

**Uptown Whittier Improvement Association**  
**Board of Directors Meeting**  
**Whittier Community Center**  
**7630 Washington Avenue, Whittier, CA 90602**  
**TELECONFERENCE MEETING**  
**Thursday, June 11, 2020, 8:30 a.m.**

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

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

**Absent:** Stephen Ortiz and Mark St. Julien

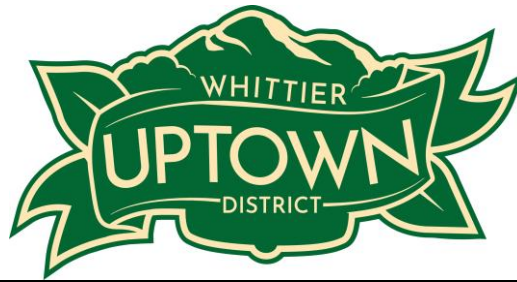
**Guests:** Ricardo Diaz

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

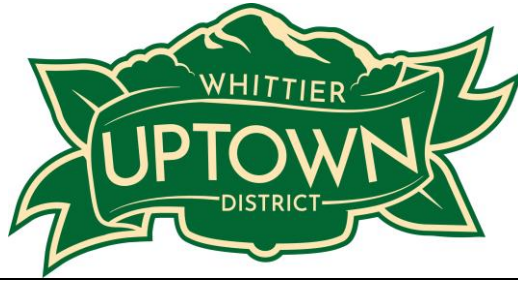
**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Call to Order</b>	Frank Rinaldi called the meeting to order at 8:33 a.m.	<b>1. No Action Taken</b>
<b>2. Roll Call</b>	Brent Haskell took roll call.	<b>2. No Action Taken</b>
<b>3. Public Comment</b>	Frank Rinaldi inquired if there were public comment. Brent replied no. Frank stated email attached to packet from Alex Chiu, dated June 4, 2020. Floor open for comments. Milt Pate thinks it is a good	<b>3. No Action Taken</b>

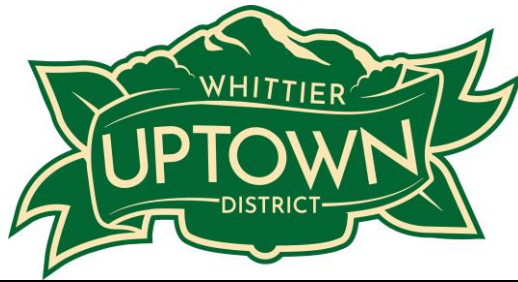
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



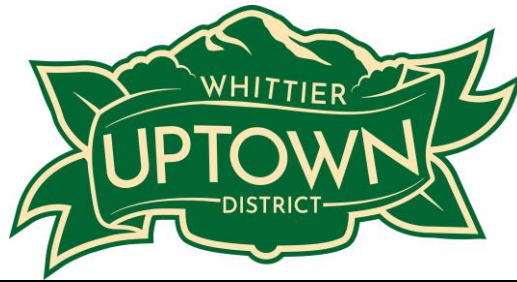
	<p>idea. Ginny Ball wants the Greenleaf Avenue closure to be family oriented and not an uptown festival. Frank agreed.</p>	
<p><b>4. Approval of the UWIA Board Meeting minutes from May 14, 2020</b></p>	<p>Corrections need to be made as follows:</p>	<p><b>4. Jim Dunkelman motioned to approve the May 14, 2020 UWIA Board Meeting Minutes. Katie Galvin-Surbatovic 2<sup>nd</sup>. Brent Haskell took roll call. Motion approved. All in favor.</b></p>
<p><b>5. Board to discuss the City of Whittier's decision to shut down Greenleaf to vehicles from Wardman to Hadley for a period of time to allow businesses to utilize more outside space.</b></p>	<p>Frank Rinaldi went over the city meeting held with Frank Medina with WUA, the Land Use Committee and the Chamber meeting discussion. Not sure where the issue of insurance for the businesses operating outside was left off. Frank Rinaldi went over security, trash, parking, and traffic control. Nothing decided. No firm decisions. Urgency to have a plan and informed the city UWIA will continue the Ambassador and cleaning services. Milt Pate asked if alcohol will be sold. Katie Galvin-Surbatovic stated the city meeting with WUA first meeting with Frank Medina discussion was brainstorming. The city council approved up to 4 months for the Greenleaf closure. Depending on how it works out, might go longer or be a regular thing for short periods of time. Alcohol to be served with ABC requirements in place. Uptown is taking the lead on businesses operating and having the same look. Frank Medina is working on some uniformity and low-cost ideas. Katie stated it is an opportunity for the city to</p>	<p><b>5. No Action Taken</b></p>



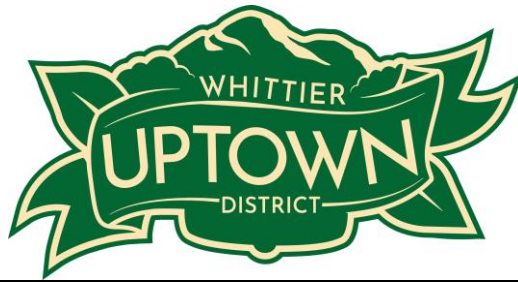
	<p>open with the extension setup for businesses to have clients as close as possible within their unit. The city cleaning of the streets and sidewalks will be talked about closure to opening. Melinda Pina stated she talked to Frank Medina last week and did not realize stores and shops would be open on the street, a different matter, and Frank Medina did not share. Railings and umbrellas delineate each restaurant. Final three items asked were umbrellas, lights, and potted plants. Not all of the businesses were open at noon. Still very fluid. Most do not know. Top two items liked by the businesses that Melinda talked to are umbrellas and railings. Some owners did not want anything. Action item for the Board to approve. Melinda will continue looking into the logo imprint, wants uniformity, and wants a place for people to go to. Katie agreed. Katie stated City discussion with Public Works to install lighting as part of the StreetScape project. Investing early. This will be the first go around. Hopefully it turns out very nice and done right and Association on Board. Frank Medina is getting the restaurants to come together to do it right. Frank Rinaldi went into further discussion and asked if there has been talk about side street hours and branching out on Bright for those owners. Katie discussed business owners' feedback on participation and business owners on Greenleaf. Trying to abide by social distancing. The city is taking a more flexible approach. The latest family</p>	
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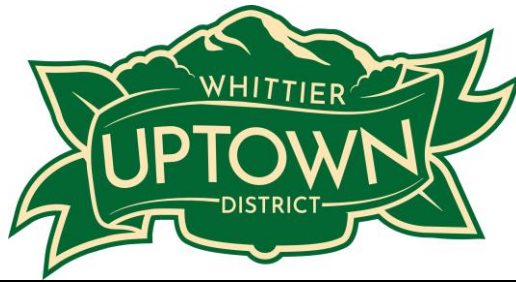
	<p>friendly and hours until 8, 9, or 10pm the latest. Have not heard from retailers of items right outside their doors. Handling on a case-by-case basis. Melinda added this makes for whole different parameters. Katie stated it is to be an extension of use, don't think random vendors are allowed. Street vendors police cannot monitor. Working on enforcing who and how is part of WUA's job and part of the umbrella insurance. Melinda stated right now umbrellas are the choice and have not reached out to retail. Katie stated no outdoor seating for restaurants and service that should have been inside. Retail small que and not affecting to the same degree. Ginny Ball wants to open restaurants first then retail. Retail is a little different. Further discussion on City protocol on displays and signs. Katie realizes City needs to further discuss. Frank stated the City needs to provide direction and the UWIA will support. Katie stated in all fairness UWIA needs to vote on Melinda's Action Item. Further discussion on action item and amount. Milt agrees on the umbrellas and asked about the specialty lunch trucks. Katie stated not able to enforce vending or food trucks at the county's rule but the street will be blocked off. Milt asked if the street will be blocked off and questioned bikes. Katies stated signs up to discourage and help deter that. Melinda asked about dogs. Katie replied in following ADA no animals in the area. Needs to check with Public Works with the regard to the direction on animals within the footprint</p>	
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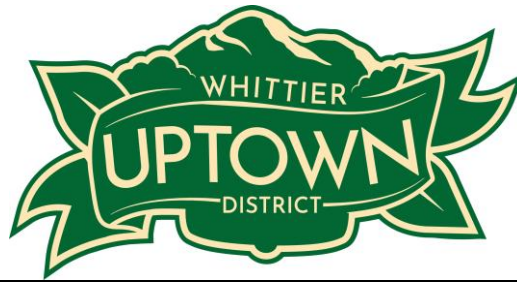
	<p>of the enclosures. Ricardo Diaz reviewed the healthcare guidelines. Disposable dinnerware pets are okay. Frank added under the table per the county. Katie stated the kickoff there will be all eyes and no wiggle room. Continued communication as it is happening. Frank would like to table. Discussion restaurants first then phase into retail. Katie stated she is jotting down and email based upon engagement and interest. Will ask about making creative ways to bring people in to participate.</p>	
<p><b>6. Board to discuss attached email received from Alex Chiu, dated June 4, 2020.</b></p>		<p><b>6. Discussed in item 5.</b></p>
<p><b>7. Committee Tasks</b></p>		
<p><b>a. Executive Committee:</b></p>	<p>Frank Rinaldi went through the following items:</p>	
<p>a.1. Executive Committee report – Frank Rinaldi</p>	<p>a.1. Frank Rinaldi went over participation with Jeff. Excited on the next approach to make it happen. Brent Haskell went over the Nomination Committee with Frank. Two property owners with four members total. Volunteered Nomination Committee members are Frank Rinaldi and Milt Pate (property owners). Jim Dunkelman and Ginny Ball (representatives). Brent reviewed pages 16 thru 21 of the Agenda packet and stated there will be date changes once received Board Member applicants meet all requirements. Further discussion on</p>	<p><b>a.1. No Action Taken</b></p>



<p>a.2. Finance report – Jim Dunkelman</p>	<p>Committee meeting. No Agenda needed for the nomination committee because they do not represent a quorum. The owner election packet to be included in the July Board agenda. Frank stated next week, Monday at 8:30 a.m. for committee to review and get back to the Board by the next Board meeting.</p> <p>a.2. Jim Dunkelman reviewed the financials and monies collected. Jim Dunkelman stated Monica Oviedo said she knows someone that can obtain data on revenues. Steven Rodriguez will look into and email Jim and Brent Haskell. Brent discussed the Executive Committee meeting. Jim would like to cap into this resource then continued onto the Profit and Loss statement. There are two sources and will work on combining the reports with GM.</p>	<p><b>a.2. No Action Taken</b></p>
<p><b>b. Contractor Update</b></p>	<p>Frank Rinaldi went through the following items:</p>	
<p><b>b.1. Aleco report – Carlos Lopez</b></p>	<p>See Attached Written Report.</p> <p>Carlos Lopez provided an update on vehicle use and work time changes. Multi-layer protest report was submitted to Interim Police Chief, Aviv Bar. Frank Rinaldi asked if the UWIA emblem is on the vehicle. Carlos stated it is on today. Frank stated any items bring to the Sidewalk Committee Chair, Steven Rodriguez, and Steven will bring to the Board.</p>	<p><b>b.1. No Action Taken</b></p>

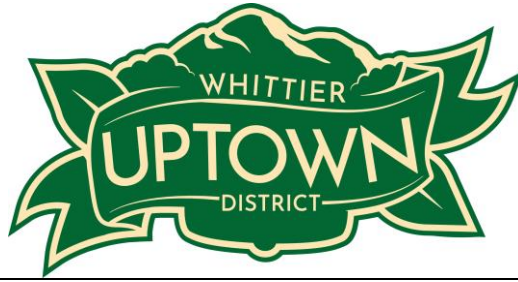


<p><b>b.2. Edna Becerra – Social Media Overview</b></p>	<p>See Attached Written Report.</p> <p>Board discussion on changes needed and what needs to be done. Exposure worth the costs. Explore or create a different task force and look into. Create a monthly raffle of gift cards at UWIA establishments. Social media a big splash on the website. Ricardo will work on increasing participation.</p>	<p><b>b.2. No Action Taken</b></p>
<p><b>b.1.-3. Coastal Landscape Services – Tyson Smith</b></p>	<p>See Attached Written Report.</p>	<p><b>b.1.-3. No Action Taken</b></p>
<p><b>c.1.-4. District Identity Committee Update: Ricardo Diaz</b></p>	<p>c.1.-4. Ricardo Diaz stated the banner special meeting is tomorrow, June 12<sup>th</sup>. Board approval need on funds. Still working on the Kiosk. Technician to come out. Umbrellas incorporated the UWIA logo. The umbrellas allow uniformity. Frank asked what are the umbrellas for and what is WUA doing. Ricardo stated WUA is running the program and DISI agreed umbrellas best fit to get the logo out. Frank asked about cost and quantity. Melinda questioned, stated does not know, and wants a budget. Item consists of umbrella with UWIA logo and stand. Ricardo stated 26 restaurants may or may not use. Ginny Ball wants to use the money in the budget. Jim Dunkelman provided a brief guestimate on cost of \$200.00 per canvas umbrella and stand \$200.00, totaling \$10,000.00 and asked if there is a budget line item. Ricardo replied Advertising \$50,000.00. Frank stated one per use, liability, and 20 sets stored. Ricardo stated individually stored</p>	<p><b>c.1.-4. Melinda Pina motioned for \$11,000.00 branding cap of the DISI Committee Advertising budget for purchasing tan canvas umbrellas with the green UWIA logo and with a solid stand for the side walk dining project on Greenleaf Avenue closure. Brent Haskell took roll call. All in favor. Motioned Passed.</b></p> <p><b>Frank Rinaldi wants Ricardo Diaz to come back to the Board on final costs, storage, and liability sign off of use. Steven Rodriguez motioned. Ginny Ball</b></p>



	<p>and questioned afterwards. Melinda stated will work out logistics and consider part of the budget for storage. Ricardo understands there are things to work out including the life span. Ginny stated if a follow up special meeting is needed; she wants to vote. Milt Pate asked about color. Melinda replied tan with green logo. Katie Galvin-Surbatovic stated in all fairness UWIA needs to vote on what was presented to move the process forward.</p>	<p><b>2<sup>nd</sup>. Brent took roll call. All in favor motion approved.</b></p>
<p><b>d.1.-2. Land Use and Project Review Committee Update: Frank Rinaldi</b></p>	<p>d.1. – 2. Frank Rinaldi stated Land Use Committee reviewed the street closure on same issues and questions talked about today.</p>	<p><b>d.1.-2. No Action Taken</b></p>
<p><b>e.1.-2. Sidewalk Operations Committee Update: Steven Rodriguez</b></p>	<p>Steven Rodriguez thanked Katie Galvin-Surbatovic for connecting with Kyle on the supplemental work. Met with the city and Tyson. WUA needs to be connected. UWIA working on the cleaning in the summer, Kyle with the city in the winter, and can go backwards after getting with WUA. Steven understands the boundaries with Tyson. The schedule is on the website. Tyson is not afraid to work, needs to adjust, and open to feedback. Steven is working with Aleco. Frank Rinaldi stated when city blows uptown Greenleaf UWIA can stop that day and continue on other streets. Frank added he is not asking the city to re-arrange their schedule. UWIA to work around that.</p>	<p><b>e.1.-2. No Action Taken</b></p>
<p><b>8. Other Board Items</b></p>	<p>Frank Rinaldi asked if the lighting on Greenleaf Avenue is temporary or permanent. Katie Galvin-Surbatovic stated she talked with Brian. The plan is to hang</p>	<p><b>8. No Action Taken</b></p>





	café lights for the time being. Frank stated trees and lighting further discussion .	
<b>9. Next Meeting date</b>	Next regularly scheduled Board of Directors meeting will be on Thursday, July 9, 2020 at 8:30 a.m. at the Whittier Community Center at 7630 Washington Avenue or possibly telephonically.	<b>9. No Action Taken</b>
<b>10. Adjournment</b>	The meeting was adjourned at 10:29 a.m.	<b>10. No Action Taken</b>

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