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August 31, 2009

Executive Board, Whittier Uptown Association

Paul Brenier, President
Jason Rosano, M.D., Vice President
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Martin Camero, Treasurer

Board of Directors, Whittier Uptown Association

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Encl.: Whittier Uptown Association ("WUA") Notice

Dear Members of the Executive Board and Board of Directors:

I represent Mr. Chuck Marsden, owner of Marsden's shoe store, now **60 years** in Uptown Whittier. Mr. Marsden has been a member in good standing for many years and at least twice the President of the Whittier Uptown Association ("WUA").

Of great concern to Mr. Marsden, and many Uptown merchants, is the status of the Wednesday night Family Fair (hereinafter "Family Fair"). Many members believe that the Family Fair has developed and expanded such that it is more detrimental than valuable to their businesses. Mr. Marsden, and apparently several others, would like a chance to present to WUA members and to the Board of Directors materials, evidence and testimony in support of their positions. Recent attempts to do so have been frustrated as follows:

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On August 27, 2009, the attached Notice was delivered to members indicating that the General Meeting was set for August 27, 2009, 7:00 pm to 8:30 pm. The Notice in part states:

"You are encouraged to attend this meeting and show your support for what you love about Uptown **and/or express you (sic) concerns or recommendations to help make Uptown a better place to do business.**"

To "**express [their] concerns**" and present their "**recommendations**" to the Board, Mr. Marsden, and several others, showed up to the meeting at 7:00 pm. Within the first 30 minutes of that meeting, the Board President stated to the audience that the Board would not be addressing the Family Fair issue at that evening's meeting. The Board President stated to the audience that the Family Fair issue was discussed earlier in the evening at a meeting that started at 6:00 pm, and that there was a presentation from a third party at that earlier meeting.

The existence of an earlier meeting on the topic surprised many of those in attendance, including Mr. Marsden. He believed the Notice (enclosed herewith) which he received that day, indicated that he would have a forum at that time. Mr. Marsden personally surveyed 35 members in attendance with the same understanding. One gentleman had prepared enlarged photographs, expecting to present his evidence to the Board and members in attendance.

Another member told Mr. Marsden that she attempted to enter the meeting at 6:30, but was unable to do so because the doors were locked. She was told that the Board Members were having a "private meeting".

The Board did mention briefly at the meeting that the contract for the Family Fair will soon expire. The Board indicated that the issue of renewal was not yet decided. Mr. Marsden, and apparently several other members, simply wish to weigh in on the analysis and decision making. Accordingly, Mr. Marsden is hereby requesting that the issue of the Family Fair be openly discussed and debated at an appropriately noticed meeting.

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Thank you for your attention to this matter and for your service to the community.

Sincerely,

Casey Hall

cc: Client ✓