



UWIA Board Meeting Announcement

On March 12, 2020, Governor Newsom issued Executive Order No. N-29-20, which allows board members / committee members to attend publicly announced meetings telephonically. Please be advised that some, or all, committee members may attend this meeting telephonically.

Consistent with mandates of Executive Order No. N-29-20, a physical location from which members of the public may observe the meeting or offer public comment will not be made available. Neither the Whittier Community Center nor GM Properties will be open to the public for this meeting; however public comment on the attached agenda can be provided via email at info@uwia.org.

Please submit public comments and questions at least one hour before the start of the meeting to ensure the Board members receive them in time to view them at the meeting.

**Uptown Whittier Improvement Association
Board of Directors
Whittier Community Center, 7630 Washington Avenue
TELECONFERENCE MEETING
Thursday, July 8, 2021, at 8:30 a.m.**

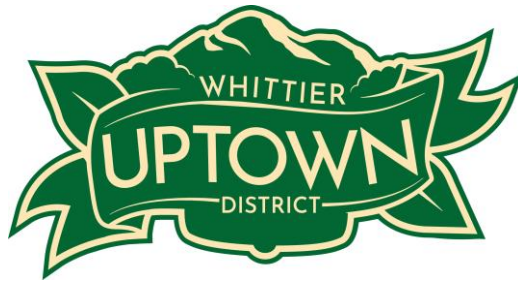
Current List of UWIA Board Members: Ginny Ball, Jim Dunkelman (Treasurer), Katie Galvin-Surbatovic (Vice President) or Ben Pongetti or Brian Saeki, Stephen Ortiz (Secretary) or Irene McCallister, Milt Pate, Melinda Pina, Frank Rinaldi (President), Steven Rodriguez and Mark St. Julien

AGENDA

- 1. Call to Order: Frank Rinaldi, President**
- 2. Roll call: Brent or Stephanie**
- 3. Public Comment** - The public is invited to address the UWIA Board regarding any item of business. Speakers must limit their comments to two minutes. Pursuant to State law, the Board cannot take action or express a consensus of approval or disapproval on any oral communications which do not appear on the printed agenda.

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

c/o GM Properties ■ 13305 Penn Street, Suite 200 ■ Whittier, CA 90602
P (562) 697-5000 ■ F (562) 693-2126
info@uwia.org ■ www.uwia.org



4. Approval of the UWIA Board meeting minutes from June 10, 2021

Action Item

5. Committee tasks:

a. Executive Committee: Frank Rinaldi

1. Frank Rinaldi
 - Executive Committee update
 - Taskforce update on meeting with Whittier Chamber
 - Taskforce update on RFP for the District Manager
 - Other
2. Finance report – Jim Dunkelman
 - Review UWIA financials
 - Other

b. Contractor Update – If contractors / vendors are available in person or on the call they can provide any updates / revisions not included in reports or be available for questions should there be any

1. Aleco – Carlos (report attached)
2. Edna Becerra (report attached)
3. Coastal Landscape Services – Tyson (no report this month)

c. District Identity Committee: Ricardo Diaz

1. District Identity Committee update
2. Update on summer banners
3. Other

d. Sidewalk Operations Committee: Steven Rodriguez

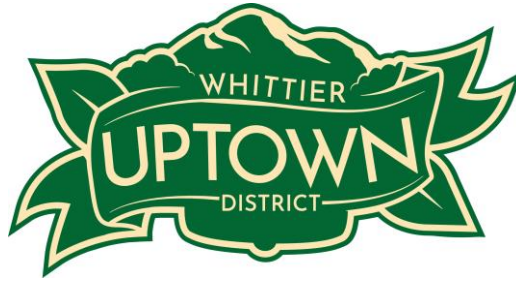
1. Sidewalk Committee update
2. Update on progress of Ambassador RFP
3. Update on current Ambassador agreement
4. Update on June 25th Ambassador incident
5. Other

e. Land Use and Project Review Committee: Frank Rinaldi

1. Land Use Committee update
2. Other

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

c/o GM Properties ■ 13305 Penn Street, Suite 200 ■ Whittier, CA 90602
P (562) 697-5000 ■ F (562) 693-2126
info@uwia.org ■ www.uwia.org



6. Other Board Items

7. Next Regularly Scheduled UWIA Board Meeting: August 12, 2021, at 8:30 a.m., at the Whittier Community Center, 7630 Washington Ave or possibly telephonically

8. Adjournment: _____

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at the Whittier Train Depot, at the office of the UWIA (GM Properties) and on their website www.uwia.org. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brent Haskell brent@qmpropertiesinc.com or Stephanie Shamp stephanie@qmpropertiesinc.com of GM Properties at (562) 697-5000.

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

c/o GM Properties ■ 13305 Penn Street, Suite 200 ■ Whittier, CA 90602
P (562) 697-5000 ■ F (562) 693-2126
info@uwia.org ■ www.uwia.org



**Uptown Whittier Improvement Association
Board of Directors Meeting
Whittier Community Center
7630 Washington Avenue, Whittier, CA 90602
TELECONFERENCE MEETING
Thursday, June 10, 2021, 8:30 a.m.**

Current Lists of UWIA Board Members: Frank Rinaldi (President), Katie Galvin-Surbatovic (Vice President)/Ben Pongetti/Brian Saeki, Jim Dunkelman (Treasurer), Stephen Ortiz (Secretary)/Irene McCallister, Ginny Ball, Milt Pate, Melinda Pina, Steven Rodriguez, and Mark St. Julien

Present: Ginny Ball, Jim Dunkelman, Katie Galvin-Surbatovic, Stephen Ortiz, Milt Pate, Melinda Pina, Frank Rinaldi, and Steven Rodriguez

Absent: Mark St. Julien

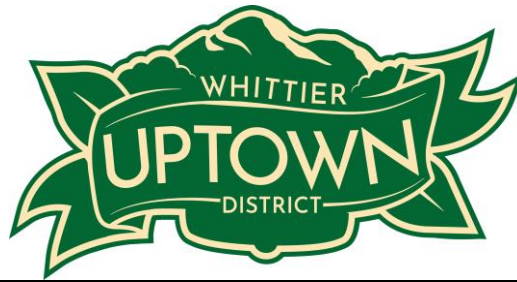
Guests: David Gonzalez

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

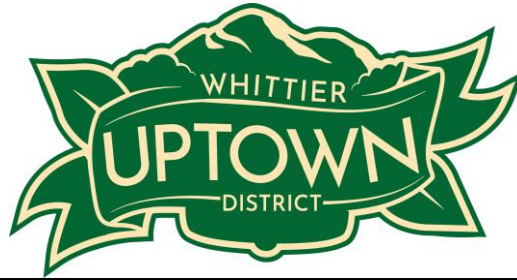
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Frank Rinaldi called the meeting to order at 8:32 a.m.	1. No Action Taken
2. Roll Call	Brent Haskell took roll call.	2. No Action Taken
3. Public Comment	Brent Haskell stated an email received. Brent read the email received from Tina Ramirez on her interest in UWIA. Tina was invited to attend telephonically. Board	3. No Action Taken

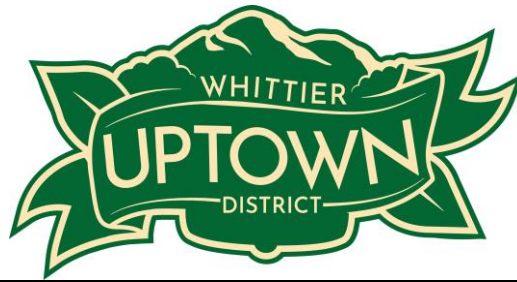
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



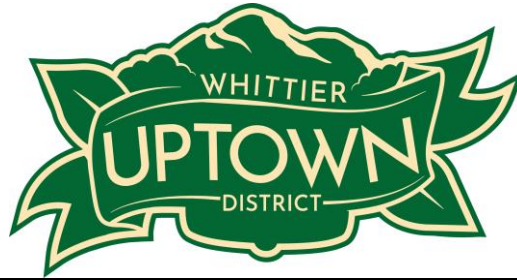
	and Committee meetings lists were provided.	
4. Approval of the UWIA Board Meeting Minutes from May 13, 2021	Corrections need to be made as follows:	4. Jim Dunkelman Moved to Approve the May 13, 2021 UWIA Board Meeting Minutes. Ginny Ball 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.
5. Review and Approve the Attached Property Owner Packet to be Mailed Regarding the Election of Board Members.		5. Ginny Ball Motioned to Approve to Mail the Property Owner Packet Regarding the Election of Board Members. Jim Dunkelman 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes
6. Committee Tasks		
a.1. Executive Committee report – Frank Rinaldi	a.1. Brent Haskell updated the Board on the Taskforce meeting with Whittier Chamber. June 18 th is the next meeting. The discussion included the outside dining noise ordinance. Katie Galvin-Surbatovic reiterated the permit process then moved onto confirmed violations, with proof of violation the city addresses. Code Enforcement has a process with pictures and videos being the first process. The current permit expires 120 days after 100% reopen – approximately 10/15/21. Frank Rinaldi opened the floor for volunteers for the District Manager RFP.	a.1. No Action Taken



<p>a.2. Finance report – Jim Dunkelman</p>	<p>The Taskforce consists of Stephen Ortiz, Dave Gonzalez, and Ginny Ball. Brent Haskell stated the Taskforce is to create an RFP for the District Manager, interview, and report to the Executive Committee. The Executive Committee then reports to the Board on their recommendation. Term can be up to three years. Katie stated the City created the Greenleaf Promenade survey for potential on/off per season or permanently. The community at large was surveyed including the business owners and property owners. Survey was shared with Frank Rinaldi and Brent Haskell. Requested not to share with others. Email any questions directly that are wanted to be included in the survey. To go out next week. Posted on online platforms – FaceBook, Twitter, Nextdoor as well as to be mailed. Goal objective is ensuring all stakeholders are heard. The survey is general and logical.</p> <p>a.2. Jim Dunkelman stated in mid-fiscal year. The Sidewalk budget is stretched. Not concerned, using reserves. A possible solution is allocating Ambassador Service to all other committee budgets. DISI not using other items. The funds are to come in with the City report.</p>	<p>a.2. No Action Taken</p>
<p>b. Contractor Update</p>	<p>Frank Rinaldi went through the following items and opened the floor for discussion:</p>	
<p>1. Aleco Report – Carlos Lopez</p>	<p>See Attached Written Report. Carlos Lopez stated the Ambassadors have a new uniform inline with the vision of the Board. Dark green shirts with UWIA logo in the heart area. Toned down security</p>	<p>1. No Action Taken</p>



	posture. The next step is to have “Ambassadors” or “Safety Ambassadors” across the back.	
2. Edna Becerra – Social Media Overview	See Attached Written Report.	2. No Action Taken
3. Coastal Landscape Services – Tyson Smith	See Attached Written Report.	3. No Action Taken
c.1.-4. District Identity Committee Update: Ricardo Diaz		c.1.-3. Tabled
d.1.-6. Sidewalk Operations Committee Update: Steven Rodriguez	<p>Steven Rodriguez asked if the Board is interested in doing a Security Assessment RFP report. The Ambassadors are to be the eyes and ears. Frank Rinaldi stated the next step is for UWIA to talk with the City to enforce safety. Continue with the Ambassador RFP and new agreement with the attorney, Rutan & Tucker, LP. Recommendation to come from the Sidewalk Committee for the Board to approve. Stephen Ortiz stated the City is providing foot patrol once in place survey is needed. Dave Gonzalez stated a benchmark assessment, not a security assessment, but a safety assessment. Frank stated need City in place then can assess. Stephen Ortiz not in agreement. Carlos Lopez stated no indication of security on attire.</p>	d.1.-6. Steven Rodriguez Motioned to Send the Maintenance Agreement Contract to Tyson Smith for Signature. Ginny Ball 2nd. All in Favor. Motion Passes.
e. 1.-2. Land Use and Project Review Committee Update: Frank Rinaldi	Frank Rinaldi stated Land Use meeting was cancelled last month.	e.1.-2. No Action Taken



<p>7. Other Board Items</p>	<p>Ginny Ball stated the DISI Committee approved the \$1,000.00 donation. Holding off in July. Anonymous donor only matching funds in July. Library meeting room discussed. Frank Rinaldi stated his dentist tenant was broken into for the second time. Waited for hours. No reports taken. Melinda Pina stated rock thru building window. Can fill out report online. An attorney will not write a report. Ginny stated the police are following the law. Katie Galvin-Surbatovic stated to invite Chief Aviv Bar to the meeting. July 1st budget, to be approved June 1st, and new captain. The right person needs to be at the meeting.</p>	<p>7. No Action Taken</p>
<p>8. Next Meeting date</p>	<p>Next regularly scheduled Board of Directors meeting will be on Thursday, July 08, 2021 at 8:30 a.m. at the Whittier Community Center at 7630 Washington Avenue or possibly telephonically.</p>	<p>8. No Action Taken</p>
<p>9. Adjournment</p>	<p>The meeting was adjourned at 10:01 a.m.</p>	<p>9. No Action Taken</p>

Minutes taken by Brent Haskell and Stephanie Shamp, GM Properties

12 Months Income Statement

UWIA - UWIA

Period = Dec 2020-Nov 2021

Book = Cash ; Tree = YSI Standard Income Statement

ACCOUNT	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Total
INCOME													
Regular Assessment	0.00	0.00	274,106.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	274,106.64
TOTAL INCOME	0.00	0.00	274,106.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	274,106.64
EXPENSE													
UWIA -AE - DM Allocation	0.00	6,400.00	6,400.00	0.00	0.00	0.00	9,600.00	0.00	0.00	0.00	0.00	0.00	22,400.00
UWIA -AE - Accounting	0.00	0.00	0.00	0.00	0.00	9,725.00	0.00	0.00	0.00	0.00	0.00	0.00	9,725.00
UWIA - AE - Insurance	0.00	1,477.00	3,840.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,317.00
UWIA - AE - Compliance	0.00	0.00	0.00	0.00	75.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	75.00
UWIA - AE - Legal	747.50	0.00	0.00	0.00	0.00	0.00	1,657.50	0.00	0.00	0.00	0.00	0.00	2,405.00
UWIA - SO - Admin	0.00	800.00	800.00	0.00	0.00	0.00	1,200.00	0.00	0.00	0.00	0.00	0.00	2,800.00
UWIA - SO - Maint Contract-Labor	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	12,500.00	0.00	0.00	0.00	0.00	0.00	87,500.00
UWIA - SO - Ambassadors	5,400.00	0.00	5,400.00	11,190.00	5,400.00	5,400.00	5,400.00	0.00	0.00	0.00	0.00	0.00	38,190.00
UWIA - DI- Admin	0.00	800.00	800.00	0.00	0.00	0.00	1,200.00	0.00	0.00	0.00	0.00	0.00	2,800.00
UWIA - DI- Banner Program	0.00	0.00	0.00	0.00	6,166.98	0.00	2,857.99	2,857.99	0.00	0.00	0.00	0.00	11,882.96
UWIA - DI- Logo Branding	0.00	0.00	0.00	0.00	0.00	0.00	312.23	0.00	0.00	0.00	0.00	0.00	312.23
UWIA - DI- Memberships	0.00	0.00	0.00	0.00	0.00	0.00	300.00	0.00	0.00	0.00	0.00	0.00	300.00
UWIA - DI- PR/Social Media	0.00	2,100.00	1,050.00	1,050.00	0.00	2,767.00	2,050.00	0.00	0.00	0.00	0.00	0.00	9,017.00
UWIA - DI-Content Management	0.00	1,050.00	525.00	525.00	0.00	1,050.00	525.00	0.00	0.00	0.00	0.00	0.00	3,675.00
UWIA - DI-Website design	200.00	200.00	0.00	400.00	0.00	400.00	200.00	200.00	0.00	0.00	0.00	0.00	1,600.00
UWIA - DI-Website Maint	0.00	1,050.00	525.00	525.00	0.00	1,050.00	525.00	0.00	0.00	0.00	0.00	0.00	3,675.00
Postage	0.00	0.00	230.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	230.40
TOTAL EXPENSE	18,847.50	26,377.00	32,070.40	26,190.00	24,141.98	32,892.00	38,327.72	3,057.99	0.00	0.00	0.00	0.00	201,904.59
NET INCOME	-18,847.50	-26,377.00	242,036.24	-26,190.00	-24,141.98	-32,892.00	-38,327.72	-3,057.99	0.00	0.00	0.00	0.00	72,202.05

Balance Sheet

UWIA - UWIA

Month = Jun 2021

Book = Cash ; Tree = YSI Standard Balance Sheet

ACCOUNT	CURRENT BALANCE
ASSETS	
Cash	
Checking Account	8,179.14
Chase Bank(Owner Managed)	567,289.45
Total Cash	<u>575,468.59</u>
TOTAL ASSETS	<u>575,468.59</u>
Capital	
UWIA - Capital	438,225.50
Current Earnings	137,243.09
Total Owner's Capital	<u>575,468.59</u>
TOTAL LIAB. & CAPITAL	<u>575,468.59</u>



Ambassador Report

UWIA 7/1/21

- Ambassador Posture
- Issues

<p>Ambassador Success and Posture:</p>	<div data-bbox="423 548 1479 705" style="border: 1px solid black; padding: 5px;"> <p>The <i>current</i> Success of the Ambassador Program is to bring about a security posture to the uptown area by deterring crime and delivering a highly visible, mobile, and communicative team. PREVIOUS POSTURE as stated on last report.</p> </div> <div data-bbox="423 789 1487 915" style="border: 1px solid black; padding: 5px; background-color: #ffff00;"> <p>Ambassadors are delivering a welcoming, visible, and informative presence to enhance the visitor's experience to the uptown area. <u>CURRENT POSTURE as stated on last report June 3, 2021.</u></p> </div> <ul style="list-style-type: none"> • AMBASSADORS ARE PROVIDING INFORMATION ABOUT UPTOWN EATERIES AND CLOTHING BUSINESSES • AMBASSADORS ARE PRESENTING THEMSELVES AT THE THEATER FOR VISIBILITY • Ambassadors are passing out maps when asked for directions • Continuing the Proxiguard reporting with accompanying photos
<p>Issues:</p>	<ul style="list-style-type: none"> • SKATEBOARDERS continue to be in the uptown promenade and new parking structure engaging in dangerous activity . • PRELIMINARY INTERNAL (ALECO SECURITY) INCIDENT REPORT ATTACHED. The investigation continues, aligned with Aleco Security protocols. This will also involve follow up interviews with managers, staff, and interviews conducted by our insurance company. Further medical specialists are scheduled to examine our employee. In addition, a transcript of the phone call will help establish a timeline of the incident. • I suggest we meet to discuss a customized incident report for the UWIA. We would like to extend a customized incident report for the UWIA as customized incident reports exist for our other clients. This would be in addition to the Proxiguard incident report.

Marketing Report: June 2021



Philadelphia Street Banner Project

Summer-themed banners are now hanging along Philadelphia, in time for the 4th of July holiday. A new set for fall will be reviewed by the DISI committee at its July meeting.



Website Analytics

Acquisition

- google (84%)
- facebook.com (10.7%)
- bing
- baidu
- Other
- (direct)

Pageviews

Destination Page	Pageviews	Unique Pageviews
/experience-uptown-whittier/	294	268
/	64	55
/news/	23	20
/minutes-and-agendas/	19	11
/sidewalk-beautification/	17	15
/the-uwia/	14	11
/uptown-whittier-to-host-citys-first-gay-pride-festival/	13	13
/board/	12	11
/covid19letter/	10	10
/ambassadors/	9	9

Pageviews

516
% of Total: 100.00% (516)

Unique Pageviews

463
% of Total: 100.00% (463)

Sessions

372
% of Total: 100.00% (372)

Bounce Rate

80.91%
Avg for View: 80.91% (0.00%)

Time on Page

00:02:36
Avg for View: 00:02:36 (0.00%)

Social Media Analytics

	Followers	Follower Change	Posts	Impressions	Engagement Rate
Facebook	4880	0%	10	5771	7%
Instagram	3357	3%	10	12924	12%
Twitter	280	1%	10	1844	8%

Top 3 Facebook Posts



Impressions 1043
Engagements 106



Impressions 902
Engagements 89



Impressions 740
Engagements 60

Top 3 Twitter Posts



Impressions 312
Engagements 8



Impressions 260
Engagements 13



Impressions 215
Engagements 13

Top 3 Instagram Posts



1,772 views · Liked by alb101
ouruptownwhittier Pride Ride 2021 is underway! Drivers are departing from Central Park in Uptown Whittier and driving all throughout the city.
#PrideRide2021 #MeetMeInUptown

Impressions 2766
Likes 402
Comments 13
Shares 109



Liked by alb101 and 201 others
ouruptownwhittier #UptownWhittier is dressed in rainbow today! Part One of #WhittierPride2021 happening right now along the Greenleaf Promenade. Part Two, the Pride Ride, is June 19.

Impressions 2003
Likes 202
Comments 1
Shares 14



Liked by alb101 and 149 others
ouruptownwhittier This is the comfort food you need on a Friday night.
#ManILoveFideo #MeetMeInUptown #UptownWhittier

Impressions 1591
Likes 150
Comments 2
Shares 7