

A nonprofit organization promoting Uptown businesses since 2013.

**2021-2022**

**Board of Directors**

*President*

**Yanki Greenspan**

Westland Realty Group *Vice President*

**Steven Neal**

Economic Policy Impact Center

*Treasurer*

**Aaron Blackburn**

Borner’s Barber College *Directors*

**Tom Carpenter**

Frontier Real

Estate Investments

**Pasha Darvishian**

Darvishian Group

**Ismael Elias**

Villa Park Mobile Estates

**Doris Felix**

Community Member

**Dr. Joni Ricks-Oddie** Deforest Park

Association

**Michelle Greene**

Jordan High School

*Executive Director***Tasha W. Hunter, MFA**

UPCA BOARD OF DIRECTORS **Minutes March 11, 2022** (Special Meeting Day/Time)  
1:00 pm via Zoom

**1:00 pm ROLL CALL**   
  
**WELCOME**

Public Comments/Presentation

------------------------

**1. Roll Call**

**2.** Approval of Minutes:

**Motioned: Pasha Seconded: Doris**

**All**

**3. Election of Board Officers**

**The Board elected the following officers:**

**Motion: Joni Ricks-Oddie Seconded: Aaron Blackburn**

Pasha Darvishian President  
Steven Neal Vice PresidentIsmael Elias Secretary  
Doris Felix Treasurer

Board thanked Yanki Greenspan for his years of service and dedication to the board. Also to Aaron Blackburn for his dedicated service as Treasurer.

4. **Council Report: ○ District 8 ○ District 9**

March 19 **CD9** Open house  
Small business grants March 16  
La Super Birria, Uptown Commons 3/19 - 3/20  
 Owner Rosie interested in being part of the BID. Parker will share her information with us.

5. **City of Long Beach Report ~ Eric Romero**  
Many good programs are coming from the City.

Advance recovery, 3/10 city issued press release about 4 grant programs throughout industries. Amounts vary per program $2K - $25K to help access capital. About $8.2M  
Biz Care Hotline **562.570. 4BIZ**

Delinquent business license program as well. LiveStories vendor will facilitate payments, call center, etc.   
  
Will have teams in West, Central and NLB to help apply.

Will have continued outreach teams reaching owners to share resources. Jayro Sandoval and Heather Kern.   
  
**Tasha:** Share the application with board, Eric to share.   
Will get info on when they will be back in the area. LBCEI also working with team and businesses in NLB

6. Development/Property Updates:   
 Yanki G., Tom C., Pasha D.   
 **Yanki** ~ Gym tenant on pause, exploring grocery store, make site plan work,   
 **Tom** ~ Super Birria in the Shomi Noods space.  
 **Pasha** ~ Has new tenant opening soon,  
 5659 Atlantic., Can help with planning.

**Eric:** Good to build a referral team with his dept. Can help with business planning, tech services, etc.   
  
**Yanki:** work with broker/property owner community to add flyers/resources to lease packets.

7. **Jordan High School Report – Michelle G. (not present)**

8. Multifamily Report – Ismael E. (not present)

9. **Community Reports - Doris F., JoNi R.**   
**Doris:** DeForest Park community members have had catalytic converters stolen. Doris would like more info about the use of park court for pickle ball.

**JoNi Ricks** ~ 60th Street (formerly Grant Neighborhood) First historic neighborhood in North Long Beach. Also there is a popup tent that is selling food in the lot west of The Uptown (Westland property).

Suggested that Eric help these businesses with resources to help. Tasha and Pasha’s NLB will go.

10. **Executive Director Report– T. Hunter**   
Update of finances. The Assessment check went to the old address. Eric Romero requested an email to help fix the issue.   
  
There is a glitch with the website certificate that Tasha is working on fixing. Site seems to be offline (though everything has been paid up.)

11. **Old Business**

**12. New Business  
Tasha: Made suggestions in Executive Director Report** Scope Recovery Funds $36K for the following 3 **programs**

**~** Pasha suggestion: Property Owners, Business Owners, Kids Programming

Landscape Beautification project, pick business bring new customers, tag the BID**,**

Kids programs ~ allocate funds for e.g. coding, afterschool programs, etc.   
  
Programs for the children that live on the corridor.

Will begin a tree planting on the Artesia corridor. Things need to be maintained.

Clean and safe to keep it consistent.

**Identified: Doris to help with Beautification Funds. Ismael with youth funds. Pasha with Business**Pasha will meet with Tasha on Monday at 10:30 am to help sculpt the Scope of Work to submit to the City.

**Meeting Adjourned at 2:03 pm**