



Uptown Whittier Community Benefit District
Interim Board of Directors Meeting #9
Historic Train Depot
7333 Greenleaf, Whittier, CA 90601
Thursday, August 9th, 2018, 8:30 a.m.

Present: Melinda Pina, Don Lomont, Paul White, Jeff Langan, Tim Traeger, Mina De La Cerda, Jeff Collier, Ron Jeffery, Stephen Ortiz, Frank Rinaldi, Jim Dunkelman, Mark St. Julien,

Absent: Milt Pate, Dave McCoy, Michael Burkhart, Monica Ovieda

Guests: Kristen Wiberg, Andrew Yanez, Conal McNamara, Laurie Perschbacher, Gabriela De La Cerda Lim, Patricia De La Cerda, Stephanie Shamp, Ben Greer, Josue Alvarado (Councilman), Olivia Ruis, Frank Perez, Lucas Belhumeur, Irene McAllister, Pat O’Toole, Christine Singer-Luna, Marcy Monaco

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Melinda Pina, the interim President, called the meeting of the property owners and guests present to order at 8:35. Jim led the Board in the flag salute. Introductions were made.	No Action Taken
2. Approval of July 19th, 2018 Interim Board Minutes	Paul White reviewed the July 19th, 2018 Interim Board Minutes. An amended was made on page 5, mid page, item 3, “with” changed to “will”. Discussion followed.	Jim moved and Mark seconded the approval of the amended July 19th, 2018 minutes. The

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		minutes were approved unanimously.
3. Introductions of guests, announcements, public comment	<p>a. Pat O’Toole from the Whittier Historic Neighborhood Association requested a speaker for their September 24th meeting to talk about the UWIA and its goals. Paul and Melinda will see if they can make the presentation.</p> <p>Lt. Ryan Todd was introduced as the new Downtown Lt. in charge of deployment of officers. The Sidewalk Operations Committee should meet with the Lt. to discuss issues as to what is legal and illegal behavior in the Uptown area. That meeting will be scheduled after Labor Day.</p>	No action taken
4. Committee Tasks	Melinda, Tim, Michael, & Marco went through the following items:	
a. Executive Committee:	<ol style="list-style-type: none"> 1. Melinda updated everyone on the recent article in the Whittier Daily News on the new Ambassador services. On August 13th, the Uptown Association will have its annual meeting. 2. Jim reported on the current financial condition of the CBD. To date, \$452,000 has been collected in assessments; 3. Paul reported that the Franchise Tax Board has sent a letter acknowledging the Tax exempt status of the UWIA; 4. The Nominations Committee is to meet and accept nominations submitted by the time of their meeting. They will then submit the qualified candidates to the Board at its Annual meeting in September. A lengthy discussion occurred on whether one property can nominate more than one property rep to serve as a Property Director on the Board. After the debate it was unanimously decided by consensus to advise the Nominations Committee that each property owner should only appoint 	<ol style="list-style-type: none"> 1. No action taken 2. No action taken; 3. No action taken; 4. No action taken

	<p>one rep to fill a Property Director seat. Any other recommendation on filling the Board should come in the form of recommendations from the Committee to the Board on Sept. 6th.</p> <p>5. Marco raised the issue brought up in June about the Executive Committee having the authority to expend up to \$500 between Board meetings for extraordinary situations. Any allocation would be approved after the fact at the following Board meeting. Discussion followed.</p>	<p>5. Frank moved and Tim seconded the motion to authorize the Executive Committee to expend an amount not to exceed \$500 between meetings, as long it is approved at the following Board meeting. The motion was approved unanimously.</p>
<p>b. Sidewalk Operations Committee</p>	<p>Tyson was not present from Coastal to give an update on the cleaning services. Marco and Mark explained his orientation was to pressure wash all of the sidewalks first, and then move to regular sidewalks sweeping. Tyson’s hand drawn map, which was color coded, was all the Committee had to see the type and frequency of services. Frank stated he wanted more clarity on the services provided, when and where. Discussion followed.</p>	<p>No action taken</p>
<p>c. Aleco Security report</p>	<p>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. Officers have been working to connect with the businesses to introduce themselves.</p> <ul style="list-style-type: none"> - Frank Rinaldi asked about their response rate. Carlos said about 4 out of 5 times (80% response rate). 	<p>No action taken</p>

	<ul style="list-style-type: none"> - Carlos also reported that the officers are mostly focused on giving reminders to the guests in uptown (i.e. that skateboarding is not allowed, etc.) - A new officer has been hired since one of the original officers suffered back issues. <p>A lengthy question and answer period followed.</p>	
<p>c. District Identity Committee</p>	<p>Marco and Tim reviewed the following items:</p>	
<p>1. RFP for content Manager</p>	<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. The current respondents will be given the opportunity to re-bid on the contract with the revised scope of services. Stephen will communicate that to them. Olive will present their revised scope at the September 6th Board meeting. The Content Manager Task Force will recommend the following:</p> <ol style="list-style-type: none"> 1. Olive’s revised contract; 2. Selection of the content manager contractor; 3. Authorization for the DISI Committee to select the finalist for the web site design. <p>Discussion followed.</p> <p>Once the Content Manager Task Force meets, they will make their recommendations to the Board, hopefully by the September 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,</p>	<p>No action taken</p>

	<p>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> <p>b. Lauren from Olive gave an update on the press coverage the Uptown had recently received. Cree gave an update on the social media progress. There are now 280 Instagram, 275 Facebook and 20 twitter followers based upon the push recently enacted.</p>	
<p>d. Land use and Project Review Committee</p>	<p>Frank distributed a paper on the history and liability of sidewalks.</p> <p>Marco and Frank will try to have a Land Use Committee meeting prior to the next Board meeting. The Council will be hearing the recommendations for the final streetscape plan on September 11th, and if possible, it would be good to have a UWIA position on issues such as Street trees, street light standards, public spaces and trash receptacles. Frank and Marco will try to coordinate the meeting the last few weeks of August with City staff.</p>	<p>No action taken</p>
<p>5. CLOSED SESSION</p>	<p>Discussion occurred about the applicants for the position of District Manager. The discussion in closed session was regarding finalizing the agreement with GM Properties as District Manager and having them commence services as of September 1st, 2018 at the rate of \$4,000 per month</p>	<p>No action taken based upon the interview with GM staff. The Executive Committee will work to finalize the agreement and submit to the Board for approval on September 6th.</p>

7. Next Meeting date	a. The next Board of Directors meeting will be on Thursday, September 6 th , 2018 at 8:00 a.m. at the Transportation Depot.	No action taken
8. Adjournment	The meeting was adjourned at 11:00 a.m.	No Action Taken

Minutes taken by Marco Li Mandri, Interim Director