



Uptown Whittier Improvement Association
Board of Directors Meeting
Historic Train Depot
7333 Greenleaf, Whittier, CA 90601
Thursday, November 8, 2018, 8:30 a.m.

Present: Melinda Pina, Conal McNamara (for Jeff Collier), Gabriela De La Cerda-Lim, Jim Dunkelman, Ron Jeffery, Don Lomont, Stephen Ortiz, Steven Rodriguez, Milt Pate, Tim Traeger, Paul White

Absent: Frank Rinaldi, Mark St. Julien

Guests: Roberto Lemus, Jose Diaz, David Kidman, Jeff Langan, Ben Greer, Andrew Yañez

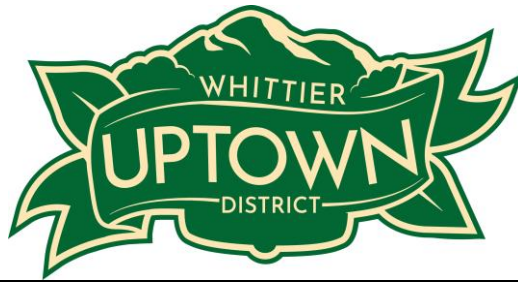
Consultant/Staff: Brent Haskell and Stephanie Shamp – GM Properties Inc., Cree Jones and Lauren Spinelli – Olive

MINUTES:

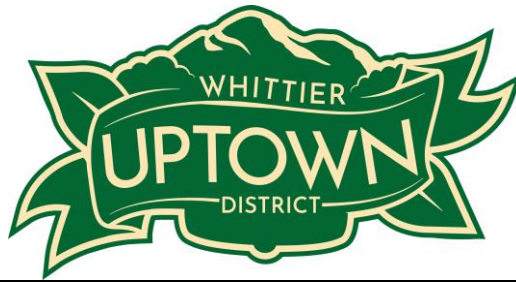
<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1&2. Call to Order and Introductions and Flag salute	Melinda Pina, the President, called the meeting of the property owners and guests present to order at 8:44am and Paul White led the Board in the flag salute.	No Action Taken
3&4. Introductions of guests, announcements, and Public Comment	Melinda opened the floor for any introductions, announcements, or public comment. a. Roberto Lemus with Branding is Social spoke about the Abrõchate por Amor/Buckle-up for Love. He discussed the benefits and other community program involvement, working with the city companies and Olive directly. Olive	No Actions Taken

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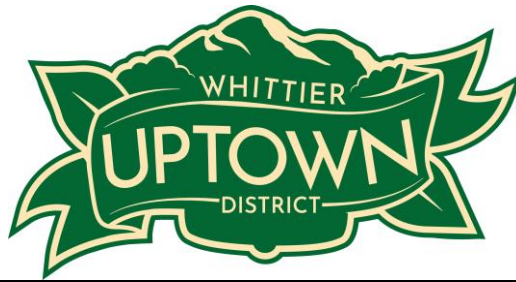
	<p>questioned advertisement strategies. Stephen Ortiz questioned the costs and who is paying. Roberto stated UWIA and Ford splitting the costs 50/50 at \$4,000 each. Jeff Langan stated UWIA funds are to be used for improvements so he does not see a UWIA benefit. Melinda stated there are not immediate benefits – long term benefits.</p> <p>b. David Kidman with Sunistics Group proposed potential appreciation value for clean energy for business owners producing & storing their own energy. Sunistics will provide a free evaluation. They are their own business, not working for a contractor. Sunistics is interested in soliciting to the property owner, not on behalf of the Association.</p>	
<p>5. Approval of October 11, 2018 Interim Board Minutes</p>	<p>The minutes were discussed as follows:</p> <ol style="list-style-type: none"> 1. Don stated correction on page 5, a.7., “Don stated the \$309.60 cost . . .” should be Ron not Don. He was absent at the last meeting. 2. Jim stated correction on page 3, a.3., “subject to spending \$50,000 on the website.” Should be \$10,000. 	<p>Conal McNamara motioned to approve the October 11, 2018 minutes as amended and Don Lomont 2nd. The minutes were approved as amended. Motion passed unanimously.</p>
<p>6. Committee Tasks</p>		
<p>a. Executive Committee:</p>	<p>Melinda and Don went through the following items:</p>	
<p>a.1. President report – Melinda Pina</p>	<p>a.1. Melinda Pina re-assigned web design and content manager to Don and banners to DISI Committee. Melinda asked</p>	<p>a.1. Don Lomont is re-assigned to the RPF Web Design and</p>



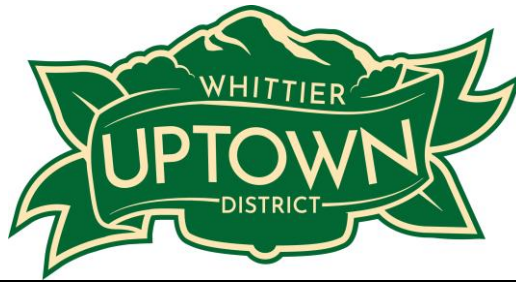
<p>a.2. Vice President report – Don Lomont</p> <p>a.3. Secretary report – Paul White</p> <p>a.4. Finance report – Jim Dunkelman</p>	<p>Gabriela about the UWIA short (magnet) card for businesses. Gabriela stated that the city provided informational card size magnets and felt UWIA should get them from the city. Stephen & Tim began working on an information sheet for the Ambassadors to hand out. Tim stepped down. Stephen to work with Olive and the Chamber of Commerce. Stephen and Gabriela to send an email on the subcommittee. Stephen surveyed the alley and streets. New LED lights were installed. Stephen noted there are some areas where the light posts are farther apart. There is an area between Comstock and Greenleaf where LED lights are missing. There is an area behind the theater that has the wrong light fixture as a street light test was performed. In conclusion a survey was done and to be submitted at the next Sidewalk Meeting and Board Mtg.</p> <p>a.2. Don is starting strong with Monica Oviedo, Kristin Wiberg, and Andrew Yanez on the UWIA Web Design and Content Development and Management RPF Committee/Task Force. He would like to include Olive and GM’s assistance.</p> <p>a.3. Paul received final certification and final exempt status with the IRS. He provided the original form to GM.</p> <p>a.4. Jim and Ron are on the RFP for CPA Committee with Nancy Corrigan who is a CPA and a member of the California Board Accountancy, and soon to be with the</p>	<p>Content Manager Committee. Stephen Ortiz and Olive to work on the information sheet and email the Board on a subcommittee. Stephen Ortiz to provide a survey on the lighting at the next scheduled Sidewalk and Board meetings.</p> <p>a.2. No Action Taken.</p> <p>a.3. No Action Taken.</p> <p>a.4. RPF for CPA due to GM 11/15/18 then Jim Dunkelman and Ron Jeffery to select a CPA firm.</p>
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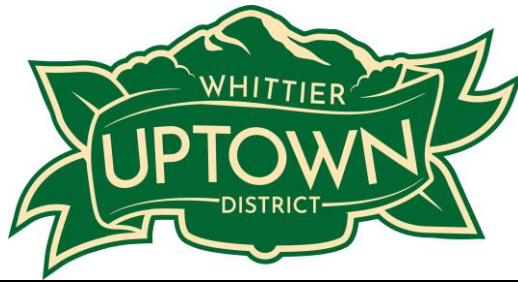
	<p>State Board of Accountancy. Nancy also volunteers her time with non-profit organizations such as UWIA. The RFP went out a few weeks ago to 6 firms and they held an open meeting on Monday 11/5 for the firms that had any questions. Two of the six firms attended. The RFP is due 11/15 to GM. The committee will review and select a firm. Paul stated selection will be needed before the next UWIA Board meeting. The timelines are as follows:</p> <ul style="list-style-type: none"> 11/15 RFP Due 11/30 UWIA Fiscal Year End 12/1 City Meeting 1/25 CPA Review to be completed and submitted to the Board 3/1 City Deadline for submittal <p>Further discussion the city will not take anything less than a review, what is included in the contract with the city, what the Board would like to see submitted, and what other associations are submitting. Conal stated there is an action item on the agenda for UWIA financial report, talk to Rod Hill in the future should the Board choose to start the process for any future changes, and Uptown Association was required by the city to perform a full audit. Jim stated the 10/15 budget deadline to the city was met and there are no replies as of yet.</p> <p>Brent stated the Board voted and approved GM to start paying the vendors but it was never approved on how the UWIA should fund the trust account with GM to pay Executive Committee approved</p>	<p>Don Lomont motioned and Tim Traeger 2nd Jim to provide a quarterly check to GM to pay the standard monthly</p>
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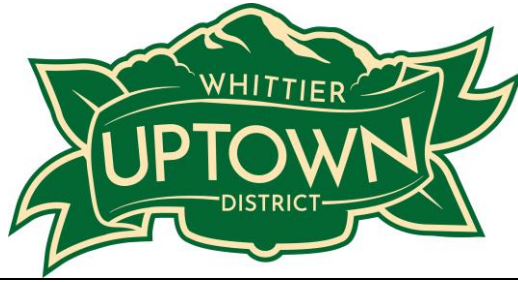
<p>a.5. Costs incurred by Coastal Landscape Service for increased insurance coverage.</p> <p>a.6. Board to discuss written VS. verbal reports from committee chairs to be presented to the Board at UWIA Board meetings.</p>	<p>invoices.</p> <p>a.5. Prior to the Boards decision to allow Coastal to continue with coverage previously maintained Coastal paid a \$1,154.10 nonrefundable deposit plus \$309.60 for the first month's premium for a total of \$1,463.70.</p> <p>a.6. The Board discussed reports at length as follows: Stephen and Don stated written reports for committees and executive should be submitted for Board meetings. Tim and Melinda stated verbal reports should be sufficient. Verbal is the routine and okay. Paul stated not at a board meeting then a written report is needed and an action at the board level written. Paul also stated he would like to see committee meeting minutes. Ron stated not needed as they are not finalized and final decisions are brought to the board.</p>	<p>expenses. All in favor. Motion passed.</p> <p>a.5. Paul White motioned Milt Pate 2nd. One not in favor. Motion passed to reimburse Coast Landscape Service \$1,463.70.</p> <p>a.6. No Action Taken</p>
<p>b. Contractor Update</p>		
<p>1. Aleco</p>	<p>See Written Report</p>	<p>1. No Action Taken</p>
<p>2. Coastal Landscape Services</p>	<p>See Written Report</p>	<p>2. No Action Taken</p>
<p>3. Olive – Board to Consider continuing the Facebook advertising at the</p>	<p>See Written Report Tim and Ron agreed to pay the additional fee. Melinda and Stephen wanted a breakdown explanation of categories.</p>	<p>3. Tim Traeger motioned a 3-month advertisement extension, not to</p>



<p>cost of \$300 per month.</p>	<p>Olive did so on Likes, Followers, and Impressions. Andrew stated he sees a lot of repetitive posting and he stated we have engagement and asked Olive what is being done to keep the followers. Olive stated that is the purpose of continuing the Facebook advertising. Andrew stated he sees GM does videos and asked Olive if they follow city/business postings, capture, and post from them. Melinda stated she would like to see Olive going to uptown Whittier to interview the Ambassadors, Coastal, and Omar. Don questioned the adds. Olive stated Facebook owns Instagram and how that affects posting along with dark posts vs. live posts. Paul asked Olive if the \$300 paid is going towards all areas of posting. Olive stated not all. Olive stated since not paying the \$300 fee there is now 500 followers vs. 2,300 followers. Jim stated he would like to see a graph trend and remembers Marco said, “foot traffic brings people”. Ron stated a conceptual problem with approach – hi-lite the businesses and events. Melinda stated doing events and projects brings people in. Olive stated since non-payment 11/1 thru 11/8 there is a 60% drop.</p>	<p>exceed \$300 per month while DISI investigates what UWIA is doing. All in favor. Motion passed.</p>
<p>c.1.-2. Sidewalk Operations Committee Update: Stephen Ortiz</p>		<p>Coastal sidewalk/gutter sweeping update needs to be more defined.</p>
<p>d.1.-3. District Identity Committee Update: Tim Traeger</p>	<p>2. DISI Committee to request Board approval to contribute \$4,000 towards the Abróchate por Amor/Buckle-up for Love cobranding event with Ford Motor</p>	<p>2. Melinda motioned and Don 2nd. Board voted to contribute \$4,000 towards the</p>



	<p>Company pending city approval for use of the grassy area. Jim asked if the Logo will carry on. Jose Diaz with Branding is Social stated yes and headlining with social media at the event, and include homeowners’ safety. Milt asked what area and Paul stated the grassy area. Melinda stated they will campaign before the event and a month after the event. Roberto Lemus with Exquisitamante stated he will be working with Olive on the advertisement. The event moved from November 17th to Saturday, December 1st between 10am – 12pm. Brent asked if the city was contacted. Conal stated to go thru Katie on the special event. Stephen asked if there are additional fees. Conal said not on non-profit organization. Stephen asked who is responsible for the event. Melinda stated Roberto and she will be heading the program.</p> <p>1. Tim stated his discussion with Dick Jones. He recommends a one-time install request should UWIA choose to put more seasonal banners up. The cost is \$100 per banner. No time limit on switch out and the company he would like to use has a 5 year no fade warranty. There is a 10’ sidewalk clearance going up Philadelphia. He was advised to request to split the costs between the streets department and the public works department and would like to discuss with the city on branching out from there. Discussion continued onto a logo for the banners. Olive stated “Live, Work, Play”. Melinda stated it is used too much. Tim stated “Get Down to Uptown”.</p>	<p>Abrõchate por Amor/Buckle-up for Love event with Ford. 0 = Nos 10 = Yes 1 = Abstain Motion passed.</p> <p>1. Tim Traeger to present to the Board a report on the banners at the next meeting. Andrew Yañez to assist Trim Traeger in the banner logo.</p>
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	Board was not in agreement. Tim stated he needs Andrew's assistance on the logo.	
e.1.-2. Land Use and Project Review Committee Update: Frank Rinaldi		Frank not present. Tabled for next meeting.
7. Other Board Items		No Action Taken
8. Next Meeting date	The next Board of Directors meeting will be on Thursday, December 6, 2018 at 8:30 a.m. at the Transportation Depot.	No Action Taken
9. Adjournment	The meeting was adjourned at 10:31 a.m.	No Action Taken

Minutes taken by Brent Haskell and Stephanie Shamp, GM Properties