



Uptown Whittier Improvement Association
Board of Directors Meeting
Whittier Community Center
7630 Washington Avenue, Whittier, CA 90602
Thursday, February 13, 2020, 8:30 a.m.

Current Lists of UWIA Board Members: Ginny Ball, Jim Dunkelman (Treasurer), Conal McNamara (Vice President), Stephen Ortiz or Irene McCallister, Monica Oviedo (Secretary) or Steven Rodriguez, Milt Pate, Melinda Pina, Frank Rinaldi, and Mark St. Julien (President)

Present: Conal McNamara (Vice President), Jim Dunkelman (Treasurer), Monica Oviedo (Secretary), Ginny Ball, Milt Pate, and Melinda Pina

Absent: Stephen Ortiz / Irene McCallister, Frank Rinaldi, and Mark St. Julien (President)

Guests: Ricardo Diaz

Consultant/

Staff: Brent Haskell and Stephanie Shamp – GM Properties Inc., Edna Becerra

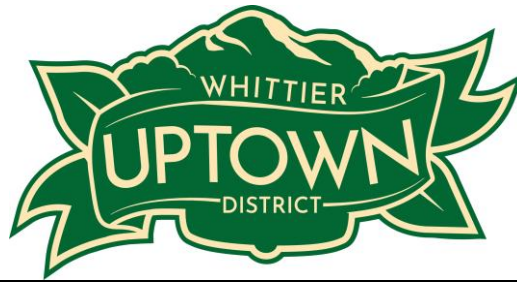
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Conal McNamara, the Vice President, called the meeting to order at 8:37 a.m.	1. No Action Taken
2. Introductions of Guests and Announcements		2. No Action Taken
3. Flag Salute	Melinda Pina led the Board and guests in the flag salute.	3. No Action Taken

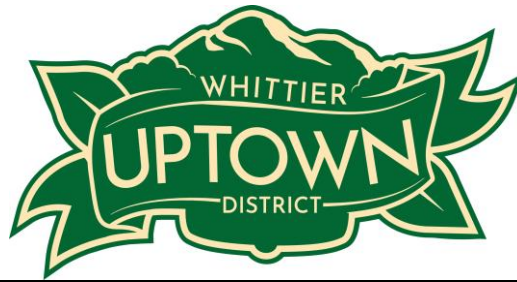
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



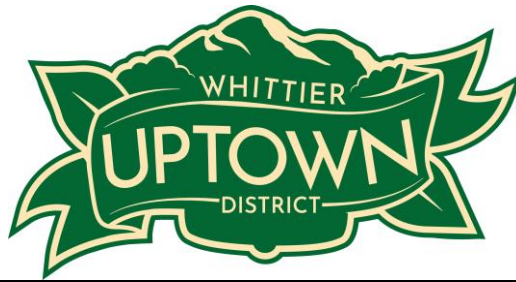
<p>4. Public Comment</p>	<p>Conal McNamara opened the floor for public comment as follows: Ginny Ball announced the Whittier Public Library foundation is reading “Dear Los Angeles” by David Kipen and are holding a writing essay of 500 words or less. The library will be making a booklet. Ginny provided a flyer. Melinda Pina requested flyer copies for her academy. Ginny will email Brent Haskell.</p> <p>Milt Pate noticed the gym is being worked on. Conal McNamara stated the gym is staying.</p>	<p>4. Brent Haskell to forward the library flyer to the Board.</p>
<p>5. Approval of the UWIA Board Meeting minutes from January 16, 2020</p>	<p>Corrections need to be made as follows:</p>	<p>5. Jim Dunkelman motioned to approve the January 16, 2020 UWIA Board Meeting Minutes. Melinda Pina 2nd. None opposed. Minutes approved.</p>
<p>6. Board to review and approve proposed changes to the UWIA bylaws recommended by the Executive Committee based on comments from Rutan & Tucker</p>	<p>Jim Dunkelman had a question on Task Force and Other Committees from Rutan & Tucker, LLP recommendations. Brent Haskell discussed the Task Force or Advisory Committee with non-board or non-committee members become Brown Act Compliant task forces or committees. Conal McNamara stated he understands it to be a bit like an Ad Hoc Committee. Jim is good with what was discussed at the Board meeting.</p>	<p>6. Jim Dunkelman moved to adopt to add the recommended changes to the bylaws from Rutan & Tucker, LLP. Ginny Ball 2nd. None opposed. So moved.</p>
<p>7. Board to discuss and approve the review prepared by</p>	<p>Financials were reviewed on a modified cash basis and reporting revenue through the year with concentration of at-risk</p>	<p>7. Melinda Pina motioned to approve to meet MDA</p>



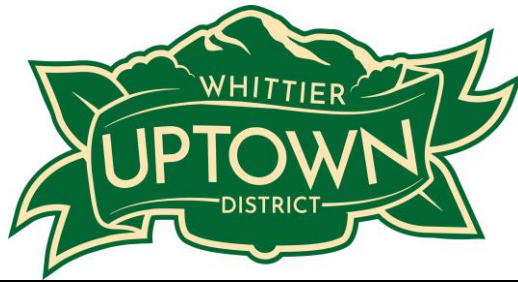
<p>Eide Bailly to be presented to the City of Whittier on or before February 28, 2020</p>	<p>notes. Eide Bailly thinks the comments should be noted with Coastal, Aleco, and Olive. No subsequent events needed to report at this time. Jim opened the floor for questions. There were none.</p>	<p>Requirements to submit to the City of Whittier. Steven Rodriguez 2nd. Non opposed. Motion passed.</p>
<p>8. Committee Tasks</p>		
<p>a. Executive Committee:</p>	<p>Conal McNamara went through the following items:</p>	
<p>a.1. President report – Mark St. Julien a.2. Finance report – Jim Dunkelman</p>	<p>a.1. Mark St. Julien not present a.2. Jim Dunkelman went over delinquencies assessed and collected. Cash with GM and expenses to date. Jim opened the floor for any questions. There were none.</p>	<p>a.1. Tabled a.2. No Action Taken</p>
<p>b. Contractor Update</p>	<p>Conal McNamara went through the following items and stated to email questions to Brent Haskell and he will forward them onto the vendors:</p>	
<p>b.1. Aleco report – Carlos Lopez</p>	<p>Carlos Lopez not present. See Attached Written Report.</p>	<p>b.1. No Action Taken</p>
<p>b.2. Edna Becerra – Social Media Overview</p>	<p>See Attached Written Report. Edna Becerra stated the Poet Gardens and Whittier Brewing Company are taking off with engagement invites into the city. Edna would like to talk about goals before putting money into anything. Popups Friday and Saturday are liked and piggyback. Edna wants to talk about goals, benchmarks, and exposure by putting out</p>	<p>b.2. No Action Taken</p>



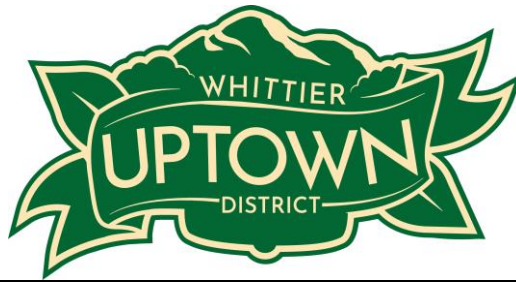
	<p>Whittier content. Not just social media and website. Currently viewers are looking at meeting and agendas, in and out. Edna would like to improve social media outreach. Melinda Pina would like to use pictures from social media on the website. An interest survey for the committees is discussed. Melinda is concerned what is said and lots of engagement. For example, the Nextdoor App. There is negativity not wanted on the website. Melinda wants interest, solutions, and engagement, not negativity. Edna asked if there has been email engagement. Brent Haskell stated not recently. Ricardo Diaz stated UWIA can stop the bad with monitoring the site. Edna moved on stating outside media attention for the Whittier Brewing Company and wants to add a piece. Melinda added Spectrum News features Whittier on certain days. Good to connect. Edna will reach out and connect with Spectrum as Whittier is a destination.</p>	
<p>b.3. Coastal Landscape Services – Tyson Smith</p>	<p>Tyson Smith not present. See Attached Written Report.</p>	<p>b.3. No Action Taken</p>
<p>c.1.-3. District Identity Committee Update: Ricardo Diaz</p>	<p>c.1. - 2. Ricardo Diaz still working with Edna Becerra and getting information for the kiosk. Ricardo advised the Board there is a limited supply of billboards available with only a couple on the 605 obstructed by trees and few available along Whittier Blvd. A marketing add agency taking and re-selling most billboards. There is one available near the Shell station at Strub</p>	<p>c.1. – 3. Jim Dunkelmann moved to allow DISI Committee to develop billboard content and move on the opportunity within the budget. Ginny recused. Steven</p>



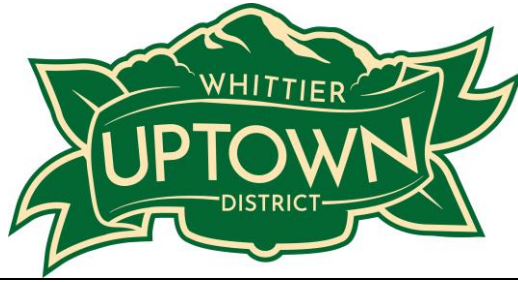
	<p>Avenue and Whittier Boulevard. Jim Dunkelman asked if DISI looked for opportunity and wants to act immediately. Melinda Pina asked the Board to allow the DISI Committee for billboard content approval. Ginny Ball wants to view via email. Ginny discussed the billboard on Whittier Boulevard down from Sorensen Avenue. Conal McNamara asked Ginny if that billboard is on her property. Ginny replied yes. Conal recommended Ginny recuse herself from discussing the location of a possible billboard for the UWIA.</p> <p>Melinda Pina stated the Owner Event / Social has good momentum. Andrew Yañez designed the postcard and it was mailed out yesterday. Edna Becerra post & social media post 1 ½ weeks. Getting 100 bags. The take away is \$10 per bag. Melinda researched 100 messenger bags at \$4.00 each with the tan logo on them. Bought white pens on green logo. The pens are ready to go & to be sent to Jim Dunkelman. The Committee came in substantially under budget. DISI purchased gift cards in supporting local businesses. State Farm will add to the giveaway. Melinda asked if there were any other local business promotions. The college shows. Ginny Ball would like to include the Whittier Museum. Melinda continued on to state the raffle is of Local Fixtures and two easels are needed to hold the descriptions on DISI and SOBO with committee chair standing with registration card. There will be a video montage playing in the background. Ricardo Diaz</p>	<p>Rodriguez 2nd. All others approved.</p> <p>No Action Taken</p>
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	<p>added engagement and network goals, space, and food handled the college’s catering company. Melinda said Brent Haskell is sending out to non-members, city employees, etc. Ginny Ball asked about name tags. Melinda replied hers says President. It needs to be changed and tags are needed for newer board members. Ricardo stated there will be a registration table. Melinda discussed a new property owner inquiry with conversation of UWIA and an invitation to the meeting. Ginny asked if there is an owner alert or notice to send something to new owners. Brent replied six months out and vague information is provided on title records. Edna Becerra asked if there is a way to work backwards and work with the listing agent. Brent replied some agents may and some may not be willing to provide information. Jim Dunkelman stated when UWIA first started with Marco there was a discussion of a new system and data improving. Conal replied no. Jim would like to update his book. Steven Rodriguez said there should be a drop down on website listed New Owner. Ginny said to ask WUA. Ricardo stated businesses only. An ongoing affair thru the assessor.</p>	
<p>d.1.-2. Land Use and Project Review Committee Update: Frank Rinaldi</p>	<p>d.1. – 2. Frank Rinaldi not present.</p> <p>Ginny Ball updated the Board. Everything evolved around the city. Brian Saeki was asked to the meeting on all projects. Conal McNamara stated the Land Use Committee originated to provide input and weigh in on projects. Ricardo Diaz asked if</p>	<p>d.1. – 2. Tabled</p>



	<p>the Parking and Valet were transferred over to Sidewalk Committee. Conal replied he believes so but is not certain. Brent Haskell replied he vaguely recalls the valet parking being transferred to the Sidewalk Committee but is not 100% certain.</p>	
<p>e.1.-2. Sidewalk Operations Committee Update: Stephen Ortiz</p>	<p>e.1. – 2. Stephen Ortiz not present.</p> <p>Melinda Pina stated there have been no Sidewalk meetings since November 2019 and Stephen Ortiz has not been at the Board meetings. Melinda is concerned if UWIA is being responsible stewards and owners are paying into the program and not meeting regularly. Sidewalk is a big percentage of UWIA budget. Melinda asked when the last time Stephen was at a Board meeting. Brent stated he did not know. Steven Rodriguez stated he needs to plan 2 to 3 weeks out and it is tough when the dates are changed. Conal echoed and stated afternoon meetings are tough for him. Melinda pointed out the meetings are scheduled a year out. Milt Pate stated when one person is available another is not. Ricardo Diaz stated the committee needs pressure. Jim Dunkelman stated Mark St. Julien needs to talk with Stephen. Melinda replied Mark stated he has once and would do it again. Conal asked if there is a co-chair. Brent replied not at this time. Jim asked when the upcoming meeting is scheduled. Brent replied February 27th at 1 p.m. Ricardo thinks the Board should show at the meeting to arrive to stress the importance. Melinda asked if there are any</p>	<p>e.1. – 2. Tabled</p>



	cancellations for the current meeting. Brent replied he has not sent out the agenda for the meeting on the 27th.	
9. Other Board Items	Milt Pate stated the parking structure is moving along. Conal McNamara stated the parking structure to be done by the end of the year or early 2021. By the time it's done it will provide plenty of parking. Alpha Beta is next and the public is seeing movement. Ginny Ball stated the library will be open after construction October 2021.	9. No Action Taken
10. Next Meeting date	Next regularly scheduled Board of Directors meeting will be on Thursday, March 12, 2020 at 8:30 a.m. at the Whittier Community Center at 7630 Washington Avenue.	10. No Action Taken
11. Adjournment	The meeting was adjourned at 9:47 a.m.	11. No Action Taken

Minutes taken by Brent Haskell and Stephanie Shamp, GM Properties