



**Uptown Whittier Improvement Association
Executive Committee**

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

TELECONFERENCE MEETING

Tuesday, December 15, 2020, 8:00 a.m.

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

Absent: Stephen Ortiz (Secretary)

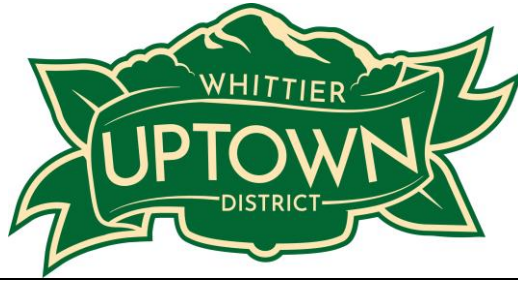
Guests: Ricardo Diaz

Consultant: Brent Haskell and Stephanie Shamp – GM Properties

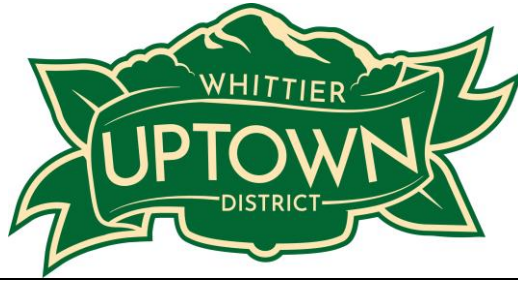
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Frank Rinaldi called the meeting to order at 8:09 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 public comments via email. Task Force first meeting to take place between UWIA and WUA regarding the Promenade and working together on a common goal yet to be scheduled. Katie Galvin-Surbatovic stated the city wants to be involved. Ricardo Diaz asked about the Chamber. Frank Rinaldi welcomes the Chamber. The goals are how to proceed, task goals to complete together, and without overlap. Frank R stated Frank Medina has asked for the Ambassador	3. No Action Taken

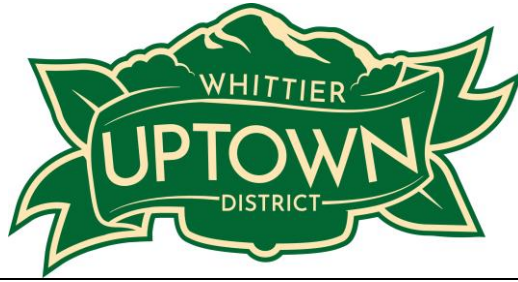
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



	<p>reports. Jim Dunkelman asked if WUA’s service is to market and promote businesses and bring events and workshops for the benefit of the business owners. Katie stated yes. Jim asked if UWIA’s service is to make uptown a destination. Frank stated yes.</p>	
<p>4. Approve the Executive Committee Meeting Minutes from November 17, 2020</p>	<p>Corrections need to be made as follows:</p>	<p>4. Jim Dunkelman moved to approve the November 17, 2020 Executive Committee Minutes. Katie Galvin-Surbatovic 2nd. All in Favor. Motion Passes.</p>
<p>5. Discuss with Ricardo Diaz, UWIA District Identity and Streetscape Improvements (DISI) Committee Chair, Direction and Goals for the DISI Committee and Ways to Determine if Actions are Obtaining Desired Results.</p>	<p>Ricardo Diaz discussed the DISI Committee expanded social media, created banners, and advertised 2 ½ months on billboards. Also created a tagline with cohesiveness perimeters. The focus of the banners on Philadelphia Street between Whittier Blvd and Painter Avenue. Currently working on seasonal banners and kiosks to provide information and feel touristy with maps on the location. Wants to continue the property owner involvement with the Property Owner Mixer, Covid-19 permitting. In the future work with the Sidewalk Committee on more lighting and other projects. Frank Rinaldi wants to see financially what benefits UWIA for the work done such as the billboards to see what is affective. Ricardo Diaz stated DISI is doing the metrics. Not an easy thing to do on the billboards. Received all positive responses on the billboards. There</p>	<p>5. No Action Taken</p>



	<p>currently are no plans to do the billboards in 2021. Frank stated transparency is owed to the owners on promoting uptown. The umbrellas were easy to gauge – successful and cost effective. Frank wants the Committee to consider having signs made and posted, like the city, on “Services Provided by UWIA”, and include the Ambassador and Coastal work.</p>	
<p>6. UWIA Will Need to Submit the Financial Statement and Annual Report to the City that at a Minimum Will Contain the UWIA Board Minutes by the end of February</p>	<p>Jim Dunkelman stated his information is based upon the City Agreement. To include last year minutes and anticipates he will have the Board reviewed report at the end of January, for submission at the end of February.</p>	<p>6. No Action Taken</p>
<p>7. UWIA Will Need to Send the Annual Letter to the Property Owners Before the End of March so this Will Be a January Committee Agenda Action Item for Board Approval in February.</p>	<p>Brent Haskell stated informational purposes for the Executive Committee. GM’s 3rd year working on the packet containing a President cover letter including Committee verbiage and financials. Brent will email Frank Rinaldi last year’s letter and work on the remaining items.</p>	<p>7. No Action Taken</p>
<p>8. Discuss and Establish the Agenda for the UWIA Board Meeting on January 14, 2020</p>		<p>8. No Action Taken</p>



9. Other Committee Items	Katie Galvin-Surbatovic provided potential meeting dates prior to Thanksgiving and received no reply. With City Hall closed December 18 th and not open until the new year Katie will send another email for meetings date after the new year. Frank Rinaldi, Brent Haskell, and Frank Medina with WUA will be included in the email.	9. No Action Taken
10. Next UWIA Executive Committee Meeting	The next regularly scheduled meeting will be on Tuesday, January 26, 2020 at 8:00 a.m. at 13305 Penn St, Whittier, CA 90602 or possibly telephonically.	10. No Action Taken
11. Adjournment	The meeting was adjourned at 8:49 a.m.	11. No Action Taken

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