



**Uptown Whittier Community Benefit District**  
**Interim Board of Directors Meeting #9**  
**Historic Train Depot**  
**7333 Greenleaf, Whittier, CA 90601**  
**Thursday, July 19<sup>th</sup>, 2018, 8:30 a.m.**

**Present:** Melinda Pina, Don Lomont, Paul White, Michael Burkhardt, Jeff Langan, Tim Traeger, Milt Pate, Mina De La Cerda, Conal McNamara (for Jeff Collier), Ron Jeffery, Stephen Ortiz, Frank Rinaldi, Jim Dunkelman, Steven Rodriguez (for Monica Oviedo)

**Absent:** Mark St. Julien, Dave McCoy

**Guests:** Kristen Wiberg, Andrew Yanez, Steve Monroy, Rick Elias, Frank Perez, Beverly Prentiss, Ed Ortiz, Socorro Esparza

**Consultant/Staff:**  
 Marco Li Mandri – New City America  
 Carlos Lopez – Aleco Security  
 Courtney Rose, Cree Jones, Lauren Spinelli – Olive

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Melinda Pina, the interim President, called the meeting of the property owners and guests present to order at 8:35. Jim Dunkelman led the Board in the flag salute. Introductions were made.	<b>No Action Taken</b>
<b>2. Approval of Jun 14<sup>th</sup>, 2018 Interim Board Minutes</b>	Paul White reviewed the June 14 <sup>th</sup> , 2018 Interim Board Minutes. Discussion Followed.	<b>Paul moved and Ron Jeffery seconded the approval of the June 14<sup>th</sup>, 2018 minutes. The minutes were approved unanimously.</b>

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<p><b>3. Introductions of guests, announcements, public comment</b></p>	<p>Melinda opened the floor for any introductions, announcements, or public comment.</p> <p>a. Stephen Ortiz stated that he will be sending a list of issues that he would like the Board to review and consider;</p> <p>b. Frank Rinaldi stated that the Board had to create a mechanism for call in discussions at Board meetings. The only mechanism we have at this point is someone’s cell phone. There is no hard wire phone line coming into the Railroad museum conference room. Marco stated he will have his staff look into it. Discussion followed.</p> <p>c. Ron Jeffery brought up the topic of valet parking and metered parking as a means of revenue for the district. Marco suggested going through the Land Use &amp; Project Review Committee. Melinda suggested putting together a task force.</p> <p>d. Don Lomont passed out a template for how future contractors should be reviewed and considered at the Committee as well as Board meetings;</p>	<p><b>a. No action taken</b></p> <p><b>b. No action taken</b></p> <p><b>c. Melinda moved and Michael seconded to create a task force for valet parking and parking meters and for Ron J. to chair that committee. The motion passed unanimously.</b></p> <p><b>d. No action taken</b></p>
<p><b>4. Committee Tasks</b></p>	<p>Melinda, Tim, Michael, &amp; Marco went through the following items:</p>	
<p><b>a. Executive Committee:</b></p>	<p>Melinda and Marco went through the following items:</p>	
<p><b>a. Report from the President;</b>  <b>b. Finance Report;</b>  <b>c. Draft nomination form and application for Annual elections;</b></p>	<p>a. Melinda reported on her attendance at a special city council meeting where the city discussed 1.) shopping carts &amp; 2.) food trucks. Discussion was held on shopping cart the City’s job to regulate them. Conal weighed in and stated that he will look up the codes to see if any fines are levied against stores who have abandoned shopping carts. Discussion followed.</p> <p>b. Jim D. gave the financial report. He estimates that we will have a\$200,000</p>	<p><b>a. No action taken</b></p> <p><b>b. No action taken</b></p> <p><b>c. Melinda moved and Michael seconded that the new nominations dates, the Annual meeting date and the appointment of the nominations Committee be</b></p>

	<p>carry forward from FY 18 to FY 19. Discussion followed.</p> <p>c. Marco went over the Annual election nomination and application form. He had set the date for the October meeting. Paul reported that the Exec Committee had met and decided to move the Annual meeting to September, thereby shortening the application period. The new dates for the application or nomination submission is now as follows:</p> <ol style="list-style-type: none"> <li>1. Nomination forms will be e-mailed and mailed the week of July 23<sup>rd</sup>, if possible;</li> <li>2. The nominations due date will be on August 6<sup>th</sup>;</li> <li>3. The Annual meeting will be on Thursday, Sept. 6<sup>th</sup> at 8:00 a.m.</li> </ol> <p>The Exec Committee is furthermore proposing that the following people serve on the nominating committee: Melinda, Mina, Ron, Mark St. Julien. Discussion followed.</p>	<p><b>approved. The motion was approved unanimously.</b></p>
<p><b>b. Sidewalk Operations Committee</b></p>	<p>Marco and Michael reviewed the following items:</p>	
<p><b>1. Update on Contract with Coastal</b></p>	<p>Michael gave an update on the work that Coastal Landscaping was doing – primarily pressure washing of the sidewalks each morning.</p> <p>Marco has been asking Tyson for a schedule of when his crew is pressure washing and when it is sweeping. Tyson will present that at the next Sidewalk Operations. Rick Elias then interrupted the conversation to complain that pressure washing and sweeping would not fix the sidewalks as long as the ficus trees were dropping their berries and leaves. This led to a heated and lengthy discussion. Frank then moved to limit public comment</p>	<p><b>Frank moved that ALL public comment be limited to 2 minutes based upon agenda items. The public will need to submit speakers slips if they want to address a specific item on the Board agenda. Ron seconded the motion. The Board approved the motion unanimously. This will be a new policy of the</b></p>

	based upon the interruptions from the audience.	<b>Board from here on out.</b>
<b>2. Aleco Security report</b>	Carlos Lopez from Aleco security was present to give his first updated report on the security services provided to the UWIA. Questions were held on what the officers do, where they do it, how visible they are and if they contact PD for incidents they can't control. A lengthy question and answer period followed.	<b>No action taken</b>
<b>c. District Identity Committee</b>	Marco and Tim reviewed the following items:	
<b>1. RFP for content Manager</b>	<p>a. Stephen gave an update on the applications submitted for the Content Manager position. He stated that Olive was going to propose to do some of the content manager work and then re-propose their scope of services. Once the Content Manager Task Force meets, they will make their recommendations to the Board, hopefully by the August Board meeting.</p> <p>b. Once the Content Manager has been selected, one of three companies who previously submitted proposals to do the web site: Geocentric, BBMD and Digical, will be reviewed and selected. The Board had previously selected these final companies.</p> <p>c. Olive then proposed that their contract be increased by \$300 per month to pay for pushing social media to the general public. This would not be an increase in Olive's contract but rather a reimbursement of a direct cost. Discussion followed so the Board would understand the value of the additional revenue</p>	<b>c. Frank moved and Ron seconded that Olive be reimbursed up to \$300 per month to push stories on social media. This is a pass through cost. The motion included a review and report to the Board in 3 months on how effective this additional push has worked. The motion was approved unanimously.</b>

<b>d. Land use and Project Review Committee</b>	Marco and Frank reviewed the following items:	
	Conal stated that the City Council will be discussing the streetscape plan on September 11 <sup>th</sup> . Marco suggested that Frank's Committee meet in August to review a report on the streetscape plan and report back to the Board with a recommendation at the September 6 <sup>th</sup> meeting. Rick then began commenting again on the lack of vision of the UWIA and the streetscape plan and its purpose. A lively discussion followed. Marco, Conal and Frank will propose a date for a Land Use committee meeting in August	<b>No action taken</b>
<b>5. CLOSED SESSION</b>	Discussion occurred about the applicants for the position of District Manager.	<b>The Board agreed by unanimous decision to enter into negotiations with GM Properties to become the next District Manager for the Uptown Whittier Improvement Association. GM Properties will be invited for a *closed session* during the next board meeting.</b>
<b>7. Next Meeting date</b>	a. The next Board of Directors meeting will be on August 9 <sup>th</sup> , 2018 at 8:30 a.m. at the Transportation Depot.	<b>No action taken</b>
<b>8. Adjournment</b>	The meeting was adjourned at 11:00 a.m.	<b>No Action Taken</b>

**Minutes taken by Marco Li Mandri, Interim Director**