



Uptown Whittier Improvement Association
Board of Directors Meeting
Historic Train Depot
7333 Greenleaf, Whittier, CA 90601
Thursday, November 7, 2019, 8:30 a.m.

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), Jim Dunkelman (Treasurer), Ginny Ball, Jeff Collier, Stephen Ortiz, Steven Rodriguez, Melinda Pina

Absent: Monica Oviedo (Secretary), Milt Pate, and Frank Rinaldi

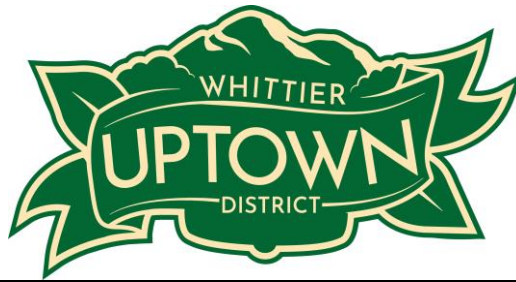
Guests: Ricardo Diaz

Consultant/Staff: Brent Haskell and Stephanie Shamp – GM Properties Inc., Ross Gile - DigiCal

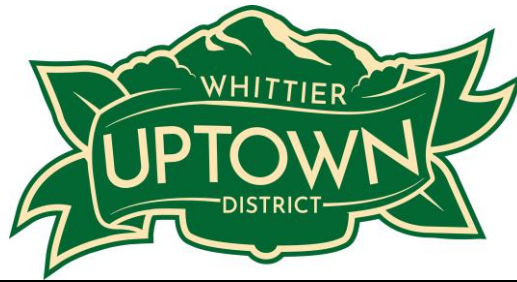
MINUTES:

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

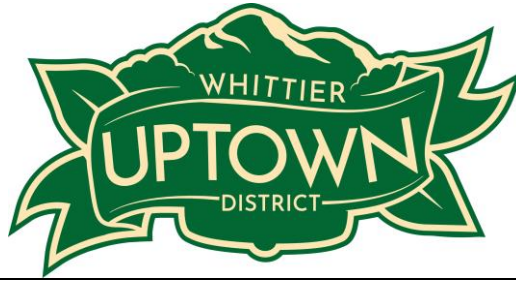
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



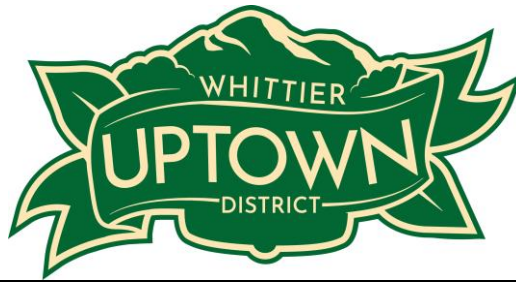
<p>4. Public Comment</p>	<p>Mark St. Julien opened the floor for public comment as follows:</p>	<p>4. No Action Taken</p>
<p>5. Approval of the UWIA Board Meeting minutes from October 10, 2019</p>		<p>5. Conal McNamara motioned to approve the October 10, 2019 UWIA Board Meeting Minutes. Ginny Ball 2nd. All in favor. No discussion. Motion passed.</p>
<p>6. Public Safety and Community Services Measure being considered by the Whittier City Council for the March 2020 ballot</p>	<p>Jeff Collier walked thru the city and community information on financial and fiscally accountable burdens. Jim Dunkelman asked what is the dollar size of the city’s budget. Jeff stated \$65 million. Overall it varies \$100 – 130 million per year. Melinda Pina asked what is the Grove expected to bring in. Jeff stated base \$1 million a year based of revenue. Whittier needs new technology and expenses do not go down and continue to increase. Neighborhood safety and community services sales tax measure, if passed, would increase the sales tax in Whittier to 10.25%. Jim inquired about a paper article stated the Police Department is steady and short 16 officers, does the \$19 million projection include added Police Officers or at \$6 million. Jeff replied, \$19 million no and \$6 million yes. If approved, locally controlled funding towards Police Department, aide in addressing the homeless, fund senior, youth and after school programs, repair streets and sidewalks, parks, and 911 within the community. Fiscal</p>	<p>6. No Action Taken</p>



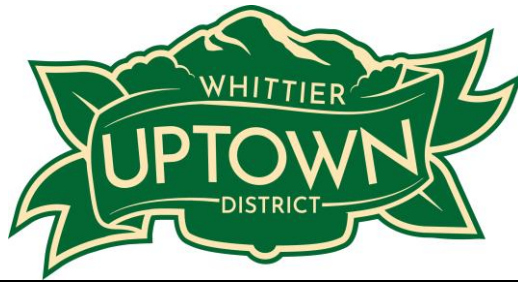
	<p>accountability discussed. Jeff wants feedback, included in this discussion frequently asked questions, to discuss and present at Tuesday meeting passed March 3, 2020 Ballot. Ginny Gall stated the county could apply to increase the rate and use the funds as they see fit. Jeff stated yes, 10 ¼ is a state cap. Stephen Ortiz noticed no Santa Fe Springs stats and asked why. Jeff replied Santa Fe Springs just increased at 10 ¼. Jim stated shift to define contribution fund. Jeff stated all the same. Thanked UWIA, a proper owner-based organization. Ginny stated UWIA needs to be at the meeting on the parking structure. Brent Haskell stated it is an Agenda item. Jeff Collier asked if there were any questions. There were none. Collier said also email or check out the website.</p>	
<p>7. Committee Tasks</p>		
<p>a. Executive Committee:</p>	<p>Mark St. Julien went through the following items:</p>	
<p>a.1. President report – Mark St. Julien</p> <p>a.2. Finance report – Jim Dunkelman</p>	<p>a.1. The Executive Committee has asked Ajit Thind with Rutan & Tucker, LLP to review the ByLaws, Aleco contract, and UWIA Insurance policies. To receive an answer the following week.</p> <p>Jim Dunkelman went over account balances, balances owed, and how many times UWIA can get paid. Expenses – nothing surprising. Jim asked if there are any questions on the report as of the end of October 2019. Jim Dunkelman filed the 2019 – 2020 Annual work Plan and Budget</p>	<p>a.1. No Action Taken</p> <p>a.2. No Action Taken</p>



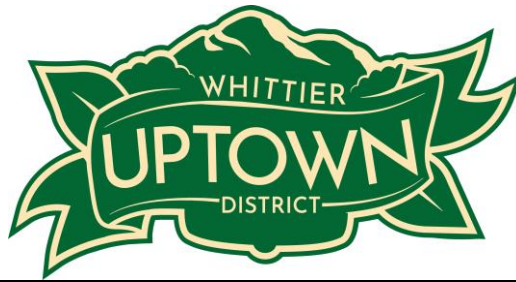
	<p>in agreement with the City on regulatory measures and based on his understanding of UWIA's requirements. UWIA is in compliance. The parcels are correct but the name changes are due to sales, etc. Jim will work with Ben. No feedback from Ben and last year he stated it's not what he was looking for. Jim made an effort to comply as much as possible. Ginny Ball asked what does UWIA do if not paid and who goes after that. Jim Dunkelman went over this year versus last year delinquencies. The county puts a lien and he talked with Ben. Mark St. Julien stated he is surprised only \$18,000.00. Jim stated yes, better than last year. Melinda Pina confirmed the county has the balance. Jim replied yes, the balance is not released yet due to requirements (max number of distributions per year).</p>	
<p>b. Contractor Update</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. Mark St. Julien would like all contractors to attend the next meeting.</p>
<p>b.1. Aleco report – Carlos Lopez</p>	<p>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.</p>	<p>b.2. No Action Taken</p>
<p>b.3. Coastal Landscape Services – Tyson Smith</p>	<p>See Attached Written Report. Jim Dunkelman asked about the \$3,100.00 pricing. Stephen Ortiz stated to go over</p>	<p>b.3. No Action Taken</p>



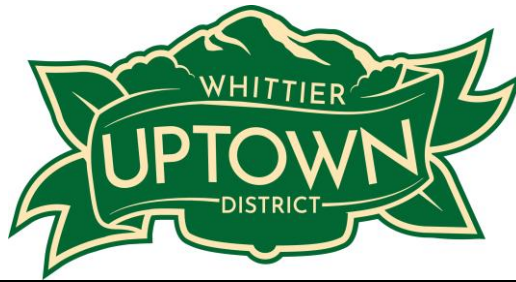
	when Sidewalk Operations Committee has the floor.	
c.1.-2. District Identity Committee Update: Ricardo Diaz	c.1. - 2. Ricardo Diaz reviewed campaigning and the billboard. All Committee Members given tasks. Banner program, 80 poles, and expand more than Greenleaf Avenue. Ricardo asked who is in charge of the Participation Outreach and the Owner Social. Mark St. Julien thinks Ricardo will be in charge. Ginny Ball asked how many billboards will be used for advertising. Ricardo stated not a firm number yet. Ginny stated she has a billboard on Whittier Blvd. UWIA may want to think past the freeway. Ricardo reviewed the starting point and the primary focus. See how effective and how UWIA benefits.	c.1. – 2. No Action Taken.
d.1.-2. Land Use and Project Review Committee Update: Frank Rinaldi	d.1. – 2. Frank Rinaldi not present.	d.1. – 2. No Action Taken.
e.1.-4. Sidewalk Operations Committee Update: Stephen Ortiz	e.1. – 4. Stephen Ortiz reviewed the attached pricing. It should come from UWIA to owners and available to WUA on services from Coastal Landscape Services Inc. on street sweeping and pressure washing. Heavy traffic on Greenleaf Avenue at \$3,100.00. It's not on the Agenda so cannot vote. Stephen would like to invest on the frequency. Mark St. Julien asked if there are other high traffic areas. Stephen stated if considered Philadelphia Street. Ginny Ball asked what about the college, high school, and the museum. Stephen asked if Ginny was	e.1. – 4. No Action Taken



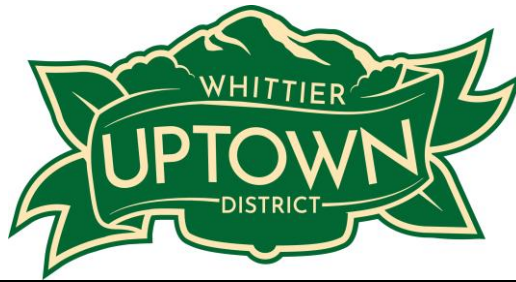
	<p>saying the Museum has high traffic. Ginny replied on Newlin Ave, not Philadelphia Street. Stephen stated the purpose is for the high traffic areas. Ginny asked about the high school and Stephen replied Philadelphia Street and Greenleaf Avenue. Mark stated set a base, standard cleaning for the high traffic areas and those that want to pay for additional services.</p>	
<p>8. Board to consider a position regarding the parking structure vs. the StreetScape plan and allow a representative of the Board to present the agreed upon position to the City Council on behalf of the UWIA.</p>	<p>Conal McNamara excused himself. Mark St. Julien asked for Conal’s opinion. Conal stated it’s a great idea UWIA to put their input in as an organization. Brent asked Conal if he would like to vote on items 9 and 10. Conal stated he would like to take a soft pass on 9. Ginny Ball stated it needs to be more than just UWIA. Ricardo Diaz and Mark St. Julien at the meeting and the WUA is moving towards Streetscape. Mark stated his concern the with the city not doing the parking structure is it is not guaranteed the funds would be used for the Streetscape. Parking build-out costs and stalls discussed. Jim Dunkelman asked why the costs are so big. Ginny stated she assumes the City acquired additional bids. Mark stated the city got bids. Ricardo Diaz stated lunch is down and a lot of restaurants don’t open for lunch because there is no place to park. Ginny stated sorry to hear the WUA may not be in agreement. Steven Rodriguez stated in looking at a deficit with the school’s budget and funds being crunched, good monies gone, and the can being kicked down the road. Ginny thinks UWIA should be in unison. Mark stated good discussions on both. Melinda Pina stated</p>	<p>8. Mark motioned for UWIA to form an opinion on the parking structure. Ginny Ball 2nd Board voted to announce for the Parking Structure at the City Council meeting.</p> <p>0 = Streetscape 5 = Parking Structure 0 = Abstain</p> <p>All in favor but not in agreement with costs. Mark St. Julien will attend the City meeting.</p>



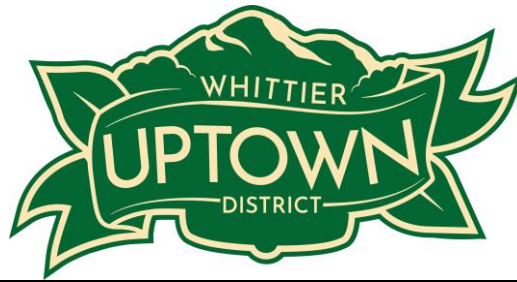
	<p>the concern with the parking structure is all in the same area creating congestion issues. Melinda envisions parking areas spread out. She likes the concept of open flat space and agrees UWIA needs it. Client's cannot park during lunch time. Mark stated PIH is reducing staff and making their building storage. Jim Dunkelman asked if the city is contemplating structure or nothing. Mark stated Council is saying parking is too expensive so put the money elsewhere. Jim stated he hasn't followed in depth. He does not know if it's the most efficient based on properties available and cost. He assumed the research is done. Ricardo Diaz stated Council is looking at Uber and Lyft. Mark stated if the city can with a guarantee voting, to award the contract or not, \$12 million spent construction starts. Ricardo & Ginny stated Henry Bouchot and Josué Alvarado are not for parking at this price. Mark stated decide what is best for the property owners. Ginny stated it takes time but a new tax passed and StreetScape may move forward. Ricardo stated that is nice but need to support businesses. Ginny asked doesn't StreetScape lose parking. Mark & Ricardo replied yes. Mark motioned to form an opinion. Melinda stated public perception. Ricardo said no parking constant. Is UWIA being fiscally responsible with funds and money, and yes to parking but yes to \$12 million. Ricardo commented the price tag is not changing. Mark added not going down. Mark stated on Tuesday the City will vote. UWIA needs an opinion. At the end of the</p>	
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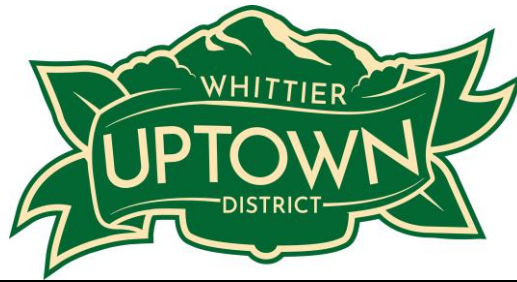
	<p>day 300 parking spaces. Melinda asked if parking in the structure would have a fee. Mark replied the rates are to be raised. Melinda wants to go around the table for a yes or no on parking.</p> <p>After the vote Melinda Pina wanted someone to writeup and represent UWIA. Mark will attend the city meeting. Jim questioned the city position on parking versus the StreetScape Plan. Melinda stated the StreetScape was voted and approved to move forward. Mark added money is being taken out of other city accounts. Jim stated at a past meeting development and progress was discussed. Melinda stated wise to assist, have footing, be established, and get stronger with the city. Mark announced any Board member is welcome to come with him to the city meeting. Jim asked if there is anything on the city website that has history on this parking structure. Mark said the study is done. The parking consult recommendation completed.</p>	
<p>9. Board to consider, per the request of Councilman Josué Alvarado, to contribute \$2,000.00 to the Boys & Girls Club of Whittier for Operation Christmas (request letter from Oscar Hernandez is included in the Agenda Packet)</p>	<p>Ginny Ball stated it is not part of the district. Melinda Pina would like to consider people servicing within the district. Ginny would like for the request to go to organizations that supports. Mark St. Julien would like to take into consideration the request came from Council. Jim Dunkelman stated it does not apply to UWIA’s purpose. UWIA should budget money and contribute each year to organizations. Mark acknowledged the Boys & Girls Club is not within UWIA’s boundaries and mission. Jim asked would</p>	<p>9. No motion to approve was given. Item dead.</p>



	<p>UWIA consider a smaller donation amount. Melinda stated she agreed with Jim. Ginny stated she also agrees and it should be an individual decision. Steven Rodriguez indicated items 8 & 9 can be misconstrued with the intention to also attend the City Council meeting. Ricardo Diaz would like a presentation from the Boys & Girls Club at the next meeting. Brent Haskell stated the next meeting is after the funds are due. Mark stated it needs to be in uptown. Ginny stated a project within uptown will support or donate. UWIA needs to work on establishing protocol on donations.</p>	
<p>10. UWIA to discuss if a contribution should be made to the UWIA for holiday decorations in the amount requested from the WUA of \$6,000.00 (various vendor proposals provided to the WUA are included in the Agenda Packet)</p>	<p>Brent Haskell stated Christmas Décor was chosen by WUA. Need to decide if UWIA will be funding. Mark stated \$285.00 per tree at 21 trees. Brent stated it includes installation and removal. Ricardo Diaz asked if lights lease option. Brent stated year option mentioned. Ginny Ball stated UWIA should have a budget for this expense. Brent replied UWIA does. Steven Rodriguez indicated it includes repair and maintenance. Ginny added it benefits the owners in the district. Steven stated WUA is looking to zero out whatever they get. Melinda Pina asked how much is WUA contributing and wants to avoid UWIA contribution more than WUA. Mark replied UWIA is paying to light trees. Melinda asked contributing \$6,000.00 of the \$12,000.00. Josué Alvarado contributing \$1,000.00 does that get deducted from WUA’s monies while UWIA pays the \$6,000.00. Steven replied the intention of WUA was to add more</p>	<p>10. Ginny Ball motioned for UWIA to pay \$6,000.00, light 21 trees, and pay directly to the vendor, Christmas Décor by Zanga Inc. Jim Dunkelmann 2nd. All in favor. None opposed. Motion passed.</p>



	and continue into phase 3, which is the next phase.	
<p>11. Identify a date in the future and a potential location for a property owner Social.</p> <ul style="list-style-type: none"> • Discuss how to reach out to property owners regarding the event. 	<p>Mark St. Julien stated the Executive Committee will discussed for the middle of March. Ginny Ball would like to work with WUA on a donated big space downtown and can always have it at the museum. Ricardo Diaz stated the location and hors d'oeuvres easy. Getting people to attend is the challenge. Ginny thinks a “save the date” card needs to go out to business owners and managers. Jim Dunkelman replied this is for property owners. Melinda Pina would like to include raffles, buy-ins, etc. and get Edna Becerra in, to put on all platforms. Mark liked Friday, March 13, 2020. Ricardo wants no entry fees. Melinda agrees and owners need membership. Steven Rodriguez would like showcase recruitment. Ricardo stated food, dinning, budget, pamphlet, invitations to go out December – February. Ginny asked if Sunday is totally out. Ricardo replied the best day is Saturday. Mark Saturday, March 14, 2020 and take it to the Executive Committee. Melinda asked if the Committee is needed. Ricardo stated it is in the DISI budget and asked who on the Board to assist. Melinda Pina said she would. Brent Haskell stated Melinda is on the DISI Committee. She will assist. Mark stated Monica Oviedo wanted to be involved.</p>	<p>11. Tentative date Saturday, March 14, 2020. DISI Committee working on the Property Owner Social.</p>
<p>12. Discuss the need for property owner Social and if necessary, establish</p>	<p>Brent Haskell stated the concept is tied into the Social. Ginny stated she does not agree to have a questionnaire at the Social. Ricardo Diaz recommended</p>	<p>12. The Executive Committee to come up with the survey.</p>



<p>a task force to identify possible questions for the survey</p>	<p>provide as part of a party gift with a goody bag. Melinda Pina would like the option to fill out the questionnaire and get an extra raffle ticket. Steven Rodriguez stated it is a good opportunity to get emails. Ginny thinks UWIA will have trouble getting surveys back. The initial survey was discussed with further discussion of the attorney looking into Aleco. Mark stated the Executive Committee will create a survey. Ginny would like to add one last item – She would like the last question to be open ended.</p>	
<p>13. UWIA to discuss the 2020 US Census and ways to assist <ul style="list-style-type: none"> • Possible workshop collaboration with WUA and the Whittier Area Chamber of Commerce • Add a link or information to UWIA website </p>		<p>13. Information to be on the website</p>
<p>14. Other Board Items</p>		<p>14. No Action Taken</p>
<p>15. Next Meeting date</p>	<p>The next Board of Directors meeting will be on Thursday, December 12, 2019 at 8:30 a.m. at the Transportation Depot.</p>	<p>15. No Action Taken</p>
<p>16. Adjournment</p>	<p>The meeting was adjourned at 10:39 a.m.</p>	<p>16. No Action Taken</p>

Minutes taken by Brent Haskell and Stephanie Shamp, GM Properties