



**Uptown Whittier Improvement Association
Executive Committee**

GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602

TELECONFERENCE MEETING

Tuesday, January 25, 2022, 8:00 a.m.

Present: Frank Rinaldi (President), Melinda Pina (Vice-President), Jim Dunkelman (Treasurer), and Katie Galvin-Surbatovic (Secretary)

Absent:

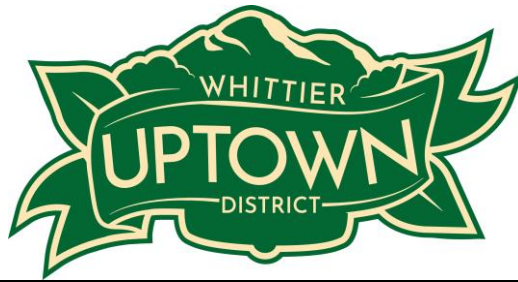
Guests: Milt Pate and Andrew Pina

Consultant: Brent Haskell and Stephanie Shamp – GM Properties

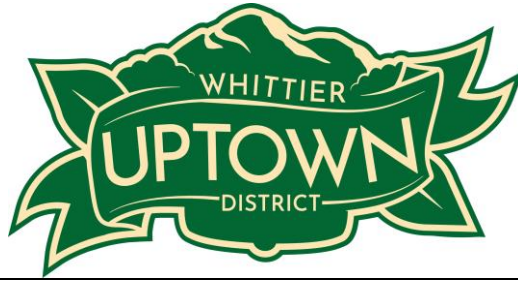
MINUTES:

| <i>Item</i> | <i>Discussion</i> | <i>Action Taken?</i> |
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| 1. Call to Order | Frank Rinaldi called the meeting to order at 8:07 a.m. | 1. No Action Taken |
| 2. Roll call and announcements | Brent Haskell took roll call. | 2. No Action Taken |
| 3. Public Comment | Brent Haskell stated no emails were received for public comment. | 3. No Action Taken |
| 4. Approve the January 3, 2022 Executive Committee Meeting Minutes | Corrections need to be made as follows: | 4. Melinda Pina Motioned to Approve the Executive Committee Meeting Minutes from January 3, 2022. Frank Rinaldi 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes. |

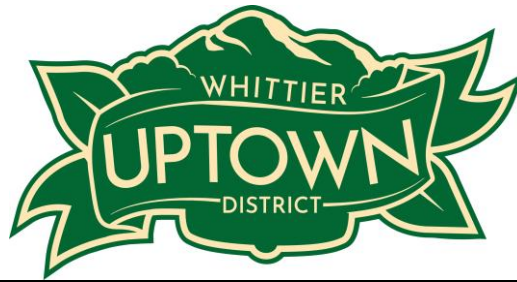
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



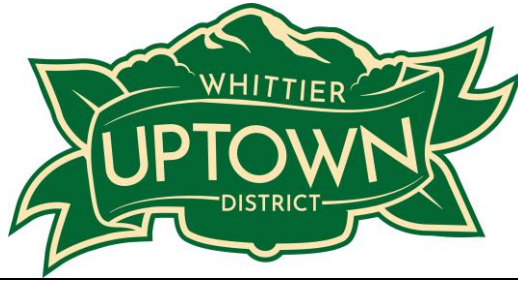
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| <p>5. Vote to Extend the Ability to Hold Board and All Standing Committee Meetings Via Teleconference or Video Conference under the Provisions of AB-361 for an Additional 30-Days from February 2, 2022 to March 4, 2022.</p> | | <p>5. Melinda Pina Motioned to Extend the Ability to Hold Board and All Standing Committee Meetings Via Teleconference or Video Conference under the Provisions of AB-361 for an Additional 30-Days from February 2, 2022 to March 4, 2022. Jim Dunkelman 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</p> |
| <p>6. Executive Committee to Discuss Relative DISI Committee Topics with the Committee Chair, Andrew Pina</p> | <p>Andrew Pina stated at the current position Edna Becerra is taking the marketing stage who was previously on call as needed. Edna is now being used as much as possible and DISI is requiring what is expected. The RFP process for Edna’s responsibilities and the monies are possibly to be the same or more with more requirements. Video content increasing in the last 2 – 3 years. RFP emphasis on video and engagement going out. The work requires a lot of hours. Further discussion on keeping the current price tag or lowering the price and putting more towards video and engagement. Jim Dunkelman confirmed Edna’s agreement. Brent Haskell stated Edna’s contract is up in April or May due to monies and payment it has to go out to RFP. Andrew requested the Executive Committee to consider algorithms – move to what is popular. Frank Rinaldi stated the UWIA</p> | <p>6. No Action Taken</p> |



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| | <p>spent a substantial amount of money on social media and questioned if it is worth it or okay to spend elsewhere. Andrew pointed out the numbers are down indicating there are no enjoyable views. It may be due to not putting in the right fuel and outdated posts. The paid posts work the same as the billboards. Melinda Pina likes the year-to-year contracts. The environment changes so rapidly per year. Melinda wants to take the matter back to the DISI Committee because they understand it. Frank wants a 3-year contract with annual reviews. Brent stated if below \$2,500.00 the RFP is not needed, but can do annually and go thru the process of going thru the contract. Melinda Pina likes dropping the monies and having a 3-year contract. Frank asked how much is being spent. Brent stated paying \$2,200.00 per month. Further discussion on the contract options. Frank stated with the billboard up not sure of the benefits – was the money well spent and did UWIA get what it was looking for. Andrew is looking into different avenues with signage and advertisement with social media and ads. DISI Committee can have analytical data to back it up. A whole slew of Whittier themed pages to make business connections. Frank pointed out that Whittier is not a destination city like San Diego. Greet the people in the community before reaching out further. Also, the newsletter should be for the members / property owners only. The Executive Committee is in agreement.</p> | |
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| <p>7. The Executive Committee to Review the Attached Letter / Packet to be Distributed to the Property Owners by the end of March to Approve for Submission to the UWIA Board for Their Approval Proper to Mailing. Note: The CPA Review that will be Included in the Packet is Not Ready at this Time.</p> | <p>Revised letter, pdf pages 7 – 9, in alignment with the documents provided to the City. The dates were changed and missing the CPA review. Frank Rinaldi revised the opening letter. Brent to go forward with the Board. Jim Dunkelman reviewed and okay. Jim also reviewed Eide Bailly review and sent the requested changes. On track to have the Eide Bailly review for the next Board meeting. Brent Haskell stated the committee items in the letter is exactly what was submitted to the City for their report as part of the budget packet. Frank Rinaldi will modify it as needed so Brent can submit it to the Board.</p> | <p>7. Jim Dunkelman Approved the Letter / Packet to be Distributed to the Property Owners as Amended. Katie Galvin-Surbatovic 2nd. Brent Took Roll Call. All in Favor. Motion Passes.</p> |
| <p>8. Discuss and Establish the Agenda for the UWIA Board Meeting on February 10, 2022</p> | | <p>8. No Action Taken</p> |
| <p>9. Discuss / Review / Revise the Edited District Manager RFP for Presentation to the Board at the February 10, 2022 Meeting</p> | <p>Brent Haskell sent the District Manager RFP to the Board. A ten-day response time frame, at the Board’s request, came and went with no Board response. Frank Rinaldi is comfortable with the changes as is. A Board member questioned the written RFP procedures required. It was discussed with legal. The legal response is a written RFP procedure is not required to be in the bylaws. Brent read the attached email recommendation from Ajit with Rutan & Tucker, LLP including Article 7 of the bylaws, dated January 13, 2022. Frank stated the process is already in place.</p> | <p>9. No Action Taken</p> |



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| | <p>Brent agreed and understands Ajit is saying no need to change. Melinda Pina wants to form a new Task Force. Frank will ask the Board for volunteers as in the past. Further discussion on appointing or establishing a Task Force. Frank stated the Task Force is to work on the RFP, the Executive Committee to review prior to Board presentation and approval, then the District Manager RFP goes out to the public.</p> | |
| <p>10. Update RE: The Email Exchange with Ajit of Rutan & Tucker RE: The RFP Process and Procedures in the UWIA ByLaws</p> | <p>Previously discussed.</p> | <p>10. No Action Taken</p> |
| <p>11. Other Committee Items</p> | | <p>11. No Action Taken</p> |
| <p>12. Next UWIA Executive Committee Meeting</p> | <p>The next regularly scheduled meeting will be on Tuesday, February 22, 2022, at 8:00 a.m. at 13305 Penn Street, Suite 200, Whittier, CA 90602 or teleconference.</p> | <p>12. No Action Taken</p> |
| <p>13. Adjournment</p> | <p>The meeting was adjourned at approximately 9:06 a.m.</p> | <p>13. No Action Taken</p> |

Minutes were taken by Brent Haskell and Stephanie Shamp with GM Properties.