



**Uptown Whittier Improvement Association
Board of Directors Meeting
Whittier Community Center
7630 Washington Avenue, Whittier, CA 90602
Thursday, March 12, 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), Steven Rodriguez, Ginny Ball, Milt Pate, Melinda Pina, Frank Rinaldi, and Mark St. Julien

Absent: Jim Dunkelman (Treasurer), Monica Oviedo (Secretary), Stephen Ortiz / Irene McCallister

Guests: Ricardo Diaz

**Consultant/
Staff:** Brent Haskell and Stephanie Shamp – GM Properties Inc.

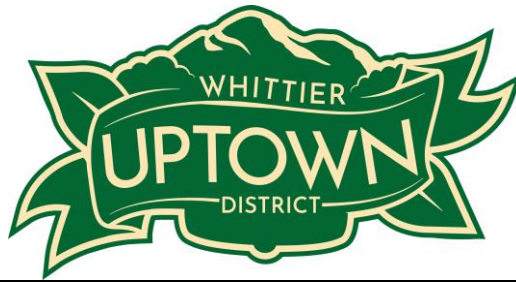
MINUTES:

<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 8:38 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
4. Public Comment		4. No Action Taken

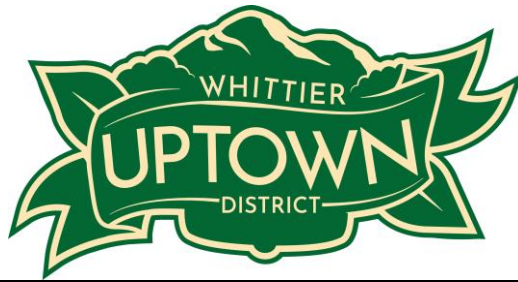
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



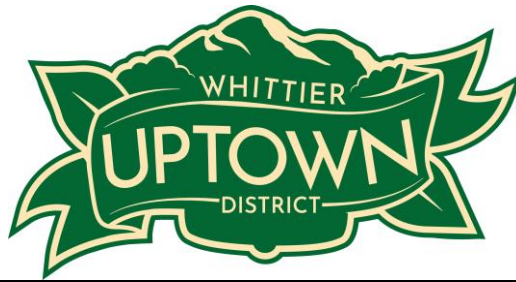
<p>5. Approval of the UWIA Board Meeting minutes from February 13, 2020</p>	<p>Corrections need to be made as follows:</p>	<p>5. Mark St. Julien motioned to approve the February 13, 2020 UWIA Board Meeting Minutes. Frank Rinaldi 2nd. Motion moved without objection.</p>
<p>6. Board to review and approve property owner update letter / package</p>	<p>Pages 11 – 30 of the Board packet were reviewed. Conal McNamara reminded the Board the letter is to all owners. Brent Haskell stated the packet is to go out at the end of the month. Conal opened the floor for discussion and stated he likes the layout. No further discussion.</p>	<p>6. Mark St. Julien motioned to approved the property owner update letter / package. Frank Rinaldi 2nd. None opposed. Motion moved.</p>
<p>7. Board to consider nominations for a new President and vote for a new President if a nomination is approved by the Board</p>	<p>Conal McNamara discussed the Executive Committee – Jim Dunkelman, Monica Oviedo, and Conal McNamara. Melinda Pina will consider the Executive Committee. She still wants to be involved and part of the decision process. Mark St. Julien is still part of the Sidewalk Committee. Melinda asked Brent Haskell about options of the Executive Committee acting as President. Brent replied it cannot be Jim because the Treasurer and the President cannot be the same position per the bylaws. Jeff Collier with Conal McNamara alternate listed. Conal stated the city manager, Brian, will be the main person by month end. Frank Rinaldi asked Conal when he is leaving. Conal replied March 27, 2020.</p>	<p>7. No Action Taken</p>
<p>8. Board to review, discuss and comment on attached draft of</p>	<p>Melinda Pina asked by whom was the survey drafted. Brent Haskell replied by either Monica Oviedo or Mark St. Julien. Melinda would like to take out “security”</p>	<p>Frank motioned to make the changes, then mail the survey to all property owners,</p>



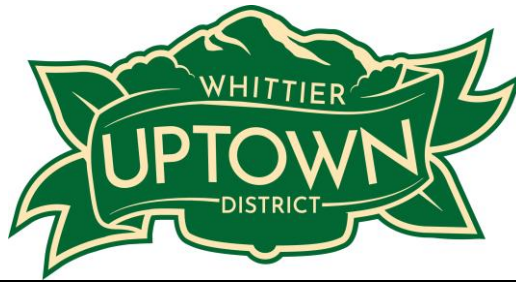
<p>property owner survey, should the Board determine there are no changes to the survey or after making changes to the survey can vote to approve the property owner survey for use</p>	<p>and leave the rest of the sentence in item 4. Item 6. “Valet” is lower case. Ricardo Diaz would like to add comprehensive parking. Conal McNamara thinks it’s too much. A city resolution within a year. Melinda would like to know how different is item 1. From 7. except the wording. Frank Rinaldi replied one a statement and the other asking how UWIA has done so far. Melinda replied not necessary. Ginny Ball would like Item 7. to be an open-ended question. Frank asked Ginny to make a suggestion. Ginny provided agrees and explain. Ricardo added, or comment after each question. A step for interaction. Ginny agrees. Melinda questioned the comment after each question. Ginny make it anonymous. Brent Haskell replied ideally but it is a catch twenty-two. UWIA needs contact information. Melinda wants the UWIA logo on the top of the page. Ginny offered name and contact information optional to provide. Melinda stated she would rather leave the decision to the owner. Ricardo stated it discourages if add optional. Frank asked if the survey will be mailed. Brent replied never discussed. Frank stated it should be “Property Owner Survey” and number each questionnaire and owner for tracking. Melinda stated we need mailing intent. Further discussion on mailing to business or property owners. Steven Rodriguez made an effort to reach out to Monica Oviedo. Per Monica, intent was for property owners. Steven added response rate reply standardly 40%. Melinda stated Ross Gile has email survey</p>	<p>include a self-addressed stamped envelope, and number each label to track the survey. Melinda Pina 2nd. All in favor. None opposed. Motion passed.</p>
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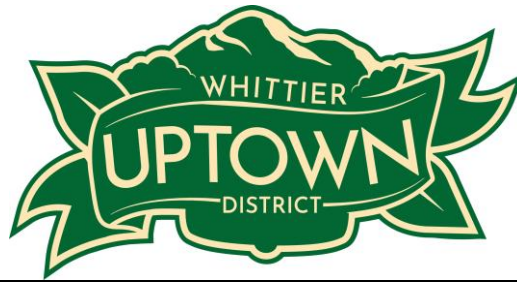
	<p>issues. Brent Haskell confirmed. Frank wants to mail out with return self-addressed stamped envelope. Steven Rodriguez agrees. Ginny wants to add, “Your answers and comments are vital to help shape UWIA going forward.” Melinda asked vote to change and mail or change and view at the next Board meeting in a month. Melinda would like to change item 7. “How satisfied are you with the direction of UWIA?” Ginny asked when does the Executive Committee meet. Brent replied the 2nd Tuesday of the month.</p>	
<p>9. Committee Tasks</p>		
<p>a. Executive Committee:</p>	<p>Conal McNamara went through the following items:</p>	
<p>a.1. Vice-President report – Conal McNamara a.2. Finance report – Jim Dunkelman</p>	<p>a.1. Mark St. Julien asked if there is a discussion with cancelling due to Corona Virus / Covid-19. Melinda Pina replied everything is in place. Whittier College stated no more than 100 people. Mark stated he will have to leave to attend an PIH emergency Corona Virus meeting. Ricardo Diaz would like to keep going. Steve Rodriguez stated it is a catch twenty-two. The schools are stopping classes. Milt stated notification concerns. Melinda replied thru social media. Brent has emails as well and with the weather you can probably expect 20% less attendees than the 85 RSVP’d. Ginny Ball asked how many property owners will be going. Brent Haskell replied three. The hotel is sending representatives. The other owners are not within the district or</p>	<p>a.1. Confirm Whittier College will allow the UWIA Social Event to move forward. Yea – Two Nay – Three Recuse – One</p>



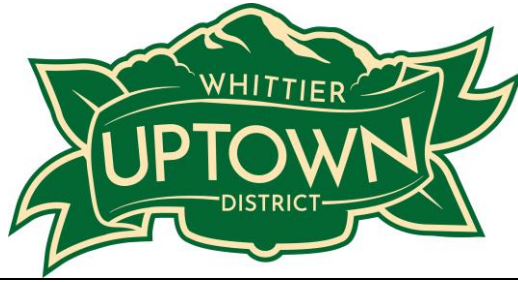
	<p>representing the district. Melinda stated the Social Event is for interested Committee members and to strengthen the Board long term. Conal McNamara stated he is in agreement with Brian Saeki, Aviv, the Mayor Joe Vinatieri, and Josué Alvarado not to attend. Ricardo and Steven Rodriguez stated essential moving forward. Frank Rinaldi asked all in agreement of moving forward where we want to be. Ginny Ball stated it is more than cancelling classes. Spring Break and school closures.</p> <p>a.2. Jim Dunkelman not present. No questions or discussion.</p>	<p>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>Edna Becerra no present. See Attached Written Report.</p>	<p>b.2. No Action Taken</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. Ricardo Diaz is working on billboard and Kiosk. Andrew Yanez is on the Kiosk Committee. The tagline is Meet Me in Uptown and tie into photographs created</p>	<p>c.1. No Action Taken</p>



	<p>by Edna Becerra and bases for marketing platform.</p> <p>c.2.</p> <p>c.3.</p>	<p>c.2. Melinda Pina motioned for the Board to authorize the DISI Committee to establish content for the banners and promotional items as long as the DISI committee stays within their approved budget for said items. Conal McNamara 2nd. All in favor. None opposed. Motion approved.</p> <p>c.3. Discussed in 9.a.1.</p>
<p>d.1.-3. Land Use and Project Review Committee Update: Frank Rinaldi</p>	<p>d.1. – 3. Frank Rinaldi stated nothing to report.</p>	<p>d.1. – 3. No Action Taken</p>
<p>e.1.-2. Sidewalk Operations Committee Update: Stephen Ortiz</p>	<p>e.1. – 2. Stephen Ortiz not present.</p> <p>Melinda Pina asked why the last meeting was not held? Brent Haskell replied no quorum. Melinda said no meetings since November, 2019. Brent stated he just had a telephonic discussed with Stephen Ortiz regarding the possibility of a Vice-Chair or Chair replacement. There is a disconnect with the information getting to the board because Mark St. Julien has not been able to attend board meetings because of his schedule change. Ortiz says that he was</p>	<p>e.1. – 2. No Action Taken</p>



	<p>talking with Mark regarding him stepping aside or finding a vice-chair. Melinda stated have a meeting and place a Vice-Chair. Melinda also asked has Stephen Ortiz resigned. Brent replied no. Resignation when a placement or Vice-Chair is in place. Frank Rinaldi stated the chair needs to be vacant in order to replace a position. Ginny Ball asked who is on the Committee. Brent replied, Stephen Ortiz, Milt Pate, Frank Rinaldi, Michael Contreras, and Mark St. Julien. Further discussion on replacement. Ricardo Diaz stated have a meeting with one agenda item of assignment or replacement of Sidewalk Operations Committee Chair. Brent stated Stephen Ortiz has the control of the meeting date. Further discussion on sidewalk meetings. Stephen Ortiz' decision moving forward. Ginny asked when is the next meeting. Brent replied March 27, 2020 at 1 p.m. Further discussion on changing the meeting time.</p>	
<p>10. Other Board Items</p>	<p>Conal McNamara thanked the Board and believes in UWIA. Uptown will survive and thrive and continue to press on. It's expected to hit a lull. The city needs to get involved. Brian Saeki shares the vision and council and new district one with interest. One of the most enjoyable things he's done. Melinda Pina thanked Conal. Frank Rinaldi thanked Conal for bringing the vision and creator to Whittier and hopes the replacement will have the same vision.</p>	<p>10. No Action Taken</p>
<p>11. Next Meeting date</p>	<p>Next regularly scheduled Board of Directors meeting will be on Thursday, April 9, 2020 at 8:30 a.m. at the Whittier</p>	<p>11. No Action Taken</p>



	Community Center at 7630 Washington Avenue.	
12. Adjournment	The meeting was adjourned at 9:44 a.m.	12. No Action Taken

Minutes taken by Brent Haskell and Stephanie Shamp, GM Properties