

**Uptown Whittier Improvement Association
Board of Directors Meeting
Whittier Community Center
7630 Washington Avenue, Whittier, CA 90602
HYBRID TELECONFERENCE MEETING
Thursday, June 9, 2022, 8:30 a.m.**

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

Present: Ginny Ball, Jim Dunkelman, Roland Fargo, Katie Galvin-Surbatovic, David Gonzalez, Melinda Pina, and Steven Rodriguez

Absent: Stephen Ortiz/Irene McCallister, Milt Pate, and Frank Rinaldi

Guests: Andrew Pina

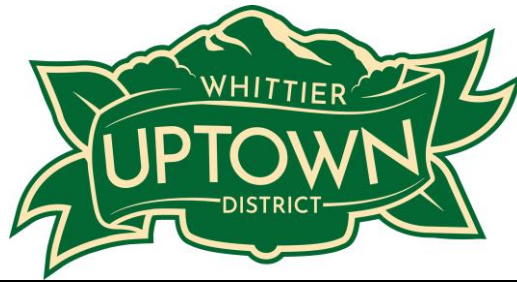
**Consultant/
Staff:** Brent Haskell and Stephanie Shamp – GM Properties Inc.

MINUTES:

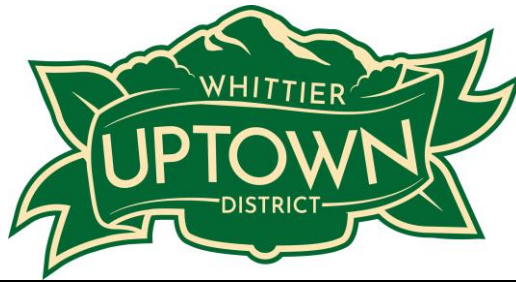
<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Melinda Pina called the meeting to order at 8:34 a.m.	1. No Action Taken
2. Roll Call	Brent Haskell took roll call.	2. No Action Taken
3. Public Comment	No public comments were received via email. None from the floor.	3. No Action Taken

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

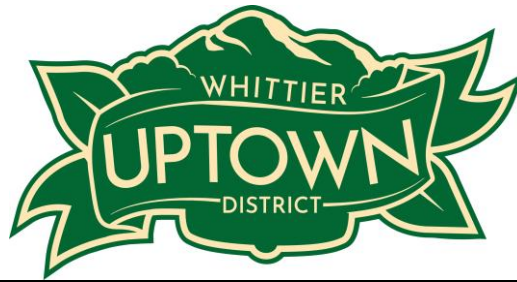
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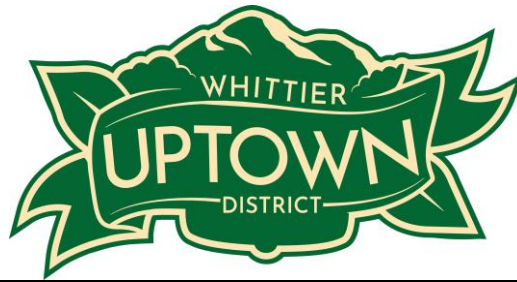
<p>4. Approval of the May 12, 2022 UWIA Board Meeting Minutes</p>	<p>Corrections need to be made as follows:</p>	<p>4. Jim Dunkelman Motioned to Approve the May 12, 2022 UWIA Board Meeting Minutes. Katie Galvin-Surbatovic 2nd. Brent Haskell Took Roll Call. All in favor. Motion Passes.</p>
<p>5. Board to Consider Rescheduling July Meeting to the 11th or 21st</p>	<p>If the meeting is held at GM Properties it will be tight. Katie Galvin-Surbatovic is out on the 21st. Will send Brian Saeki in Katie's place. Melinda Pina offered her academy location on July 14th. Katie stated with the current discussion on masks, does not see a lift of AB360. Availability dates further discussed.</p>	<p>5. Ginny Ball Moved to Keep the Meeting on July 14th with the Location to be Determined later at possibly GMP, Pina Academy, or the Museum. Jim Dunkelman 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</p>
<p>6. District Manager RFP Update: Task Force – Ginny Ball, Milt Pate, and Melinda Pina</p>	<p>Melinda Pina stated the task force has not met. Ginny Ball offered dates. Milt Pate is not available. The meeting is set for June 14th, at 9:30 a.m. at 6740 Bright Avenue. Brent Haskell to email Milt.</p>	<p>6. No Action Taken</p>
<p>7. Board to Review, Discuss and Approve the Attached Ambassador Program Guideline to be the Basis for the RFP Created for the Hospitality Ambassadors – David Gonzalez</p>	<p>David Gonzalez stated the Sidewalk Committee reviewed the Ambassador Program Guideline and presented the best draft. The Executive Committee reviewed and liked the draft. Opened the floor for Board discussion. Ginny Ball stated the hours are not included. The hours are part of Agenda Item 8.</p>	<p>7. Ginny Ball Motioned to Approve the Ambassador Guideline Program. Jim Dunkelman 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</p>



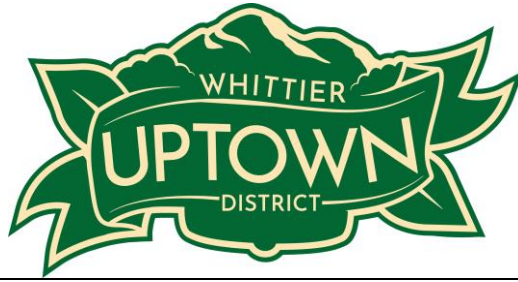
<p>8. Discuss the Number of Ambassadors Needed, Hours, and Days to be Included in the RFP or Possibly Establish a Task Force to Determine These Needs and then Present to the Board.</p>	<p>David Gonzalez stated there is no recommendation on times. Discussion to change the hours to the afternoon. Melinda requested recommendations. Ginny Ball stated there is security in the evening by Whittier PD so the Ambassadors should be in the day. The Police Department patrols 9:00 pm on and hours should be when the bars are not as active. Katie Galvin-Surbatovic stated Mondays and Sundays are slow in uptown. Melinda confirmed it gets going on Tuesdays and picks up each day from there. Ginny wants lunch and dinner hours. David observes the crowd picks up starting on Wednesdays. Some for lunch but more for dinner so late lunch to dinner hours. The City will be discussing the Promenade. There is a Council meeting on June 14th and they will be providing guidance on three design options. Other than the additional interim hours WUA wants to start a night market possibly Tuesday. The Arts Stroll Uptown is on Wednesdays. Ginny wants Tuesday thru Saturday, 1:00 pm – 9:00 pm or 12:00 pm – 8:00 pm. Katie likes 12:00 pm – 8:00 pm. Melinda likes 12:00 pm – 8:00 pm. Steven Rodriguez states the time sounds reasonable. Ginny inquired about the Uptown Night Market. Think of targeting more retail and build on that. The timing was further discussed. Nothing in front of Katie at this time. Brent Haskell stated Aleco rates were 48-man hours a week at \$20 per hour. With two men for 8 hours a day for 5 days a week impacts the budget. Melinda stated Thursday, Friday, and</p>	<p>8. No Action Taken</p>
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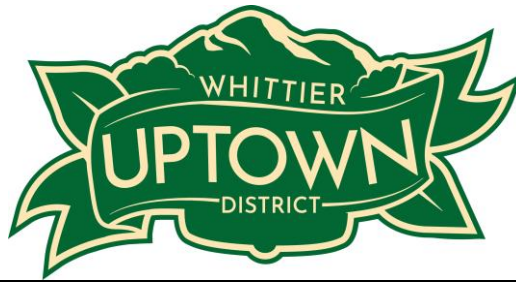
	<p>Saturday, 12:00 pm – 8:00 pm in working with the budget. Ginny specified this is a starting point and can add as needed. Katie and David agree.</p>	
<p>9. Board to Consider Approval of the September 10, 2022 date for the UWIA Retreat as Recommended by the DIS Committee</p>	<p>Ginny Ball suggested 9:00 a.m. to 1:00 p.m. and to meet at 8:30 am for breakfast. Katie Galvin- Surbatovic stated attire informal. Ginny likes the Committees time to be later. Melinda likes for the Committees to be first. Katie and Ginny like 9:00 am to 10:30 am at 45 minutes each. David Gonzalez likes the start time at 9:00 am with a soft opening at 8:30 am with the Board at 10:30 am. Ginny stated if the location is at the Museum, then a hard stop at 1:00 pm. No further discussion.</p>	<p>9. Ginny Ball Motioned for the Retreat to be on September 10, 2022 Jim Dunkelman 2nd. All in Favor. Motion Passes.</p>
<p>10. Board to Discuss and Provide Guidance to the DISI Committee with a Possible Preferred Month for the Rescheduled Social Mixer Originally Planned for March 13, 2020.</p>	<p>Ginny Ball stated before offering to the owners and businesses there are critical parts to work on. Ginny thinks the sooner the better. Jim Dunkelman stated to consider summer vacation. Jim would prefer after the retreat so the results of the retreat could be shared. Roland Fargo suggesting a day prior to and after the retreat. Katie Galvin- Surbatovic agrees with Jim. Have a formalized pitch that includes what UWIA is and the mission. David Gonzalez agrees with Katie and Jim though prefers before the retreat. Steven Rodriguez also prefers before but after allows more of a plan. Melinda Pina likes after, with a plan and presentation, in October before the holidays.</p>	<p>10. No Action Taken</p>
<p>11. List of Current Board Members Up</p>	<p>For informational purposes only.</p>	<p>11. No Action Taken</p>



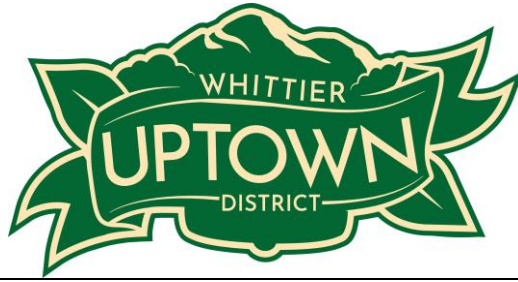
<p>for Reelection in 2022</p>		
<p>12. Review and Approve Attached Property Owner Packet Draft to be Mailed in July Regarding the Election of Board Members for 2022 - 2023</p>	<p>Ginny wants a questionnaire sent to property owners asking them their three main concerns in uptown, thinks this should go out in the packet and have back in time to discuss at the retreat. David Gonzalez stated it is good timing coming out of Covid. It shows interest in uptown wants and needs. No further discussion. Brent Haskell asks if there were any specific questions. Jim Dunkelman stated the top three are good.</p>	<p>12. Ginny Ball Motioned to Approve the Property Owner Packet to be Mailed in July 2022 with the top 3 concerns survey and a Self-Addressed Stamped Envelope. Jim Dunkelman 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</p>
<p>13. Committee Tasks:</p>		
<p>a.1. Executive Committee Update – Melinda Pina</p> <p>a.2. Finance Report – Jim Dunkelman</p>	<p>a.1. Melinda Pina stated all items were discussed previously in the agenda regarding the Executive Committee level. Ben Pongetti is working through a position adjustment.</p> <p>a.2. Jim Dunkelman noticed the DoubleTree fell off of the assessment lists. Reviewed Chamber membership. UWIA purchased a table at the State of Union, and Edna Becerra is behind in billing.</p>	<p>a.1. No Action Taken</p> <p>a.2. No Action Taken</p>
<p>c. Contractor Update</p>	<p>Melinda Pina went through the following items and opened the floor for discussion:</p>	
<p>1. Edna Becerra – Social Media Overview</p>	<p>See Attached Written Report.</p>	<p>1. No Action Taken</p>



<p>2. Coastal Landscape Services – Tyson Smith</p>	<p>See Attached Written Report.</p>	<p>2. No Action Taken</p>
<p>d.1.-2. District Identity Committee Update: Andrew Pina</p>	<p>Andrew Pina stated social media has slow growth. Factoring in last year, less important per the algorithm. Will adjust. The retreat is on the Agenda and was discussed. The DISI Committee is looking to partner up and attend a WUA meeting with Concept3D, regarding the proposed map, to perform a presentation and an opportunity for collaboration. Andrew opened the floor for discussion. Katie Galvin-Surbatovic stated the WUA's next meeting is June 20th. WUA meetings discussed. Ginny asked if Brent attends the WUA meetings. Brent stated he has attended WUA meetings in the past when they were zoom meetings. Ginny Ball asked about the cost of the map. Andrew replied cost varies depending on what you want. It depends on how the application will be created for use on pricing. Ginny would like to see hard figures instead of a range. Andrew replied costs vary on setup and content. The representative provided ballpark figures. David Gonzalez asked if the company is reputable. Andrew replied samples were provided. Steven Rodriguez stated the ability to collaborate is good and it's something UWIA can afford. Katie echoed Steven's statement and it is UWIA's mission. Roland Fargo supports UWIA's collaboration and wants to see a formal presentation. Brent Haskell stated pricing ranges up to \$15,000 – 20,000 for startup costs. Ginny stated numbers need to be included from the beginning and</p>	<p>d.1.-2. No Action Taken</p>



	would not support unless numbers are provided. Melinda Pina stated having the same thoughts. The intent is to offer from the ground up. Brent stated already reached out to Justin with WUA. No response as of today's date. Ginny asked with the advertisement campaign is the museum included. Andrew replied no specific business is identified. It is general. Ginny stated the Museum, High School, College, and Hospital want to hear they are included. Andrew stated will make sure they are included in the videos.	
e.1.-2. Sidewalk Operations Committee Update: Steven Rodriguez	Steven Rodriguez stated the Sidewalk Committee is open to assistance with the City on additional costs incurred by the City for the promenade. Real numbers want to be seen and were requested with no response from the City. Coastal responsibilities discussed addressing different areas within the district because of the City's increased efforts.	e.1.-2. No Action Taken
f. 1.-2. Land Use and Project Review Committee Update: Frank Rinaldi		f.1.-2. Tabled
14. Other Board Items	Melinda Pina stated the Chamber hosted the new owners of the former Rocky Cola Café. The new building owners are respectful of the community and history. Ginny Ball is helping to see the building in its original form with photos. The original owl on the flooring in the drug store was found which the new owners are looking to preserve. Melinda to email the owner	14. No Action Taken



	information to Ginny. No further discussion.	
15. Next Meeting Date	The next regularly scheduled Board of Directors meeting will be on Thursday, July 14, 2022, at 8:30 a.m., location TBD or possibly via hybrid teleconference.	15. No Action Taken
16. Adjournment	The meeting was adjourned at 10:00 a.m.	16. No Action Taken

Minutes were taken by Brent Haskell and Stephanie Shamp, GM Properties