



**Uptown Whittier Improvement Association  
District Identity and Streetscape Improvements (DISI) Committee  
GM Properties  
13305 Penn Street, Suite 200, Whittier, CA 90602  
Friday, March 6, 2020, 9:00 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

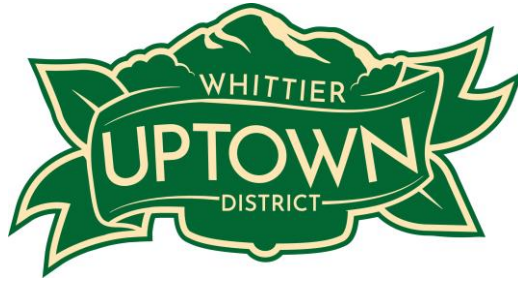
**AGENDA**

- 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 February 7, 2020 DISI Meeting Minutes** *Action Item*
- 6. Billboard campaign discussion to decide if the DISI Committee will move forward with a billboard on the 605, Whittier Blvd, or some other location as well as the content / tagline on the billboard.** *Action Item*
- 7. DISI Committee to discuss content / taglines to be used for banners and other promotional items then place on the next UWIA Board meeting agenda to ask the Board to authorize the DISI Committee to come up with the content for the banners and promotional items as long as the Committee stays within budget.**

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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



8. Kiosk task force update

9. Task Force update regarding owner event / social – Melinda Pina

10. Other Committee Items

11. Next DISI Meeting date: April 3, 2020, 9:00 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, at the meeting location designated for the Board or Committee meeting and on their website [www.uwia.org](http://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](mailto:brent@gmpropertiesinc.com) or Stephanie Shamp [stephanie@gmpropertiesinc.com](mailto:stephanie@gmpropertiesinc.com) of GM Properties at (562) 697-5000.*



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District Identity and Streetscape Improvements (DISI) Committee  
GM Properties  
13305 Penn Street, Suite 200, Whittier, CA 90602  
Friday, February 7, 2020, 9:00 a.m.**

**Present:** Ricardo Diaz (Committee Chair), Andrew Yañez (Vice-Chair), Melinda Pina, and Kristin Wiberg

**Absent:** Ana Lilia Barraza and Irene McCallister

**Guests:**

**Consultant:** Brent Haskell and Stephanie Shamp – GM Properties

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Ricardo Diaz called the meeting to order at 9:22 a.m.	<b>1. No Action Taken</b>
<b>2. Introduction of Guests and Announcements</b>		<b>2. No Action Taken</b>
<b>3. Public Comment</b>		<b>3. No Action Taken</b>
<b>4. DISI Membership – Committee Chair to add / remove Members if necessary</b>		<b>4. No Action Taken</b>
<b>5. Approval of the January 10, 2020 Meeting Minutes</b>		<b>5. Kristin Wiberg motioned to approve the January 10, 2020 Meeting Minutes.</b>

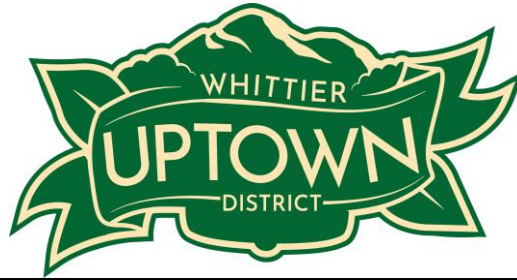
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



		<p><b>Melinda Pina 2<sup>nd</sup>. All in favor. None opposed and no discussion. Motion approved.</b></p>
<p><b>6. Update on freeway billboard ride-a-long with Clear Channel; and</b></p> <p><b>7. Freeway billboard package review and prepare a recommendation to present to the Board for approval</b></p>	<p>Ricardo Diaz stated from the ride-a-long there is not much inventory on the 60 off the 605. Continuing with inventory, 605 South of the 60 nothing is available. When available Clear Channel will contact Ricardo. There are currently two available. One blocked by a big tree and it is a larger sign. The other is a smaller sign with older trees blocking. Not much of a view. There is one on Whittier Boulevard and Strub Avenue near the Shell station. West of the 605 is going to work. Andrew Yañez asked if the cost is cheaper on the street vs. the freeway. Thought if so, UWIA should do a couple of street billboards with on-line adds. Ricardo is looking at different adds and different ways. Andrew requested Edna Becerra to be at the next meeting. Kristin Wiberg asked about the inventory off the freeway and off Whittier Boulevard. Ricardo replied 8 x 12 at 5 points available and in South El Monte. Ricardo will forward the emails and asked about ideas. Andrew informed Ricard the slogan discussed at the last meeting is “It’s All Here” with pictures of eating, etc. Simple will do with UWIA logo and “Enter Here”. The committee needs to figure out what is wanted for the social media #. Website to increase. Melinda Pina would like “Eat, Drink, Shop” included. Kristin would like to see the UWIA logo with “Visit</p>	<p><b>6. No Action Taken; and</b></p> <p><b>7. Next Board meeting Action Item. The Board to grant DISI Committee authority to approve billboard content.</b></p>



	<p># Our Uptown” and “It’s All Here”. Melinda asked if it needs to be a Board Action Item. The committee is ready, pricing needed. Brent replied the item is already on the agenda and the budget is already established. Content needs Board approval based on committee recommendation. Ricardo will come up and present to the Board. Kristin and Melinda recommend Board gives approval on authority. Brent will make it an action item for the Board to grant DISI Committee authority to approve content on billboard. Andrew questioned if the Board needs to approve every step. Brent stated if the board gives authority for the committee to approve the content, the board has already approved the budget, so then the board will not need to approve every step.</p>	
<p><b>8. Follow up discussion regarding the mural on the parking structure</b></p>		<p><b>8. Item to be removed – resolved.</b></p>
<p><b>9. Kiosk Task Force update</b></p>		<p><b>9. Tabled</b></p>
<p><b>10. Owner Event/Social Task Force update – Melinda Pina</b></p>	<p>Melinda Pina stated the post card notice was completed for print. The payment for the venue is on its way. The food is being addressed. Captain Bar agreed to speak. The Mayor will be invited. Andrew Yañez to collect short videos thru Edna Becerra. The UWIA President, Mark St. Julien, to speak. Easels with committee descriptions to be up. Raffles to be done. Further</p>	<p><b>10. Owner Event/Social to be on the Board Agenda to provide an update.</b></p> <p><b>Brent Haskell to send an email to Jim Dunkelman on approval of \$50 gift</b></p>



	<p>discussion on food, drinks, and stand up tables and registration card with suggestion. Kristin Wiberg asked about the tangible take away. Further item discussion – magnet, chip clip, stickers, pens. Ricardo Diaz would like a small take away goodie bag. Melinda asked if she should work on the raffle. Ricardo thought raffles are good. Brent Haskell stated to spend within UWIA budget. Andrew wants to include business flyers in the goodie bags. Ricardo wants to put Local Fixture gift cards &amp; make a bag donation request. Further discussion on vendors gift cards and/or business inserts. Phlight, Whittier Brewing Company, Costa, Modern Shaman, Theater, The Shannon Center, State Farm. Ricardo would like \$50 gift cards for each business and inserts from each business for the goodie bags. Ricardo okay with going to ACRO Printing, Inc. and picking three items. Budget \$10 per bag. Shoot for minimum. \$10 x 100 = \$1,000. Melinda asked about UWIA's credit card. Brent replied Jim Dunkelman may have it thru Chase Bank. GM does not. Brent will send an email to Jim on approval. Andrew stated post cards out next week Tuesday/Wednesday, email out the following week, Edna to put on the website in 1 ½ - 2 weeks, which allows property owners time to RSVP. GM to take 90 RSVPs and 10 people buffer. The check in table manned by the Board and hand out the goodie bags and registration card. Kristen wants to hand out 5 raffle tickets at the door and put fishbowls next</p>	<p><b>card payment/ reimbursement.</b></p>
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	to committee chair's easel to get approached.	
<b>11. Other Committee Items</b>		<b>11. No Action Taken</b>
<b>12. Next DISI Meeting</b>	The next regular scheduled meeting will be on Friday, March 6, 2020 at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.	<b>12. No Action Taken</b>
<b>13. Adjournment</b>	The meeting was adjourned at 10:10 a.m.	<b>13. No Action Taken</b>

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