked Ron Jeffery and Ralph Gramajo. Conal McNamara stated the next council meeting on this matter is February 19, 2019. Uptown Whittier is interested and the Chamber is not at this time. Melinda asked if Ron</p>	<p><b>e.1.-2. No Action Taken</b></p>



	<p>Jeffery and Ralph Gramajo is available to discuss at the meeting and only state UWIA's interest. Conal stated there is nothing on the agenda to approve and no rules of engagement. Melinda stated the Board will vote. Conal stated no time constraint. He doesn't see the City working with others outside. Melinda announced open for discussion. Ron stated he would like to present to the Board prior to the City. He will also be on an airplane that day. Mark St. Julien commented great idea.</p>	
<b>7. Closed Session</b>		<b>7. No Action Taken</b>
<b>8. Other Board Items</b>		<b>No Action Taken</b>
<b>9. Next Meeting date</b>	<p>The next Board of Directors meeting will be on Thursday, March 7, 2019 at 8:30 a.m. at the Transportation Depot.</p>	<b>No Action Taken</b>
<b>11. Adjournment</b>	<p>The meeting was adjourned at 9:37 a.m.</p>	<b>No Action Taken</b>

Minutes taken by Brent Haskell and Stephanie Shamp, GM Properties