



Uptown Whittier Community Benefit District
Interim Board of Directors Meeting
Historic Train Depot
7333 Greenleaf, Whittier, CA 90601
Thursday, June 14th, 2018, 8:30 a.m.

Present: Melinda Pina, Don Lomont, Paul White, Michael Burkhardt, Mark St. Julien, Jeff Langan, Tim Traeger, Milt Pate, Mina De La Cerda, Conal McNamara (for Jeff Collier)

Absent: Dave Mccoy, Jim Dunkelman, Ronald Jeffery, Stephen Ortiz, Monica Ovieda, Frank Rinaldi

Guests: Ben Pongetti, Ross Gile, Frank Medina, Patricia De La Cerda, Jeff Piper, Gabriella De La Cerda

Consultant: Marco Li Mandri, Ryan Huffman – New City America
 Courtney Rose, Cree Jones, Lauren Spinelli – Olive
 Tyson Smith – Coastal

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Melinda Pina, the interim President, called the meeting of the property owners and guests present to order at 8:34. Michael Burkhardt led the Board in the flag salute. Introductions were made as there were many guests in the room for the meeting. There are sixteen members currently on the Board so quorum was met. (10 Board Members/Alternates were present)	No Action Taken

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

<p>2. Approval of May 3rd, 2018 Interim Board Minutes</p>	<p>Paul White reviewed the May 3rd, 2018 Interim Board Minutes. Discussion Followed.</p>	<p>Mark moved and Michael seconded the approval of the May 3rd, 2018 minutes. The minutes were approved unanimously.</p>
<p>3. Introductions of guests, announcements, public comment</p>	<p>Melinda opened the floor for any introductions, announcements, or public comment.</p> <p>a. Chief Piper from the Whittier Police Department introduced himself. He introduced the new Captain that will be in charge of Whittier. Paul will share his information with the Board. Chief Piper also announced that he promoted Ryan Todd effective June 30th, 2018. Officer Todd will start attending Sidewalk Operations and Board meetings. Chief also announced that he will have foot/bike officers on the streets till September. Melinda thanked Chief Piper for his time.</p> <p>b. Frank Medina commented on the Open House and said it was a great event.</p> <p>c. Tyson said his crew had worked on graffiti removal for about three weeks. His crew has now started pressure washing.</p>	<p>No Action Taken</p>
<p>4. Committee Tasks</p>		
<p>a. Executive Committee:</p>	<p>Melinda and Marco went through the following items:</p>	
<p>1. Report from President</p>	<p>Melinda announced she has started to have weekly meetings with Olive PR. If anyone has questions about or for Olive, email them to Melinda and she will discuss with them during her weekly meeting.</p>	<p>No Action Taken</p>
<p>2. Financial Report</p>	<p>Don reviewed and explained the Budget for FY 2018. Paul noted that the UWIA has an updated assessment income figure of 492k instead of 497k. Ben explained that the records</p>	<p>No Action Taken</p>

	<p>department had an update to the assessment calculation because there was a correction in building square footage. Ben also announced that there was roughly 40k in un-paid property taxes so far and the city would most likely make three more transfers to the UWIA.</p>	
<p>3. RFP for Executive Director matrix</p>	<p>Don passed out the Rules and Summary policy to be reviewed by the Board and email Don any recommendations. Don also passed out the Decision matrix document for the UWIA to use as a tool in selecting the appropriate vendor. Again, Don emailed this out to the Board and requested any changes or comments be emailed to him. Discussion Followed.</p>	<p>No Action Taken</p>
<p>4. Correspondence Report – Whittier Chamber</p>	<p>Paul announced that the UWIA has received the Whittier Chamber welcome packet and the UWIA is an official member of the Chamber.</p>	<p>No Action Taken</p>
<p>5. Goals & Dates for 2018/2019</p>	<p>Melinda reviewed and outlined the goals for the UWIA for 2018/2019. The following goals are top priority:</p> <ol style="list-style-type: none"> 1. Hire Website Content Manager 2. Continue to hold weekly meetings with Olive 3. Hire Security Ambassadors 4.5. Hire a permanent Executive Director 5.6. Create revenue for UWIA – Possible ideas are parking and film revenue <p>Discussion followed. It was agreed that the top five goals will be completed this fiscal year and the sixth goal will be completed next fiscal year.</p> <p>Dates for remaining board meetings in 2018 are:</p> <p>July 19 August 9 September 6 October 11 November 8</p>	<p>Paul motioned to hold a board meeting on July 19 and August 9. Don seconded. Discussion occurred around the benefit/drawback of taking the month of July off. Motion was approved unanimously by the board.</p>

	December 6	
6. Conference call votes	Marco reviewed the results of the conference call vote for purchasing a table for the Whittier State of the City event. Discussion followed. It was agreed that on the next Board Agenda, the Board will vote to allow the Executive Committee to spend up to \$500 and be reaffirmed at the next meeting.	No Action Taken
7. RFP Procedures	Don passed out the RFP procedures earlier in the meeting and announced that if anyone had recommendations to email him.	No Action Taken
b. Sidewalk Operations Committee	Marco and Michael reviewed the following items:	
1. Update on Contract with Coastal	Michael announced that Coastal has started and is doing a great job. Michael and Mina are going to create a post card that discusses what Coastal duties and highlights other city services like graffiti removal. They will pass it out to the businesses.	No Action Taken
2. RFP for Security	Marco discussed the results of the Security RFP. They would primary work Friday and Saturday nights. They would provide cell phones and uniforms to match the maintenance Ambassadors. Discussion followed.	Michael motioned and Conal seconded to hire Aleco Security through December 31st, 2018. Not to exceed \$5,000 monthly and allow Staff to workout contract with a start date of July 1st, 2018. The motion was unanimously approved.

c. District Identity Committee	Marco and Tim reviewed the following items:	
1. RFP for content Manager	Marco explained the need to hire a content Manager. Courtney explained the process for the roles and responsibilities of how Olive will interact with the Content Manager and the Website Developer. Olive will primarily oversee and establish the overall message for the district. Olive will also send out story ideas that will include weaving in stories about property owners, businesses, and events. Olive also reviewed the Social Media Strategy and Public Relations Plan. The website developer will be in charge of the logistics and coding of the website. The Content manager will update the website, be on ground in Whittier and Olive will help train them on what needs to be done.	Michael moved and Don seconded to send out an RFP and create a Content Manager RFP review task force that will consist of Stephen Ortiz as the Chair along with Courtney, Michael, and Kristin. No members on the Board who will bid to be the content manager will be on the committee. The motion was unanimously approved.
d. Land use and Project Review Committee	Marco and Frank reviewed the following items:	
1. Meeting on May 4th, 2018 Notes	The Board reviewed the notes from Frank.	No Action Taken
6. Other	Melinda opened the floor for any other comments or discussions	No Action Taken
7. Next Meeting date	a. The next Board of Directors meeting will be on July 19 th , 2018 at 8:30 a.m.	
8. Adjournment	The meeting was adjourned at 10:10 a.m.	No Action Taken

Minutes taken by Ryan Huffman, consultant, reviewed by Secretary Paul White