



**Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, December 6, 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, Melinda Pina and Andrew Yanez

AGENDA

- 1. Call to Order: Ricardo Diaz, District Identity chair**
- 2. Introductions of guests, announcements**
- 3. Public Comment** - The public is invited to address the DISI Committee regarding any item of business. Speakers must limit their comments to two minutes. Pursuant to State law, the Committee cannot take action or express a consensus of approval or disapproval on any oral communications which do not appear on the printed agenda.
- 4. DISI Membership – Committee Chair to add / remove members if necessary**
- 5. Approve the November 1, 2019 DISI Meeting Minutes** *Action Item*
- 6. Approve the 2020 calendar year schedule of DISI meetings** *Action Item*
- 7. Freeway billboard package review and prepare a recommendation to present to the board for approval** *Action Item*
- 8. Follow up discussion re the mural on the parking structure**
- 9. Kiosk task force update**

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

c/o GM Properties ■ 13305 Penn Street, Suite 200 ■ Whittier, CA 90602
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10. Discuss owner event / social and establish a task force for planning – Melinda Pina

11. Other Committee Items

12. Next DISI Meeting date: January 10, 2019, 9:30 a.m., at GM Properties, 13305 Penn St, Suite 200, Whittier, CA 90602

13. 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, at the meeting location designated for the Board or Committee meeting and on their website www.uwia.org. 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@gmpropertiesinc.com or Stephanie Shamp stephanie@gmpropertiesinc.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, November 1, 2019, 9:30 a.m.**

Present: Ricardo Diaz (Committee Chair) and Ana Lilia Barraza

Absent: Kristin Wiberg and Melinda Pina

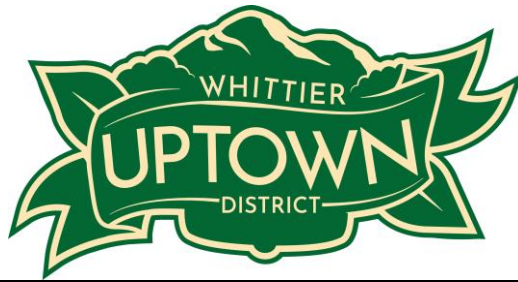
Guests: Irene McCallister, Mark St. Julien, Andrew Yañez, and Julie Ledesma

Consultant: Edna Becerra – Content Manager, Brent Haskell and Stephanie Shamp – GM Properties

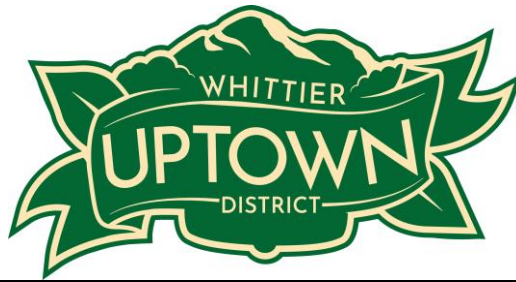
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Ricardo Diaz called the meeting to order at 9:29 a.m.	1. No Action Taken
2. Introduction of guests and announcements	Andrew Yañez and Irene McCallister attended the meeting and made the requested to be reinstated as District Identity Committee members.	2. Ricardo Diaz reinstated Andrew Yañez and Irene McCallister.
3. Public Comment	Julie Ledesma with Greenleaf Guardian announced Whittier has a new newspaper out today, Friday, November 1, 2019 and it is to be delivered to every home in Whittier. Greenleaf Guardian is also a part of the Downey Patriot and the Norwalk Patriot. PIH is already advertising and the website also went live today. Ricardo Diaz asked if there is anything the newspaper is focused on. Julie stated non-political, the	3. No Action Taken

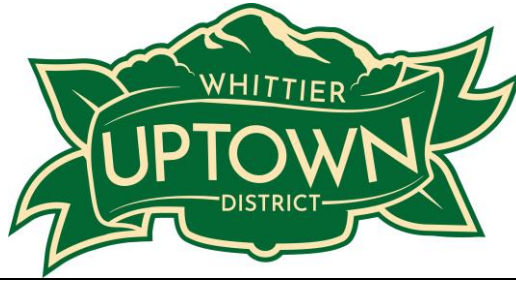
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	tag line is Whittier's #1 News Source, and this week's news is the fire at the church.	
4. DISI Membership – Committee Chair to add / remove Members if necessary		4. Completed Task
5. Approval of the October 4, 2019 Meeting Minutes		5. Ana Lilia Barraza motioned to approve the October 4, 2019 Meeting Minutes. Irene McCallister 2nd. None opposed. Motion passed.
6. Committee to appoint a Vice Chair in order to conduct meetings in the absence of the Chair		6. Andrew Yañez nominated himself for Vice-Chair. Ana Lilia Barraza motioned. Irene McCallister 2nd. None opposed. Approved.
7. Freeway billboard package review	Ricardo Diaz apologized he has not received the billboard package. He called a week ago. The Budget discussed at \$30,000.00 for billboards with January 2020 start date. Advertising set aside at \$50,000.00 at the 5 and the other side of the hill at the 60 hoping to have for discussion at the next meeting. Ricardo will send the billboard package to Brent Haskell once received and he will send out to the Committee via blind copy. Mark St. Julien questioned if the design is to also include the UWIA design. Ricardo stated DISI Committee can design an attention	7. Freeway billboard package review to be in the December 6, 2019 Agenda as an action item to discuss and approve.

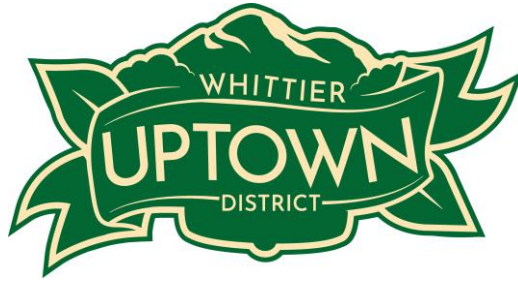


	<p>getter. Ricardo asked all Committee Members to think of something short. Ana Lilia Barraza asked if the \$50,000 is from November to November. Brent stated yes. Andrew Yañez asked if it is a digital billboard. It is cheaper and the rates will be shared. Ricardo stated most are stand still. Ricardo asked all Committee Members to come with some ideas at the next meeting.</p>	
<p>8. Parking Structure mural funding review</p>	<p>Marilyn and Sergio D. Robleto presented a parking structure mural email letter for the DISI Meeting for Consideration. The proposed location is at Greenleaf. An electronic sample was provided by Ricardo Diaz. It was discussed City Council agreed to pay for this location. Other locations are at a fee. Andrew Yañez asked if UWIA can add comment – add the UWIA logo. Ricardo would like to expand into Bright Avenue & Comstock Avenue. Ana Lilia Barraza agrees with Bright Avenue. Edna Becerra stated it fits in with the personality of the environment – make it muted. Andrew questioned the standing of the mural. Ricardo stated it will be community based and the money decision makers. Irene McCallister stated it is usually theme based, work with property owners on the buildings. Mark St. Julien stated there is usually a permit involved. The Nixon mural on Baily Avenue looks great. Ricardo wants to bring in Marilyn and discuss locations and see what she had to say, etc. Irene stated Marilyn can update the DISI Committee on who is funding. Ricardo stated the city meeting is in one month so it should be known.</p>	<p>8. Ricardo Diaz to bring in Marilyn for further mural discussion.</p>



<p>9. Kiosk Task Force Initiation and 10. Other Committee Items</p>	<p>Andrew Yañez stated there are multiple projects like lighting. Ricardo Diaz stated he reviewed lighting and kiosk. In searching it's not as easy and available. Andrew agreed. Banner program discussed. Ricardo asked if there was further discussion. None.</p> <p>Ricardo Diaz asked if anyone wanted to research. Irene McCallister volunteered to research the kiosk. Ana Lilia announced she is working on banners. Mark St. Julien asked about electronic pop-ups. Edna Becerra stated UWIA can do this thru paid ads. The budget was discussed on advertising and banners. Ana Lilia will talk with Olivia with WUA on costs. Irene stated she will research kiosks on types and costs and then go from there on location, size, etc.</p>	<p>9. No Action Taken and 10. Irene McCallister to research kiosks on types, costs, location, size, etc. Ana Lilia Barraza working on banners and will talk with Olivia with the WUA on costs.</p>
<p>11. Next DISI Meeting</p>	<p>The next regular scheduled meeting will be on Friday, December 6, 2019 at 9:30am at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.</p>	<p>11. No Action Taken</p>
<p>12. Adjournment</p>	<p>The meeting was adjourned at 10:14 a.m.</p>	<p>12. No Action Taken</p>

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



**Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
2020 Calendar Year Schedule of Meetings**

January 10, 2020

February 7, 2020

March 6, 2020

April 3, 2020

May 1, 2020

June 5, 2020

July 10, 2020

August 7, 2020

September 11, 2020

October 2, 2020

November 6, 2020

December 4, 2020

*All meetings are scheduled for 9:30 a.m. at GM Properties, 13305 Penn Street, Suite 200,
Whittier, CA 90602*

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