



Uptown Whittier Improvement Association
Board of Directors Meeting
Historic Train Depot
7333 Greenleaf, Whittier, CA 90601
Thursday, December 12, 2019, 8:30 a.m.

Current Lists of UWIA Board Members: Ginny Ball, 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), Jim Dunkelman (Treasurer), Monica Oviedo (Secretary), Ginny Ball, Jeff Collier, Steven Rodriguez, Milt Pate, Melinda Pina, and Frank Rinaldi

Absent: Conal McNamara (Vice President) and Stephen Ortiz / Irene McCallister

Guests:

**Consultant/
Staff:**

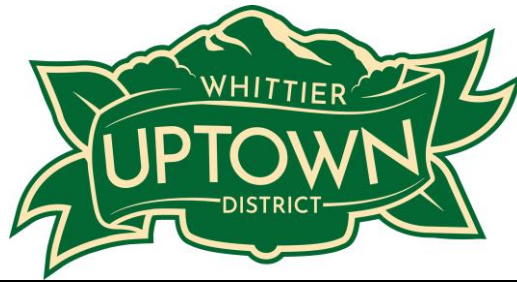
Brent Haskell and Stephanie Shamp – GM Properties Inc., and Edna Becerra

MINUTES:

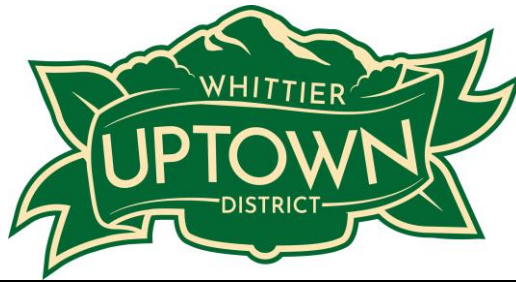
<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Mark St. Julien, the President, called the meeting to order at 8:32 a.m.	1. No Action Taken
2. Introductions of Guests and Announcements		2. No Action Taken
3. Flag Salute	Jim Dunkelman led the Board and guests in the flag salute.	3. No Action Taken

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

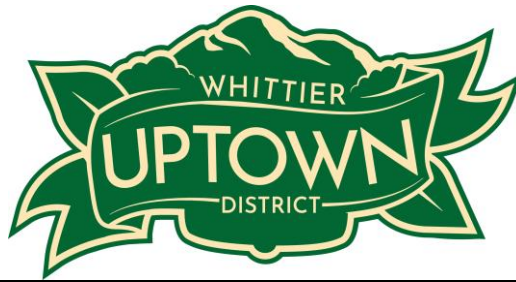
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 info@uwia.org ■ www.uwia.org



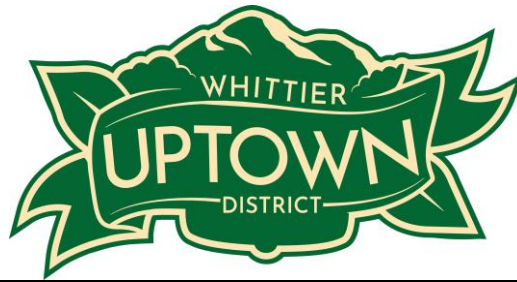
<p>4. Public Comment</p>	<p>Mark St. Julien opened the floor for public comment as follows: None</p>	<p>4. No Action Taken</p>
<p>5. Approval of the UWIA Board Meeting minutes from November 7, 2019</p>		<p>5. Ginny Ball motioned to approve the November 7, 2019 UWIA Board Meeting Minutes. Jim Dunkelman 2nd. None opposed. Motion approved.</p>
<p>6. Approve the 2020 calendar year schedule of Board meetings as approved by the Executive Committee</p>		<p>6. Monica Oviedo motioned to approve the 2020 calendar year schedule of Board meetings. Ginny Ball 2nd. None opposed. Motion approved.</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. Ajit Thind with Rutan & Tucker, LLP delayed the date to review the ByLaws, Aleco contract, and UWIA Insurance policies due to a trial. A draft for the owner survey will be presented at the next Executive Committee meeting.</p> <p>Jim Dunkelman went over account balances, no changes in revenue, and the transfer to GM Properties. The fiscal year ended November 30th. The year-end documents were delivered to Eide Bailly, formerly VTD. Eide Bailly should perform the review the week of Christmas. Jim</p>	<p>a.1. No Action Taken</p> <p>a.2. No Action Taken</p>



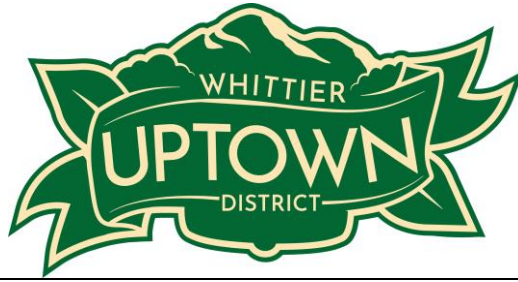
	opened the floor for questions. There were none.	
b. Contractor Update	Mark St. Julien went through the following items and stated to email questions to Brent Haskell and he will forward them onto the vendors:	b. Mark St. Julien would like all contractors to attend the next meeting.
b.1. Aleco report – Carlos Lopez	Carlos Lopez not present. See Attached Written Report.	b.1. No Action Taken.
b.2. Edna Becerra – Social Media Overview	<p>See Attached Written Report.</p> <p>Edna Becerra reviewed numbers. Facebook flat but still higher than the other platforms. The current trend is Facebook older generation, Instagram younger generation, and Twitter professional. Impressions are eyeballs looked at content / post. Biggest content review at this time Poet Gardens. Video shooting, posting of the Village Cinema, nostalgia, and theater photos post beautifully and works well. Community posts do well. Pride Festival also brought 30% increase engagement rate. Announcement overlap discussion. Holiday events did well. Edna opened the floor for questions. Mark St. Julien asked if there is anything UWIA can do to increase the number of followers. Edna stated paying money, which is usually based on criteria and impression goals. Frank Rinaldi questioned the number of hits on new versus repeaters. Edna reviewed the ability to identify. Google able to collect the count as long as the</p>	b.2. No Action Taken



	<p>cookies are not cleared through the browser. The new law states you cannot track without knowledge so a cookies notice is posted on websites. The most popular pages are the meetings, minutes, then the front page. The geographic area is listed which will assist in focal point. Jim Dunkelman asked for clarification on the bounce rate. Edna stated a bounce is looking at the website and leaving. Frank stated UWIA needs more views. Mark stated UWIA needs the website and for DISI Committee to address. Edna stated the website originated for keeping the property owners informed. Right now, Whittier College has 4% viewers, which is typical when not selling a product. Ginny Ball would like to post what is new in Whittier like three new parking officers, parking, permits, etc. Teasers like new laws, what's new, etc. No further discussion.</p>	
<p>b.3. Coastal Landscape Services – Tyson Smith</p>	<p>Tyson Smith not present. See Attached Written Report.</p> <p>Mark St. Julien stated the pressure washer was down but back up and working now. Business owners notified of the cleaning fees.</p>	<p>b.3. No Action Taken</p>
<p>c.1.-3. District Identity Committee Update: Ricardo Diaz</p>	<p>c.1. - 2. Ricardo Diaz not present. Melinda Pina updated the Board on the DISI Committee meeting. Billboard pricing being worked on. Ricardo Diaz performing a ride-a-long with the vendor. Melinda to head the Owner Event / Social Committee. Melinda is open for help for the possible March event. Further billboard discussion.</p>	<p>c.1. – 3. No Action Taken.</p>



<p>d.1.-2. Land Use and Project Review Committee Update: Frank Rinaldi</p>	<p>d.1. – 2. Frank Rinaldi stated Land Use had a meeting, December 10, 2019. Land Use is in support of the City. StreetScape and the Parking structure were approved. Frank does not know which one will happen. There are not enough funds for both. Just waiting for the city to start and UWIA will support. Jim Dunkelman questioned funds. Frank stated the city has the funds but not enough for contingency. Frank stated when the price went up the City doesn't have enough for contingency. Mark St. Julien stated contingency is in the budget. Further discussion on new assembly, council, and city manager.</p>	<p>d.1. – 2. No Action Taken.</p>
<p>e.1.-2. Sidewalk Operations Committee Update: Stephen Ortiz</p>	<p>e.1. – 4. Stephen Ortiz not present. Brent Haskell updated the Board on the Sidewalk Committee meeting. The city coordinated with the Sidewalk Committee on the cleaning of the parade route. Brent does not know if it was discussed with Tyson Smith. Grant writers were discussed at the meeting and further discussion at the Board meeting.</p>	<p>e.1. – 2. No Action Taken</p>
<p>8. Other Board Items</p>	<p>Mark St. Julien would like to develop a donation guideline. Does UWIA want to take a position on the 0.75% City sales tax initiative? Further discussion on the tax sale tax increase to appear on the ballot. Mark stated if the City does not increase the sales tax rate there is a good chance the County will and if the County does it the City won't receive any of the proceeds. Executive Committee will come up with something and go back to the Board. Frank Rinaldi stated he is not in agreement</p>	<p>8. No Action Taken</p>



	with the sales tax increase. Further discussion continued regarding the potential sales tax increase to appear on the March ballot. Mark St. Julien opened the floor for any other items. None.	
9. Next Meeting date	The next Board of Directors meeting will be on Thursday, January 16, 2020 at 8:30 a.m. at the Transportation Depot.	9. No Action Taken
10. Adjournment	The meeting was adjourned at 9:31 a.m.	10. No Action Taken

Minutes taken by Brent Haskell and Stephanie Shamp, GM Properties