



**Uptown Whittier Improvement Association**  
**Board of Directors Meeting**  
**Historic Train Depot**  
**7333 Greenleaf, Whittier, CA 90601**  
**Thursday, October 10, 2019, 8:30 a.m.**  
**ANNUAL MEETING**

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

**Present:** Mark St. Julien (President), Conal McNamara (Vice President), Monica Oviedo (Secretary), Ginny Ball, Melinda Pina, and Frank Rinaldi

**Absent:** Jim Dunkelman (Treasurer), Stephen Ortiz / Irene McCallister, and Milt Pate

**Guests:** Paul D. White and Ricardo Diaz

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

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Call to Order</b>	Mark St. Julien, the President, called the meeting to order at 8:35 a.m.	<b>1. No Action Taken</b>
<b>2. Introductions of Guests and Announcements</b>		<b>2. No Action Taken</b>
<b>3. Flag Salute</b>	Melinda Pina led the Board and guests in the flag salute.	<b>3. No Action Taken</b>

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

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



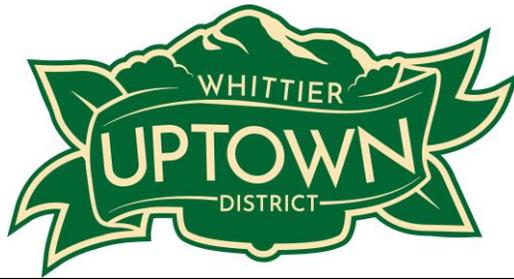
<p><b>4. Public Comment</b></p>	<p>Mark St. Julien opened the floor for introductions, any announcements, and public comment as follows:          Paul White stated he supports UWIA. Paul is pleased to see the involvement and has tremendous hope for what can be accomplished then thanked the Board for his opportunity to share.          Frank Rinaldi thanked Paul for the optimism.</p>	<p><b>4. No Action Taken</b></p>
<p><b>5. Approval of the UWIA Board Meeting minutes from September 12, 2019</b></p>		<p><b>Melinda Pina motioned to approve the September 12, 2019 UWIA Board Meeting Minutes. Ginny Ball 2<sup>nd</sup>. All in favor. None opposed. Motion passed.</b></p>
<p><b>6. Committee Tasks</b></p>		
<p><b>a. Executive Committee:</b></p>	<p>Mark St. Julien went through the following items:</p>	
<p>a.1. President report – Mark St. Julien</p>	<p>a.1. Mark St. Julien recognized and expressed appreciation for Melinda Pina’s past president services. Mark stated a lot of work was involved and Melinda stood up and got it all started. Conal McNamara stated he did not want to discount Paul White, Melinda Pina, and Frank Rinaldi. The work involved behind the scenes were a big part of the scenes. Paul’s level of integrity on part of the process, poise, diligence, and tenacity. Well done.</p> <p>The attorney engagement letter was signed. Conflicts of interest with GM,</p>	<p><b>a.1. Monica Oviedo announced summation of action items:</b></p> <ul style="list-style-type: none"> <li><b>A) Large Social</b></li> <li><b>B) Face-to-Face Outreach</b></li> <li><b>C) Survey to all Owners</b></li> </ul>



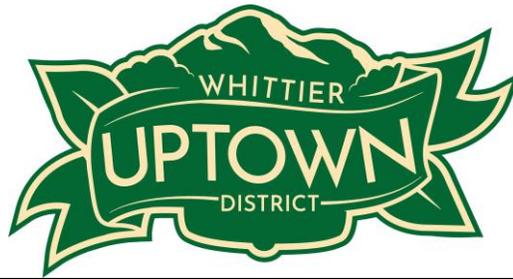
	<p>UWIA, and the Executive Committee were discussed. No response back from Rutan &amp; Tucker LLP. Mark questioned monies and process. Brent Haskell stated the Executive Committee needs to approve and monies are set aside.</p> <p>Meeting times and days discussed. Brent went over the discussion of the last meeting. Monica Oviedo and Conal McNamara agreed. Further discussion on the social. Identifying business owners and approach. Melinda Pina questioned owners. Melinda still does not know what UWIA does and UWIA needs to inform the public without boring anyone with all the details and create a small task force or a committee. Monica agrees the elevator speech as to why UWIA does what it does. Inspire and connect. Frank Rinaldi stated the survey with a vision to include ownership on a chance to be involved and what UWIA is about. Conal McNamara stated good approach. He would like to exclude absentee ownership i.e. out of stated, but need to take a minute to identify and start with local owners, then have a task force or committee approach. Ginny Ball asked how does UWIA connect with owners. Mark stated the website. Conal stated he does not know if the same communication strategy will work. Once figured out with owners within the city UWIA can branch out to the out of state owners. Frank stated they are already contributing monies. The applications may not be enough for the owners. Not all use technology. Conal stated UWIA needs to</p>	
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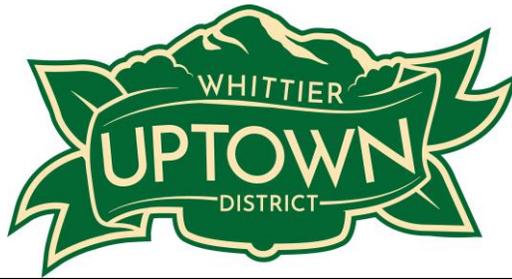
<p>a.2. Finance report – Jim Dunkelman</p>	<p>figure out newsletters or other forms of communication. Ginny wants to also include the business owners that interact with the Ambassadors. Mark would love to approach the city at a meeting and announce support and what UWIA is supporting. Frank Rinaldi stated there is a lack of communication. Conal McNamara agrees. Frank stated UWIA needs the Business Association involved. Melinda Pina stated that would be an integration issue which sets UWIA up for legal and liability issues. Monica Oviedo stated UWIA needs to be mindful of the Brown Act violations. Mark St. Julien agrees to not combine but join. Monica stated come up with a vision and be socially prepared. Ginny Ball stated on social UWIA can find out if an individual is a good fit. Mark likes the idea of piggy backing off of events. Melinda would like to get investments for the events with buy ins in raffles, silent auctions, etc. Monica would like to identify when is a good time to do the social. Mark stated with the Executive Committee, meeting dates, and times. Monica stated through the survey. Mark asked if further discussion needed. There were none.</p> <p>Jim Dunkelman not present. Brent Haskell asked for the attached financials in the Board Packet to be reviewed. Any questions email Brent and he will forward to Jim Dunkelman.</p>	<p><b>a.2. No Action Taken</b></p>
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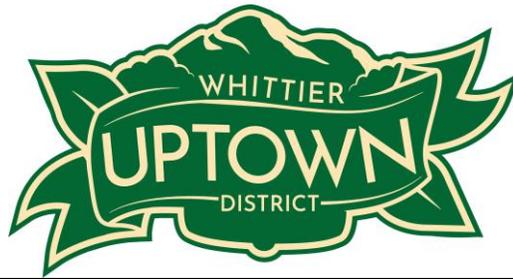
<p>a.3. Discuss and approve the EC Progress Report and 2019 – 2020 Budget</p>	<p>Mark St. Julien asked if the attached is the final report. Brent Haskell stated yes. Mark opened the floor for any questions. Monica asked if the Progress Report and 2019 – 2020 Budget is internal. Brent stated it is to be submitted to the city. Monica asked all Committees. Brent stated all Committees except for Land Use. Conal McNamara stated UWIA can include anything UWIA wants to submit to the city. Brent stated Jim Dunkelman thought it would be a good idea to submit the format to the city for accountability, records, and to go through each committee’s budget. It is up to Jim Dunkelman on what is submitted. Ginny Ball is concerned about revealing the dollar amount in the estimated cost of the progress reports and being micro-managed. Conal stated he is aware of the political and non-political concerns. This is UWIA’s opportunity to avoid or connect on matters. Give to the city on what needs to be completed. Mark stated only lists Mission, Accomplishments, and Goals. Remove all other notes. Monica would like to see a cover letter sent. Brent stated Jim already did a cover letter the day before. Monica would like for the President to sign the cover letter.</p>	<p><b>a.3. The Progress Reports and 2019 – 2020 Budget for each Committee are to only lists Mission, Accomplishments, and Goals. To be submitted with a cover letter. Conal McNamara moved. Monica Oviedo 2<sup>nd</sup>. All approved. None opposed. Motion passed.</b></p>
<p><b>b. Contractor Update</b></p>	<p>Mark St. Julien went through the following items and stated to email questions to Brent Haskell and he will forward them onto the vendors:</p>	
<p><b>b.1. Aleco report – Carlos Lopez</b></p>	<p>See Attached Written Report.</p>	<p><b>b.1. No Action Taken.</b></p>



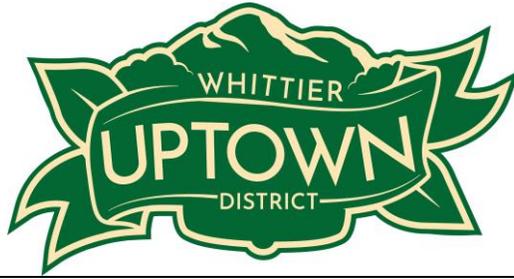
<p><b>b.2. Edna Becerra – Social Media Overview</b></p>	<p>See Attached Written Report.</p>	<p><b>b.2. No Action Taken</b></p>
<p><b>b.3. Coastal Landscape Services – Tyson Smith</b></p>	<p>See Attached Written Report.</p>	<p><b>b.2. No Action Taken</b></p>
<p><b>c.1.-3. District Identity Committee Update: Ricardo Diaz</b></p>	<p>c.1. - 2. Ricardo Diaz reviewed accomplishments and goals. Billboards start date in January. Banner program discussed. Conal questioned the banners. Conal had a discussion with Jeff Collier. Start branding and incorporate banners. Dream bigger and partnership with the city. Ricardo stated the goal is more branding but the committee is focusing on one item and moving forward from there. Social gatherings/interaction setup in spring and fall season. Melinda Pina stated the Board discussed and possibly the Executive Committee connecting and working together.</p> <p>Mark stated UWIA needs to work with the city and add the app to the UWIA website.</p> <p>Monica Oviedo would like to move up item 3. Brent Haskell stated it was discussed in the DISI meeting items are not in order.</p> <p>c.3. Other</p>	<p><b>c.1. – 2. Monica Oviedo motioned to approve the DISI Progress Report and the 2019 – 2020 Budget. Conal McNamara 2<sup>nd</sup>. None opposed. Motion passed.</b></p> <p><b>c.3. No Action Taken.</b></p>
<p><b>d.1.-3. Land Use and Project Review Committee Update: Frank Rinaldi</b></p>	<p>d.1. – 2. Frank Rinaldi reviewed the progress report and the budget. The main concern Land Use to encourage moving forward and work at the city’s direction. Conal McNamara stated the city will address items 1, 2, and 4 on the</p>	<p><b>d.1. – 2. Monica Oviedo motioned to approve the Land Use Progress Report and the 2019 – 2020 Budget. Conal</b></p>



	<p>StreetScape program. Development concerns discussed on parking, building, design. Does not see the city backing down and design always a challenge. All in agreement and slow changes. Conal stated to proceed with caution to not get into political issues and time to make that conversation is now.</p> <p>d.3. Other</p>	<p><b>McNamara 2<sup>nd</sup>. None opposed. Motion passed.</b></p> <p><b>d.3. No Action Taken</b></p>
<p><b>e.1.-4. Sidewalk Operations Committee Update: Stephen Ortiz</b></p>	<p>e.1. Stephen Ortiz not present.</p> <p>e.2. Aleco requested to change the work days the week of Thanksgiving from Thursday, Friday, and Saturday to Wednesday, Friday, and Saturday. Mark St. Julien questioned the change process and Bent Haskell went over the review process.</p> <p>Melinda Pina observes huge crowds in certain areas. Frank Rinaldi stated the owners need private security. Melinda does not want overlap. Frank stated extension of service, owners should pay. Melinda would like to accommodate the changing hours and UWIA needs to hit clusters of businesses and change of hours for public accommodation. Mark St. Julien stated Stephen Ortiz is walking with Aleco tonight, October 10<sup>th</sup>, to address. Ginny Ball would like to see a parking and security team. Ricardo Diaz stated to reflect on movement and crowds. Changes as businesses open, seasons, and tourism. Monies are around to improve the Ambassadors.</p>	<p><b>e.1. No Action Taken</b></p> <p><b>e.2. Monica Oviedo motioned to move Aleco's day from Thursday to Wednesday the week of Thanksgiving. Conal McNamara 2<sup>nd</sup>. Motion passed.</b></p>



	<p>e.3. Ginny Ball stated the Accomplishments should be an ongoing list. Ricardo Diaz stated re-title the Mission to Accomplishments. Lists Mission as safety, security, and continued maintenance for the uptown district. Monica Oviedo stated to add graffiti removal. Conal McNamara stated all the same format and in the same order – Accomplishments, Goals, and Budget.</p> <p>Conal McNamara would like to talk about item 2. and 5. on the Goals. Monica Oviedo stated how can that be when the Committee Chair is not here. Ginny stated parking tickets not paid, possibly parking enforcement person. Further discussion on this matter. Conal stated it is political. Conal wants to rephrase as a solution. Not dictate the city. Ginny stated a parking person makes money. Conal stated he knows Piper would not like to be told what to do. Further discussion on payroll \$150,000 – 180,000 per year. Monica stated with crowd control two at a time are needed. Melinda noticed the same items is listed third from the bottom in Mission. Monica stated all security and cross guards are paid by the school. Conal wants to change to Explore Parking Presence.</p>	
<p><b>7. Discuss and approve the overall 2019 – 2020 Budget for the UWIA</b></p>		<p><b>7. Ginny Ball moved to approve the overall 2019 – 2020 Budget for UWIA. Conal McNamara 2<sup>nd</sup>. Approved.</b></p>



<p><b>8. UWIA to discuss if a contribution should be made to the WUA for holiday decorations and discuss the amount, if any, of the contribution.</b></p>		<p><b>8. Tabled for the next meeting. No one present.</b></p>
<p><b>9. Other Board Items</b></p>		<p><b>9. No Action Taken</b></p>
<p><b>10. Next Meeting date</b></p>	<p>The next Board of Directors meeting will be on Thursday, November 7, 2019 at 8:30 a.m. at the Transportation Depot.</p>	<p><b>No Action Taken</b></p>
<p><b>9. Adjournment</b></p>	<p>The meeting was adjourned at 10:10 a.m.</p>	<p><b>No Action Taken</b></p>

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