

**Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, July 12, 2019, 9:30 a.m.**

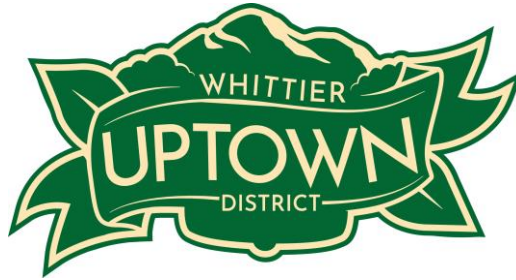
Current List of UWIA District Identity Committee Members: Ana Lilia Barraza, Ricardo Diaz (Committee Chair), Jim Dunkelman (Treasurer) or Kristin Wiberg, Irene McCallister, Conal McNamara (Vice President) or Ben Pongetti, Melinda Pina (President), Christine Singer-Luna, Nick Teel, Andrew Yanez

AGENDA

- 1. Call to Order & Introductions: Ricardo Diaz, District Identity chair**
- 2. Introductions of guests, announcements**
- 3. Public Comment (LIMITED TO TWO MINUTES)**
- 4. Approval of the April 5, 2019 Meeting Minutes** *Action Item*
- 5. Approval of the June 7, 2019 Meeting Minutes** *Action Item*
- 6. Website Task Force**
 - a. Review
 - b. Confirm members
 - c. Assign information gathering needed for content manager
- 7. Billboard content / idea discussion**
- 8. Campus outreach update**

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

c/o GM Properties ■ 13305 Penn Street, Suite 200 ■ Whittier, CA 90602
P (562) 697-5000 ■ F (562) 693-2126
info@uwia.org ■ www.uwia.org



9. Banner Program Coordination

- a. Whittier Blvd corridor
- b. Philadelphia St corridor
- c. Painter Ave corridor

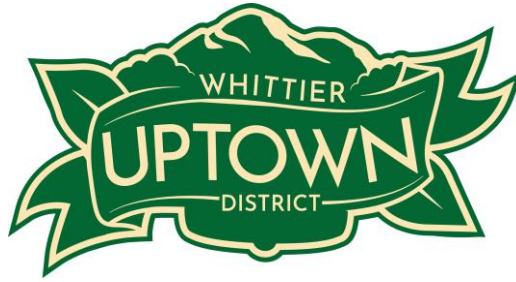
10. Other Committee Items

11. Next DISI Meeting date: August 2, 2019, 9:30 a.m., at GM Properties, 13305 Penn St, Suite 200, Whittier, CA 90602

12. Adjournment: _____

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at the Whittier Train Depot and the meeting location designated for the Board or Committee meeting. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brent Haskell brent@qmpropertiesinc.com or Stephanie Shamp stephanie@qmpropertiesinc.com of GM Properties at (562) 697-5000.



Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, April 5, 2019, 9:30 a.m.

Present: Ricardo Diaz (Committee Chair), Ana Lilia Barraza, Kristin Wiberg, Irene McCallister, Melinda Pina, Christine Singer-Luna, Tim Traeger, Nick Teel, Andrew Yanez

Absent: Patricia De La Cerda / Gabriella De La Cerda-Lim, Conal McNamara / Ben Pongetti

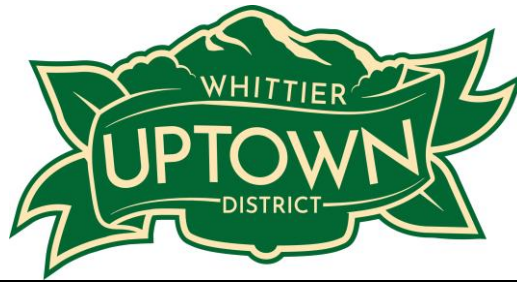
Guests: Ross Gile and Edna Becerra

Consultant: Brent Haskell and Stephanie Shamp – GM Properties, Cree Jones and Lauren Spinelli – Olive

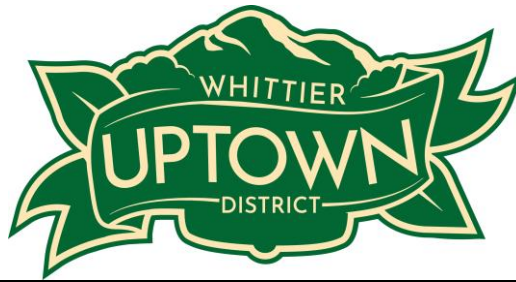
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Ricardo Diaz called the meeting to order at 9:34am	No Action Taken
2. Introduction of guests, announcements		No Action Taken
3. Public Comment	Melinda Pina extended an invite to be a part of the Global Gift which is to help young Latina business women. The event is May 7 th in Beverly Hills. It is a Women's Empowerment Luncheon. Goods, hours, and service volunteers also welcomed. With the rebranding, the goal is to bring it back to Whittier. Further discussion on	No Action Taken

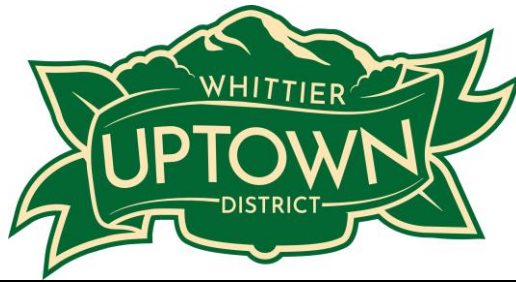
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



	<p>donations. Ricardo Diaz stated he is open for contribution.</p> <p>Ricardo Diaz met with the Grove Developers. They are looking for independent local business owners. Melinda discussed banner placements from Whittier Boulevard down to Greenleaf and Bright Avenue.</p> <p>Christine Singer-Luna questioned how many meetings can be missed before removal. Brent Haskell stated it is based upon the Chair's discretion.</p>	<p>No Action Taken</p> <p>No Action Taken</p>
<p>4. Approval of the March 1, 2019 Meeting Minutes</p>	<p>Corrections need to be made as follows:</p> <p>Page 4, Item d., "Assign task force for Classical Marketing" it should be "Assign task force for Student Outreach"</p>	<p>Tim Traeger motioned to approve the March 1, 2019 Meeting Minutes as corrected. Nick Teel 2nd. None opposed. Motion approved.</p>
<p>5. Approval of the January 31, 2019 DISI Closed Session Meeting Minutes</p>	<p>Irene McCallister asked if the closed session minutes should be provided to guests with numbers included. Brent stated it's all been disclosed so it is okay.</p>	<p>Nick Teel motioned to approve the January 31, 2019 DISI Closed Session Meeting Minutes. Christine Singer-Luna 2nd. All in favor. None opposed. Motion approved.</p>
<p>6. Committee to discuss and recommend to the Board that the Olive contract not be renewed, in any capacity, as mutually</p>	<p>Irene asked with Olive's contract ending 4/30/19 is there enough time. Ricardo stated UWIA has been in discussion and updates will be provided. Melinda also stated Ross sat in on the Wednesday Meeting.</p>	<p>6. Nick Teel motioned for the DISI Committee to recommend to the Board the Olive contract not to be renewed, in any capacity, as mutually</p>

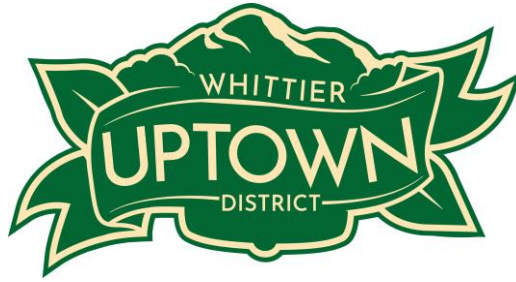


<p>agreed during negotiations between Don Lomont (letter from Don Lomont attached) and Olive and that no PR firm be hired to replace Olive at this time.</p>		<p>agreed during negotiations between Don Lomont and Olive and that no PR firm to be hired to replace Olive at this time. Tim Traeger 2nd. All in favor. None opposed. Motion passed.</p>
<p>7. New Media Marketing</p>	<p>Ricardo Diaz, Ross Gile, and Edna Becerra went through the following items.</p>	
<p>a. Olive to content manager update</p> <p>b. Website Design update and</p> <p>c. Requests for website content and designations of identity. Task force members charged with gathering content.</p>	<p>a. Scheduled to discuss at the Wednesday Meeting.</p> <p>b. and c. Website Design Task Force to meet with Ross Gile on ideas and discussion on domain name UWIA purchased. Already have – DiscoverUptownWhittier.com An address and number for uptown is needed. Tim stated it is GM. Ross and Edna Becerra met on pages and placeholders. Menu items still need to be determined that will be evolving. Everything is changeable. Ross has a sample setup and already sent to Don Lomont. Ricardo stated the Design Task Force met with Edna and Ross. Edna needs help. Ricardo wants the Task Force members to assist and assign to help move forward. Further discussion on setup and transparency, postings on how UWIA spends money, short-and long-term goals, client portal, password protection if any need, and too many options for the viewer.</p>	<p>a. No Action Taken</p> <p>b. and c. No Action Taken</p>



c. Walking maps		No Action Taken
10. Promenade Identification	Ricardo Diaz went through the following items.	
a. Assign task Force b. Request for names	<p>Discussed name, signage, amenities, UWIA benches, college study areas, festivals, art shows, and craft fairs.</p> <p>Ricardo Diaz asked for volunteers. Christine stated she is interested in joining but not leading. Ricardo Diaz is interested. Kristin does not want to be a part of a committee but has people in mind. Nick Teel is interested.</p>	a. No Action Taken b. Promenade Identification Task Force is Ricardo Diaz, Christine Singer-Luna, and Nick Teel. Ricardo to invite others to join the task force.
11. Other Committee Items	None	No Action Taken
9. Next DISI Meeting	The next regular scheduled meeting will be on Friday, May 3, 2019 at 9:30 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.	No Action Taken
10. Adjournment	The meeting was adjourned at 10:47am	No Action Taken

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



**Uptown Whittier Improvement Association
 District Identity and Streetscape Improvements (DISI) Committee
 GM Properties
 13305 Penn Street, Suite 200, Whittier, CA 90602
 Friday, June 7, 2019, 9:30 a.m.**

Present: Ricardo Diaz (Committee Chair), Ana Lilia Barraza, Irene McCallister, Melinda Pina, Christine Singer-Luna,

Absent: Jim Dunkelman / Kristin Wiberg, Conal McNamara / Ben Pongetti, Tim Traeger, Nick Teel, Andrew Yanez

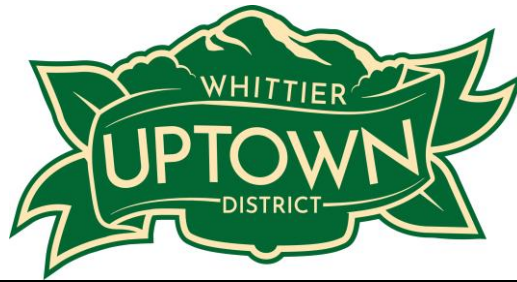
Guests: Carol Crosby

Consultant: Brent Haskell and Stephanie Shamp – GM Properties

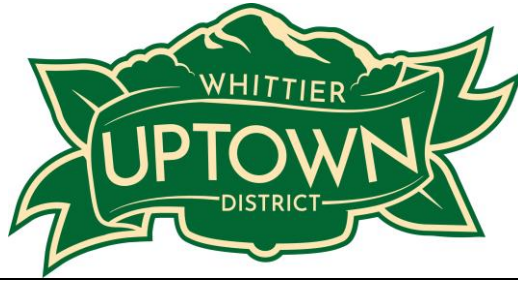
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Ricardo Diaz called the meeting to order at 9:35am	No Action Taken
2. Introduction of guests, announcements		No Action Taken
3. Public Comment	Melinda Pina stated Jim Dunkelman spoke on behalf of herself and UWIA. Hopefully, UWIA is an integral part and the city will take UWIA seriously and she believes the city needs a little push. Carol Crosby thought it is great the three organizations attended the city meeting and went through the tree matter. Melinda stated three organizations created a hybrid that made more sense and had it approved. Very promising and serious and the three stakeholders were respected. Christine	No Action Taken

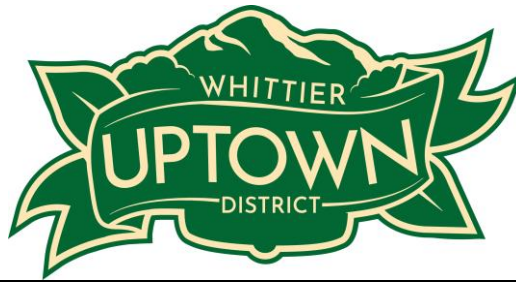
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



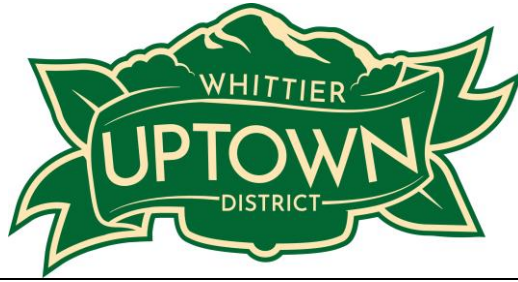
	<p>Singer-Luna stated she received positive comment on the plans and 37 signatures for parking. Ricardo Diaz asked about revenue streams. Melinda stated housing, maintaining, renting with setup of the parklets and the parking meters. A few opportunities. Ricardo asked if these items would be shared. Melinda stated nothing was discussed. She just listed everything but the kitchen sink on what the UWIA wants to do. Ricardo asked about the trees. Melinda stated they will be phased. Starting with the corners and they will all eventually be replaced. Carol stated she does not know how her organization fell off of the lists but wants to get back in. Brent Haskell stated they are still on the lists.</p>	
<p>4. Approval of the April 5, 2019 Meeting Minutes</p>	<p>Irene McCallister asked if there is any way to find out ahead of time when there is no quorum in order to not waste the attendees time. Melinda Pina stated she will include this in the President’s Report. Those on a Committee are to inform when not attending. Brent Haskell stated he will also include in the email when sending out the Agenda.</p>	<p>Tabled.</p>
<p>5. Campus Outreach Update</p>	<p>Christine Singer-Luna discussed two big events Homecoming and Welcoming. She is having trouble reaching out to Rio Hondo. Melinda discussed UWIA having a booth that hi-lites the Ambassadors and have vendor pamphlets along with information cards on what UWIA is. Irene McCallister stated a booth with all representatives and associations of the Chamber, UWIA, and UWA would be a</p>	<p>No Action Taken</p>



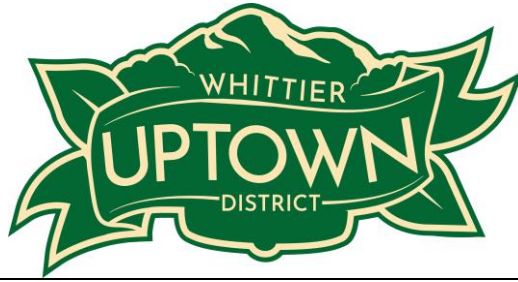
	<p>better fit. Melinda stated this would be a good way for UWIA to differentiate. Irene stated the student concerns are not of being informed of the street cleanliness, pamphlets, and information cards. Christine stated she disagrees. Melinda stated DISI Committee wanted to move forward on this and she is being all inclusive. Ricardo Diaz stated DISI would like to create outreach programs, looking for people, volunteers, opportunities, to attend UWIA meetings. The students may also pass along information onto the parents who may be owners, and lastly support the Campus Outreach Task Force. Carol stated there is one goal to bring Uptown Whittier to the students informing a clean, safe, and welcoming Committee. Melinda stated to make UWIA a conduit student opportunity to become a part of and to be vested in the community in which UWIA is a great opportunity to make that happen. Irene stated it can be done in different way such as networking events. A lot of students who live in Whittier feel connected. Christine stated it is more covered at the Task Force level. It's important to show cleanliness. Irene stated she understands and through booth experience, it's not effective.</p>	
<p>6. Website Update</p>	<p>Ricardo Diaz stated the last three months Edna Becerra, Ross Gile, and himself had a goal to bring in investors. They made a lot of progress. The deadline was Thursday, June 6, 2019 with a goal to present at the next Board meeting, which is Thursday, June 13, 2019. Ricardo questioned the procedure. Melinda Pina stated the Task</p>	<p>6. The Task Force and Ross Gile to present the Website at the Thursday, June 13, 2019 Board meeting for review and decision.</p>



	Force decides. Ricardo Diaz stated the Board can review and decide.	
7. Banner Program Initiative	Ricardo Diaz went through the following items.	
a. Whittier Blvd. corridor b. Philadelphia St. corridor c. Painter Ave corridor	<p>Carol Crosby stated it is a colorful hi-lite. The Chamber is looking at it all. Irene McCallister asked what will the banners say. Ricardo Diaz stated “Come to Whittier” and he loves the military pictures. Melinda Pina informed Ricardo Diaz that Tim Traeger was interested in installing banners and he counted the poles with 48 off of Philadelphia. Ricardo stated he would like to install different banners creating a bridge of sayings, colors, photographs, from the college to the center and all other areas. Ricardo also questioned brackets, lighting, and holidays. Ricardo opened the floor for input on any other direction. Carol stated the Chamber would like to collaborate with UWIA. Brent Haskell told Ricardo Diaz to talk with Tim Traeger. He got quotes and spent a lot of time on the banners. Carol stated the Community Foundation was working on banners and working with UWIA & UWA but it never really took roots. Ricardo asked for volunteers to put the hours in. Carol added a vested interest and establish a signage. Melinda stated create a revenue stream to get these things done. Ricardo stated next meeting establish candidates.</p>	<p>a. – c. DISI Committee to establish candidates for the Banner Program Initiative at the next meeting, Friday, July 12, 2019.</p>
8. Freeway Billboard Update (handout for review)	Ricardo Diaz provided multiple picture options thru Clear Channel Outdoor. Irene McCallister asked if this was for electronic	8. Ricard Diaz to look into the billboard inventory for more



	<p>billboard. Ricard stated the quotes are for standing and there may be a code. He provided April inventory. He is interested in the 60 freeway, right over the hill in more of the residential area. He thinks that it is not super expensive. Brent Haskell stated UWIA had Olive for PR at \$5,000.00 per month. Christine Singer-Luna thinks the 60 West would be better. Ricardo stated inventory can be looked into for options at the next meeting. Carol Crosby recommends the exit at Beverly. It presents Whittier in a better welcoming.</p>	<p>options at the next DISI meeting, Friday, July 12, 2019.</p>
<p>9. Discuss Handouts to be Distributed by Ambassadors</p>	<p>Ricardo Diaz discussed the Sidewalk Committee would like the Ambassadors to distribute handouts on Uptown Whittier events, business, restaurants, etc. Carol Crosby stated the students do not accept business cards. In dealing with this matter most of the students take a picture of her business card. Irene stated a UWIA QR Code with electronic access may be a better fit. Ricardo stated installing these QR Codes on owner windows that lead to UWIA website. Irene stated give Ambassador access or provide electronically. Carol asked if one Association doesn't participate does another Association make it up. Christina and Irene stated no. Ricardo asked what questions are the Ambassadors getting. Ricardo likes the QR Code, kiosks, and plaques. Ricardo would like to lean on the Chamber and UWIA. Carol stated while in uptown you are looking for immediate information. Christina stated she will be in uptown so she will ask. Brent Haskell stated he will email Carlos with Aleco.</p>	<p>9. Christine Singer-Luna to ask the Ambassadors and Brent Haskell to ask Carlos Lopez with Aleco what questions they are getting for handout distribution.</p>



	Carol stated the Chamber is promoting the paper, which has gone to every other month and they are looking to expand consumer base.	
10. Next Meeting Originally Scheduled for July 5th needs to be Rescheduled.		10. Next DISI Meeting Date Scheduled July 12, 2019
11. Other Committee Items	None	11. No Action Taken
12. Next DISI Meeting	The next regular scheduled meeting will be on Friday, July 12, 2019 at 9:30am at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.	12. No Action Taken
13. Adjournment	The meeting was adjourned at 10:40am	13. No Action Taken

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