



A nonprofit organization promoting
Uptown businesses since 2013

UPCA BOARD OF DIRECTORS MEETING MINUTES
NOVEMBER 16 , 2022
9:00 am via Zoom

2022-2023

Board of Directors

President

Pasha Darvishian

Darvishian Group

Vice President

Steven Neal

Economic Policy Impact Center

Treasurer

Doris Felix

Community Member

Secretary

Ismael Elias

Villa Park Mobile Estates

Past President

Yanki Greenspan

Westland Realty Group

Aaron Blackburn

Business

Tom Carpenter

Frontier Real Estate Investments

Dr. Joni Ricks-Oddie

Deforest Park Association

Michelle Greene

Jordan High School

Executive Director

Tasha W. Hunter, MFA

WELCOME

Public Comments/Presentation

P. Darvishian called the meeting to order at: 9:02 am

1. Roll Call/Attendees:

UPCA:

Pasha D., Steven N., Doris F., Tasha H., Tom C., Aaron B., Ismael A. Yanki G.

Other Attendees:

Lynette J., Bryan M., Parker H., Forrest F., Officer Mercado, Ashley B.,
Manny B., Shameka W., Dennis - All Action Security

Not Present:

Dr. Joni O.

2. Approval of September 15, 2022 Minutes

Motioned - Doris F.

Second - Steven N.

3. Executive Director Report

T. Hunter

- Account balance \$30,961.08
- Pending \$18,000 check
- Activity \$814.05 fourth quarter BID payment
- Consider using roll-over funds to start a Boarded Windows Grant
- BID Business Breakfast Mixer was a success, well attended LBPD came
- Nov. 26th Small Business Saturday
- Dainty Disco to utilize the parking lot of former Rent-A-Center for Art Walk
- Tax returns are being processed; collecting W9s

- Cultural Heritage Commission to designate Houghton Park Clubhouse as Historic Landmark; third historic property in D9
- Board to begin recruiting additional board members; need more Artesia Blvd. property owners; requested to receive email suggestions
- Tasha to put together board descriptions
- Would like to organize a Business Holiday Mixer; possible locations Ricardo's Nursery and Villa Park Mobile Homes Clubhouse

4. LBPD

Officer Mercado

- Sent Holiday Shopping Safety Tips to Tasha
- Issues with street vendors, contact LB Health Dept. Monica Cardenas 562-570-4494
- Have business owners contact Officer Mercado at lbpdnorth@longbeach.gov is having vacancy or security issues

5. All Action Security Team

Dennis

- No report ready; will send to Tasha/Pasha
- Scheduled to meet with Tasha and Pasha on Nov. 17, 2022

6. Council Report

CD8/CD9

CD8

Ashley B.

- Market St. and Long Beach Blvd. [improvements](#) have begun; will last approximately 1 year
- Asking residents to [nominate](#) a resident, business or neighborhood association who is doing good work and they will be highlighted in the CD8 Newsletter
- City is conducting a [survey](#) regarding sidewalk vending; please share
- Warm clothing drive underway; donate at field office, 4321 Atlantic Ave.; items to be given to Multi Service Center and Care Closet
- Toy drive to begin shortly; will ask businesses if they will be a donation location
- Homeless Point and Time Count to happen in Jan. 2023; need volunteers

CD9

Parker H.

- Price conceded, Rex Richardson Vice Mayor to Mayor
- Will continue to be CD9 point of contact until mid-Dec., then will hand-off to Dr. Joni and staff
- Ribbon Ceremony for Atlantic Ave. and South St.
- Final Uptown Hall to be Dec. 7th at Michelle Obama Library

- Groundbreaking for Artesia Blvd. to take place Jan. 2023
- Introduced Forrest O. who is Dr. Joni's staff member;
Forrest - 626-823-3990

7. Public Comments

Bryan M.

- Property Tax Postponement [Program](#) for senior homeowners with a Disability; they can apply to defer current year property tax on principle residence
- EOY [Survey](#) for in-district registered voters to help identify priorities for the following year; volunteers needed

8. Community Development

Yanki G.

- Due to time constraints, he would like to transition his board seat to Manny B., Manny.b@westlandreg.com, 310-639-5530
- Harding St. and Atlantic Ave. Project to be a multi-tenant development; has secured a major grocery chain; going to city for review soon; expecting doors to open mid to end of 2024
- Per Bylaws, Manny B. has to complete board application, attend two board meetings and be voted in (Tasha H.)

9. Frontier Real Estate Investments

Tom C.

- Vacancy at former Ramen space (Shoomi Noods)
- Give broker listings to Tasha; add Tasha's contact to flyers; can post vacancies on social media

10. Villa Park Mobile Estates

Ismael A.

- Willing to have a toy drive box at the location. Ashley to connect with Ismael
- Atlantic Ave., chain link fence hasn't been fixed
- Parker - funding split agreement per Public Works
- De Forest Ave. and 63rd St. vehicles doing donuts; property has been hit three times; asking for ballers to be put up

11. President's Report

Pasha D.

- Need better security; wants to interview new companies
- City funds available?
- LAB issue due to vacancies
- Suggestion to get cameras; expensive but help; maybe can get a loan to help obtain cameras (Yanki G.)
- If Long Beach recruits for the positions, may get three bike officers and one quality of life officer (Parker H.)

- Challenge to have consistent security; suggest retired police officers (Aaron B.); retired officers have de-escalation skills and know arrest laws
- Suggestion to sit down with LBPD and ask about security companies (Steve N.); to reach out to the city and/or nonprofit for funds due to security issues (Bryan M.); can Uptown BID get special allocation of funds to help with security (Tasha H.)to ask the state for security funds (Parker H.)
- Board to hire new accountant as Susan Cooper will end assignment at the end of Dec/Jan

12. Community Member

Doris F.

- Nothing to report

13. Community Member

Shameka W.

- Some encampments have been removed
- Reports to GoLongBeach app are being handled

14. Old Business

- None

15. New Business

- None

MEETING ADJOURNED by P. Darvishian at 10:19AM

NEXT MEETING:

January 25, 2023 via Zoom