



**Uptown Whittier Improvement Association  
Executive Committee**

**GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602  
Friday, February 1, 2019, 8:00 a.m.**

**Present:** Melinda Pina (President), Don Lomont (Vice President), Jim Dunkelman (Treasure), Paul White (Secretary)

**Absent:**

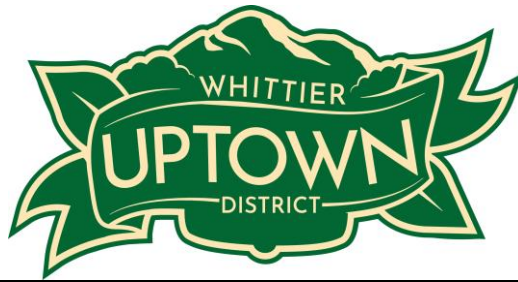
**Guests:** Ricardo Diaz

**Consultant:** Brent Haskell and Stephanie Shamp – GM Properties

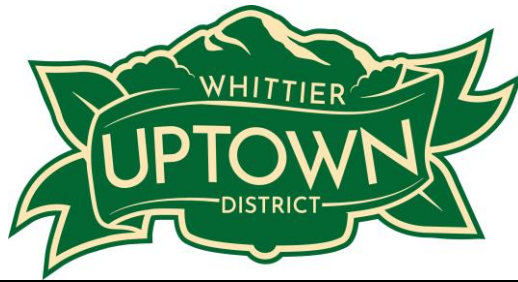
**MINUTES:**

| <i>Item</i>                                     | <i>Discussion</i>   | <i>Action Taken?</i>   |
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| <b>1. Call to Order &amp; Introductions</b>     | Melinda Pina called the meeting to order at 8:04 a.m.   | <b>No Action Taken</b> |
| <b>2. Introduction of guests, announcements</b> |   | <b>No Action Taken</b> |
| <b>3. Public Comment</b>                        | Ricardo Diaz reviewed the DISI meeting that took place on January 31, 2019: Proceeding with the Task Force, Tabling Public Relations. Paul White questioned Olive in place. Recommending another three months continue with \$500.00 fee for Olive. Don Lomont’s Task Force to request motion to proceed with interview from the Board then proceed with contract negotiations. March meeting new hire and numbers. Don Lomont liked the aggressive agenda. Paul White liked what was brought to the table. Brent | <b>No Action Taken</b> |

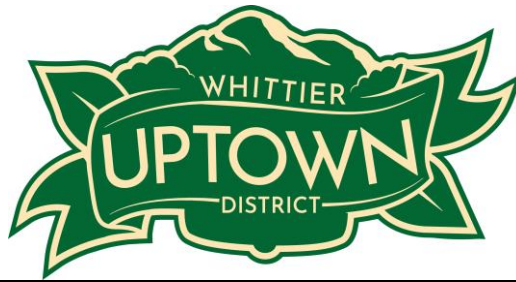
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



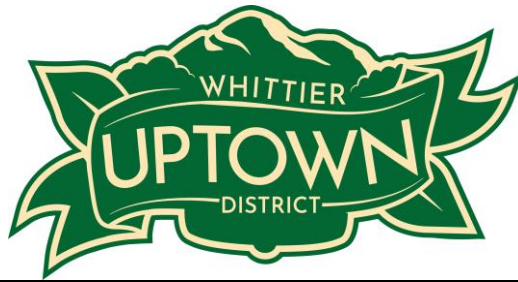
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|   | <p>Haskell stated three new Committee members were added – Christine Singer-Luna community member, Ana Lilia Barraza with Whittier College, and Tim Traeger. Don Lomont stated he is excited to see attendance and involvement. Melinda Pina thought it brought a lot of energy. Paul White liked the competence. Ricardo Diaz stated he wants to stick with goals and loves to come under budget.</p>  |  |
| <p><b>4. Approval of the Executive Committee Minutes dated January 11, 2019</b></p> | <p>Jim Dunkelman stated corrections need to be made as follows:<br/>         Correct page 2, item 6, "...the Brent Haskell and Stephanie Shamp as the eyes." To "The task force consists of Monica Oviedo, Kristin Wiberg, Andrew Yanez, and Don Lomont with Brent Haskell and Stephanie Shamp as admin support."</p> <p>Don Lomont clarified page 3, item 8, as follows:<br/>         UWIA is a different entity than the Association; therefore, the gross budget done this year needs to be done the same as last year.</p> <p>Jim Dunkelman stated corrections need to be made as follows:<br/>         Correct page 5, item 10, "Paul White stated an MBA statement to go out within 120 days of the fiscal year so by February 28<sup>th</sup> it is to go out." To "Paul White stated a report is to go out by fiscal year end."</p> | <p><b>Jim Dunkelman moved. Don Lomont 2<sup>nd</sup>. No Discussion. Motion passed to approve January 11, 2019 minutes as corrected and clarified. All in favor.</b></p> |
| <p><b>5. Review letter to property owners</b></p>                                   | <p>Melinda Pina finished the letter to forward onto Olive today. Brent Haskell asked if anything was received from Tim Traeger or Stephen Ortiz. Melinda stated no.</p>   | <p><b>No action Taken</b></p>  |



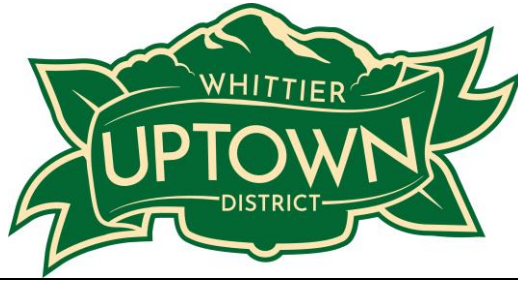
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| <p><b>6. Discuss the Committee goals, tasks, and updates</b></p> | <p>Melinda Pina opened the floor to some ideas. She feels the Board needs to guide the Committees. Jim Dunkelman thinks the goals need to be more in sync with the city in support or not. Jim stated he is not saying there is a disconnect but....</p> <p>Melinda stated she was hoping for more city input and tries to go to city council meetings. Jim stated UWIA needs to start jelling on the streetscape concept. Ricardo Diaz feels there is a disconnect when moving things forward with the city. He feels there is positive interaction with Conal and Katie but on the work level it stops at Building &amp; Safety and feels there is pushback from the new council. Ricardo Diaz stated with UWIA's goal to bring businesses in as an executive committee categorize each committee tasks. Melinda stated she does not like seeing empty storefronts and understands there is a property owner issue with getting good tenants. She had to wait seven months and has a responsibility, like any other owner, with a successful and thriving community. Paul White questioned whether UWIA is to recruit tenants or owners. Jim Dunkelman believes this is a grey area in what UWIA does in attraction. Don Lomont stated UWIA's role is to keep businesses full and he doesn't think that can be aired. Don Lomont draws the line on business association – UWIA shouldn't be posting. Jim Dunkelman agrees. Ricardo Diaz stated UWIA is also attracting people and categories at a different level. Paul and Don agree they should be focusing on businesses. Melinda believes</p> | <p><b>Table a meeting to establish future goals.</b></p> |
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|   | <p>UWIA should meet with owners outside of the meetings and hold them accountable aside from occupancy and month-to-month tenancy. Ricardo believes being proactive and working outside the box will bring people to Whittier. Melinda would like a meeting on this. Don would like to have a five-year plan and consider budget. Paul questioned Stephen and Ron’s vision and goals as it relates to todays meeting. Don stated have an outline and present it to the Committees.</p>   |  |
| <p><b>7. Discuss safety issues in Uptown Whittier (due to recent robberies)</b></p>   | <p>Melinda stated there were two incidents last week. 1) armed robbery at a parking lot and 2) the owner of Turnbull’s Tavern was pistol whipped. Stephen Ortiz initiated ProxyGuard. Brent Haskell said he received an email on the ProxyGuard and all Executive Board members need to have this app. Melinda continued on to inform the Ambassadors stepped in, in positive support. Ricardo stated increase patronage. Melinda stated the more foot traffic the less incidents. Melinda also stated the Executive Committee needs to be blind copied on emails and communication regarding matters in compliance with the Brown Act. Further discussion on the Brown Act.</p> | <p><b>Melinda Pina requested Brent Haskell to forward the Brown Act information onto Ricardo Diaz.</b></p> |
| <p><b>8. Update on the Task Force’s work regarding Web Design, Content Manager &amp; Social Media, and Public Relations positions</b></p> | <p>Don Lomont prepared a draft request to interview and discuss contract negotiations for the February 7, 2019 Board meeting upon Executive approval and changes as needed. The packet is to be presented in closed session and the single page is the Board approval request. Further discussion putting PR on hold.</p>  | <p><b>No Action Taken</b></p>  |



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|  | <p>Melinda Pina discussed not happy with UWIA not owning any pictures - The photos credit someone else. Don's last part of this is Olive's contract that ends April 30, 2019. Brent asked to include it in the draft. Don and Melinda said no. Melinda Pina said UWIA went into this backwards with Public Relations. She wants to see the justification on who UWIA is and what it represents. Don Lomont questioned if Henry Bouchot is going to be independent or with UWIA. Melinda Pina stated she does not know but Cathy Warner is supporting UWIA along with Josué Alvarado and UWIA is part of Henry's district. Further discussion on council, city, and individual support. Don Lomont believes the website will assist all matters.</p> |   |
| <p><b>9. Discuss and approve the agenda for the UWIA Board meeting on February 7, 2019</b></p> | <p>Melina Pina will provide an update on the meeting with Henry Bouchot and Whittier College along with the Ambassador / ProxyGuard items. Jim will request approval of the budget to be submitted to the city. Don nothing to report with V.P. Brent Haskell to provide an update for Paul White and send Paul the minutes from the last meeting for review. GM to request vendors / contractors to email reports so they are included in the packet for review prior to the meeting. Brent Haskell will send an email to Stephen Ortiz and Frank Rinaldi to include agenda items. DISI closed session item to be included along with a meeting update.</p>  | <p><b>Agenda approved. No further discussion.</b></p> |
| <p><b>10. Other Committee Items</b></p>  |   | <p><b>No Action Taken</b></p>                         |



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| <b>11. Next UWIA Executive Committee Meeting</b> | The next regularly scheduled meeting will be on Friday, March 1, 2019, at 8:00 a.m. at 13305 Penn Street, Whittier, CA | <b>No Action Taken</b> |
| <b>8. Adjournment</b>                            | The meeting was adjourned at 9:05 a.m.   | <b>No Action Taken</b> |

**Minutes taken by Brent Haskell and Stephanie Shamp with GM Properties.**