



**Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, October 4, 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, Christine Singer-Luna, 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. Approval of the July 12, 2019 Meeting Minutes** *Action Item*
- 5. Approval of the September 6, 2019 Meeting Minutes** *Action Item*
- 6. Committee to appoint a vice chair in order to conduct meetings in the absence of the chair** *Action Item*
- 7. Approve the DISI progress report to be presented to the UWIA Board for their approval** *Action Item*
- 8. Approve the 2019 – 2020 DISI budget to be presented to the UWIA Board for their approval** *Action Item*

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. Other Committee Items

10. Next DISI Meeting date: November 1, 2019, 9:30 a.m., at GM Properties, 13305 Penn St, Suite 200, Whittier, CA 90602

11. 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, July 12, 2019, 9:30 a.m.**

Present: Ricardo Diaz (Committee Chair), Ana Lilia Barraza, Kristin Wiberg, Conal McNamara, and Andrew Yanez

Absent: Irene McCallister, Melinda Pina, Christine Singer-Luna, Nick Teel,

Guests:

Consultant: Brent Haskell and Stephanie Shamp – GM Properties

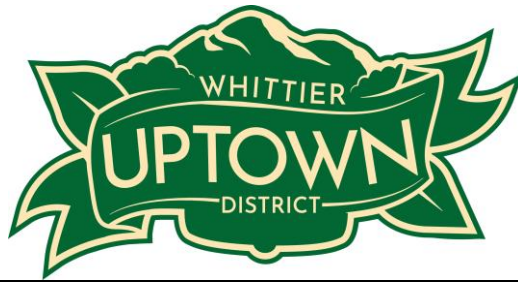
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Ricardo Diaz called the meeting to order at 9:36am	No Action Taken
2. Introduction of guests and announcements		No Action Taken
3. Public Comment		No Action Taken
4. Approval of the April 5, 2019 Meeting Minutes		Conal McNamara motioned to approve the April 5, 2019 minutes Ricardo Diaz 2nd. All in favor. None Opposed. Motion passed.
5. Approval of the June 7, 2019 Meeting Minutes		Conal McNamara motioned to approve the June 7, 2019

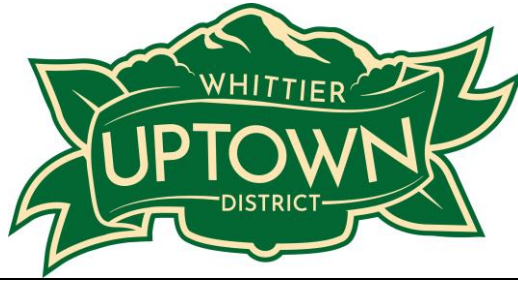
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



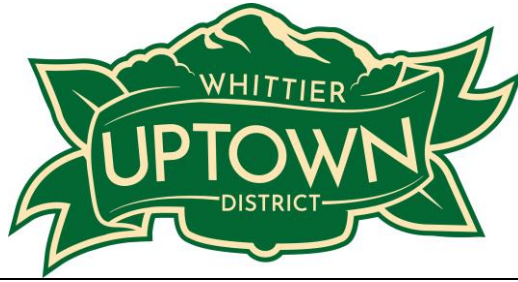
		minutes Ricardo Diaz 2 nd . All in favor. None Opposed. Motion passed.
6. Website Task Force	Ricardo Diaz went through the following items.	
a. Review	a. Edna Becerra’s report on the social media overview was reviewed and discussed on the top posts, insights, and upcoming content. UWIA should not just be focusing on the younger generation. The older generation should be taken into consideration as they have the time to be a part of an organization and have the money.	a. No Action Taken.
b. Confirm members	b. Ricard Diaz stated he has had 4 or 5 meetings with Ross Gile and Edna Becerra. Irene McCallister and Andrew Yanez attended a meeting. The Members are to confirm staying and continue working on gathering information for Edna. Ricardo is still seeking Committee Members. Kristin Wiberg questioned if the Committee wants to discuss reaching out and getting members. Ricardo updated Kristin on Board meeting status. Ricardo stated he is open to getting three members for DISI. Brent Haskell debriefed the DISI Committee on the requirements – Six months requirement for a Committee Member to be eligible for the Board. The Nomination Committee meeting is next week, Thursday, July 18 th . Brent does not foresee protocol changes.	b. Current Website Task Force Members are Ricard Diaz, Andrew Yanez, Irene McCallister, and Christine Singer-Luna. Tim Traeger and Don Lomont resigned.



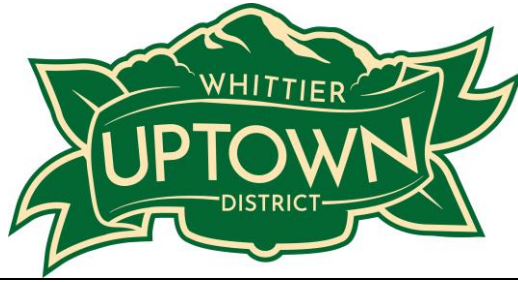
<p>c. Assign information gathering needed for content manager</p>	<p>c. Ana Lilia Barraza discussed organic and paid posts then went into property owner representation. Finding out what owner’s like or want and move forward with it. Andrew Yanez stated update video with animation and texts in terms of focusing on property owner. Further discussion on a community page versus owner page – Determine and focus. Video of putting up the twinkle lights, parklets setup, Ambassadors petting dogs, etc. Edna Becerra wants to attend a DISI meeting or Task Force Committee meeting that covers all bases. Kristin Wiberg is in agreement with Andrew Yanez but is not sure if UWIA is ready yet or if the survey is sufficient. Brent Haskell stated the Board discussed the Sidewalk Survey, that is driven by Aleco, was sent back to the Sidewalk Committee. Further discussion on DISI connecting with the Sidewalk Committee to add more survey questions before it is brought back to the Board. There was further discussion on the study abilities and capabilities. Andrew stated Frank Perez attended the July 11, 2019 Board Meeting and Frank stated he has a survey business and willing to do the survey in good faith and wants to promote other services. Discussion of interest and Andrew to provide Ricardo a business card of Frank’s. Brent Haskell provided the Aleco survey questions to the DISI Committee and debriefed status of the questions. Further survey discussion.</p>	<p>c. Ricardo Diaz to attend the July 26, 2019 Sidewalk Committee meeting and email Stephen Ortiz on the Aleco survey.</p>
<p>7. Billboard content / idea discussion</p>	<p>Ricardo Diaz thinks the prime locations for the billboards will be over the hill at Hacienda Heights, on the 605 freeway at</p>	<p>The DISI Committee to come to the next meeting with ideas on</p>



	<p>Whittier Boulevard or Beverly Boulevard and on the 60 freeway. Ricardo would like for the DISI Committee to present to the Board and the committee members to come to the next meeting with ideas on what to put on the billboard. Kristin stated impression ideas. Ricardo stated for two billboards. Andrew provided tips – the billboards are looked at for 3 to 4 seconds. Andrew recommends the logo with a faint picture, or the logo with typography next to it. Ana Lilia Barraza asked if UWIA has a tag line. Ana Lilia stated the theme and message should reflect the website and social media. The billboard should not look like it's on its own. Ricardo stated he wants the billboard to be the medium, not the message. Edna Becerra might be the person to reach out to and this should be able to convert from the billboard to the trash cans. Andrew stated an advertising budget needs to be established. Brent Haskell stated the committee needs to propose a budget based upon the parameters of the set percentage and the existing expenses. It should be done in August and presented in September to the Board for the annual budget review.</p> <p>Kiosk discussion and possibly working with UWA. Budget, expenses, funds, reserves, and percentages were discussed. Kristin liked the idea better to create the app or electronically. Research needs to be done. Conal McNamara discussed a possible branding program with UWIA, kiosk, benches, and seasonal displays. There is</p>	<p>what to put on two billboards to present to the Board of Directors.</p>
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	<p>an encroachment process and possibly an agreement between UWIA and the city. Further discussion on where, how big, revenue prospects, and UWIA initiating the process. Kristin stated she liked the idea UWIA in control but questioned why. Conal stated branding uptown and owned by UWIA started with the owner-based organization. Conal stated he like the billboard and kiosk idea. Andrew stated work in phases – Billboards, kiosks, benches, etc. Ana Lilia stated there needs to be a guideline. Kristin stated UWIA needs to do a plan and begin with a survey. Andrew stated the next meeting DISI Committee discuss budget and what is expected to be advertised for the year and do it.</p>	
<p>8. Campus Outreach Update</p>	<p>Ana Lilia stated she is working on Whittier and Rio Hondo. Banners/adds \$500.00. Register and have a table during their orientation with cards or QR codes that include discounts or freebies. Another option would be to have discounts with coffee shops or Boba to make it a lot more student orientated.</p>	<p>No Action Taken</p>
<p>9. Banner Program Initiative</p>	<p>Ricardo Diaz went through the following items.</p>	
<p>a. Whittier Blvd. corridor</p> <p>b. Philadelphia St. corridor</p> <p>c. Painter Ave corridor</p>		<p>a. – c. No Action Taken</p>



10. Other Committee Items	Ricardo Diaz is the liaison for Edna Becerra. Andrew Yanez stated a work or to do action list should be provided to Edna by way of a priority list on marketing and by every single committee.	10. Ricardo Diaz will work and discuss an action list with Edna Becerra.
11. Next DISI Meeting	The next regular scheduled meeting will be on Friday, August 2, 2019 at 9:30am at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.	11. No Action Taken
12. Adjournment	The meeting was adjourned at 10:44am	12. 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, September 6, 2019, 9:30 a.m.

Present: Ricardo Diaz (Committee Chair), Ana Lilia Barraza, Kristin Wiberg, and Melinda Pina (President)

Absent: Irene McCallister, Conal McNamara, Christine Singer-Luna, and Andrew Yanez

Guests:

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

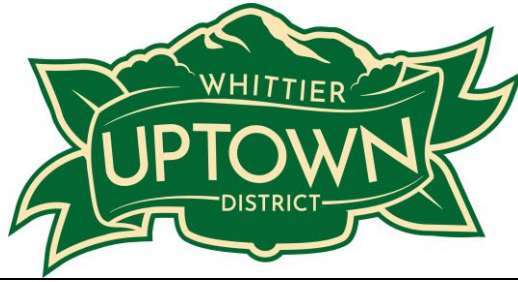
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Ricardo Diaz called the meeting to order at 9:32am	No Action Taken
2. Introduction of guests and announcements		No Action Taken
3. Public Comment		No Action Taken
4. Approval of the July 12, 2019 Meeting Minutes	<p>No quorum to approve the minutes.</p> <p>Corrections need to be made as follows:</p> <p>6.c. Strike out – UWIA has an attorney, now convert to stuff.</p> <p>6.c. Correct – Edna Becerra wants to attend a DISI meeting or Task Force Committee meeting that covers all bases.</p>	Approval of the July 12, 2019 Meeting Minutes tabled to the next scheduled meeting.

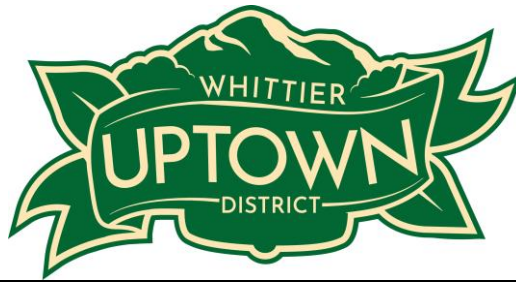
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



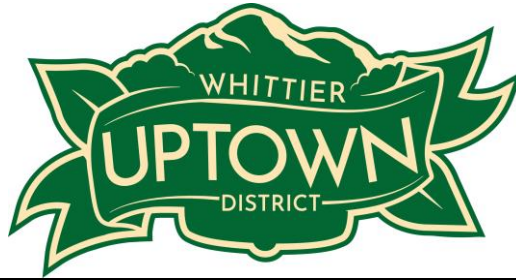
<p>5. Committee to appoint a Vice Chair in order to conduct meetings in the absence of the Chair.</p>	<p>No quorum to appoint a Vice Chair.</p> <p>Melinda Pina asked Ricardo Diaz if he plans to stay on as Chair. Ricardo stated yes.</p>	<p>Committee to appoint a Vice Chair in order to conduct meetings in the absence of the Chair tabled to the next scheduled meeting.</p>
<p>6. Discuss the progress report and 2019 – 2020 DISI Committee budget</p>	<p>Brent Haskell stated the Board meeting is scheduled October 10th. City compliance is October 15th. DISI needs to approve and finalize by the October 10th meeting since DISI is to help with a portion of the full budget and take back as a homework assignment the Progress Report and reflect. Kirstin Wiberg asked UWIA did not spend \$198,604.00 of the budget allocated to DISI in 2018. Brent stated \$35,950.00 is the carryover from last year. Ricardo Diaz stated \$4,800.00 was Olive, which is removed + \$14,600.00 = \$19,400.00. \$464,727.00 + \$19,400.00 = \$484,127.00 is the rough number. DISI is 35% for the 2019 Budget. The surplus is \$6,300.00 Brent stated the Fiscal Year is November 30th. Ricardo stated he would like to list the Progress Report first. Mission items on the Management District Plan discussed. Kristin and Ricardo agreed to keep these items and allocate others. Line item allocations and classifications further discussed for the committee, including fixed costs: Administration – No Change - \$4,800.00 Content Mgt. – \$25,200.00 Public Relations/Social Media - \$6,000.00 for advertisement Website Maint. – Ross Gile - \$2,400.00</p>	<p>Approval of the progress report and 2019 – 2020 DISI Committee Budget tabled to the next scheduled Meeting.</p> <p>Internship Release Forms needed and tabled.</p>



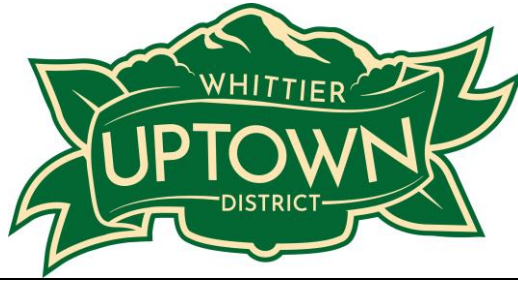
	<p>Edna recommends adding just in case. Ana Lilia Barraza asked if DISI should add an advertisement line item. Ricardo agreed, add Advertising line item. Memberships / Chamber - \$125.00 Brent stated the Chamber membership is a once a year \$125.00 fee. Melinda Pina stated she believes it is based on a percentage. Ricardo asked if the committee wants to keep Logo / Branding open. Melinda stated Sidewalk and DISI budgeting should be split/shared on this line item. Also, no overlap with WUA so discussion with Frank Medina is necessary. Ana Lilia asked if WUA controls the banners. Melinda stated they were originally but nothing has been established. Need to talk more with Mark St. Julien since he went to the WUA Annual Meeting. Logo was discussed and Melinda stated a draft was created by Andrew Yanez with Mina De La Cerda and Gabriella De La Cerda-Lim sisters. Ricardo asked for numbers. No response. Kristin asked about the survey. Brent stated it is on hold at this time. The survey was done by Aleco and it's on Aleco to handle it. Melinda stated she is not comfortable with a vendor creating a survey. Stephen Ortiz and Ricardo Diaz are to discuss items not survey. Brent stated the survey is geared towards business owners, not property owners. Melinda stated Ross Gile discussed putting the survey on the website. Ana Lilia Barraza stated the survey should not be on the website but online on a separate link. Ana asked how many property owners. Brent stated 143</p>	
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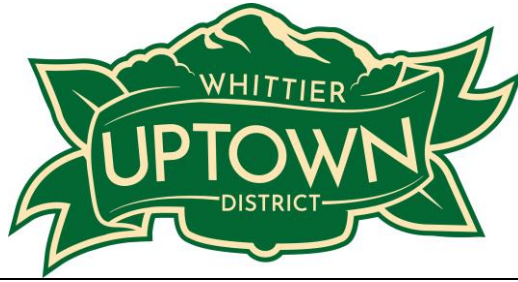
	<p>and 210 parcels and UWIA has a little over half the emails. Kristin stated the committee doesn't have the time. Melinda stated Member Relations line item.</p> <p>Banner Program change to Advertising. Logo / Branding - \$10,000.00</p> <p>Website Design change to Website Development. Separate from Website Maintenance. Kristin asked where are we at on the map of the district. Ana Lilia stated not working on it at this time. Ross Gile services were discussed, Website Development - \$3,000.00 and Correct Web Site Maintenance - \$2,400.00 + \$6,300.00 = \$8,700.00</p> <p>Kristin asked if the Website Development and the Website Maintenance should be two separate line items. Brent stated yes. Member Relations & Special Events line items. Melinda stated she likes the public relations line item and would like to continue or be a part of it - Not organizing but sponsoring. Ricard stated DISI is trying to get other business owners involved. Ana Lilia agrees and stated she is confused on the mission. Melinda stated what UWIA needs is help and involvement at this time.</p> <p>Special Events - \$10,000.00 Survey / Member Relations - \$15,000.00 Unassigned - \$40,000.00</p> <p>Melinda stated awnings with logos. She would like to see it in both budgets and uniformed awnings with the UWIA logo along with WUA placement & logo. Edna asked who does UWIA go to, to get the authorization. Melinda stated the city is</p>	
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	<p>on board and waiting on UWIA to start. Create awning program and push it. UWIA to pay half. Melinda offered an awning contact and the vendor also installs window film. Budget and logo branding. Stick with it and barrel thru. Kristin asked about the kiosk. Melinda stated the kiosk was incorporated into the Street Scape plan.</p> <p>Adjust Content Management to \$27,000.00.</p> <p>Adjust Content Management again to \$6,300.00 + \$1,800.00 = \$8,100.00</p> <p>Adjust Special Events to \$15,000.00</p> <p>Adjust Unassigned to \$36,000.00</p> <p>Adjust Unassigned again to \$34,000.00</p> <p>Adjust Advertising to \$50,000.00</p> <p>Adjust Public Relations / Social Media to \$10,000.00 + \$12,600.00 = \$22,600.00</p> <p>RECAP:</p> <p>Administration = \$ 4,800.00</p> <p>Advertising = \$50,000.00</p> <p>Logo / Branding = \$10,000.00</p> <p>Memberships = \$ 125.00</p> <p>Public Relations/ Social Media = \$22,600.00</p> <p>Content Mgt. = \$ 8,100.00</p> <p>Special Events = \$15,000.00</p> <p>Website Dev. = \$ 3,000.00 (New Item)</p> <p>Website Maint. = \$ 8,700.00</p> <p>Member Relations = \$15,000.00 (New Item)</p> <p><u>Unassigned</u> = \$34,000.00</p> <p>Total = \$171,325</p>	
	<p>Progress Report discussed.</p>	



	<p>DISI hired Content Manager Started the campus outreach program but WUA started a student outreach with student discounts so UWIA needs to look at a different direction. Ricardo would like to see booths at orientation and an internship program. Ana Lilia stated parents are not at orientation. There is an app called SnapTown that can be helpful to UWIA. Adds in the student newspaper and at Rio Hondo Career Center. Guidance on student Release Forms needed. Ana Lilia asked who to contact. Ricard stated on the Board level. Table this item.</p>	
<p>7. Content Management</p>	<p>Ricardo Diaz went through the following items.</p>	
<p>a. Placing a watermark on the Agenda when a meeting is cancelled</p> <p>b. Creating separate pages for current vs. past Agendas and Minutes</p> <p>c. Determining best way to forward and post minutes to the website</p>	<p>c. Edna Becerra stated currently the minutes, photos, etc. are on her hard drive. Edna would like a UWIA hard drive or cloud service. Costs and differences between the two discussed. \$1,200.00 per year added into the budget. The cost for both the hard drive and cloud service \$1,300.00 for the first year.</p>	<p>a. Edna Becerra will work on the watermark with Ross Gile</p> <p>b. Agendas and Minutes are to remain in order</p> <p>c. Brent Haskell will forward the minutes.</p>



<p>d. Determining best way to post content from other Committees</p> <p>e. Other</p>		<p>d. Determining best way to post content from other Committees Tabled.</p> <p>e. No Action Taken</p>
<p>8. Other Committee Items</p>		<p>8. No Action Taken</p>
<p>11. Next DISI Meeting</p>	<p>The next regular scheduled meeting will be on Friday, October 4, 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 11:02am</p>	<p>12. No Action Taken</p>

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



UWIA – District Identity and Streetscape Improvements Committee Progress Report - 2019

Mission

Website development and updating
Application development
Management and coordination of special events
Social media
Public relations
Holiday and seasonal decorations
Branding of Uptown so a positive image is promoted to the public
Banner programs
Public art displays
Logo development
Parking valet services
Public space design and improvements
Administration of district identity services

Accomplishments

Website
Content manager
Campus outreach

Goals

Project	Start Date	Completion Date	Estimated Cost
1.			
2.			
3.			



**UWIA – District Identity and Streetscape Improvements Committee
Progress Report - 2019**

Budget

	<u>2019 - 2020 Budget</u>	<u>2018 - 2019 Budget</u>
Administration	\$4,800.00	\$4,800.00
Banner program	\$0.00	\$15,000.00
Logo / branding	\$10,000.00	\$15,000.00
Advertising	\$50,000.00	\$0.00
Member relations	\$15,000.00	\$0.00
Memberships	\$125.00	\$125.00
Public relations / social media	\$22,600.00	\$63,600.00
Content management	\$8,100.00	\$36,000.00
Special events	\$15,000.00	\$5,120.00
Website design	\$0.00	\$10,000.00
Website development	\$3,000.00	\$0.00
Website maintenance	\$8,700.00	\$9,600.00
Unassigned	\$80,425.00	\$39,359.00
Total	\$217,750.00	\$198,604.00

Uptown Whittier Improvement Association
Fiscal 2018-19 Revised Budget
January 17, 2019

	Application of Prior Year Undesignated			Allocation
	Assessments	Surplus	Total	
Revenues				
Assessments	\$492,727		\$492,727	
Projection of uncollectable assessments	(\$28,000)		(\$28,000)	
<i>Carry over from fiscal 2018-19 surplus</i>		\$102,715	\$102,715	
Total cash flows available	<u>\$464,727</u>	<u>\$102,715</u>	<u>\$567,442</u>	
Expenses - by committee				
Administration	\$74,356	\$16,434	\$90,790	16%
Sidewalk Operations	\$209,127	\$46,222	\$255,349	45%
District Identity	\$162,654	\$35,950	\$198,604	35%
Contingency	\$18,590	\$4,109	\$22,699	4%
Total cash flows available	<u>\$464,727</u>	<u>\$102,715</u>	<u>\$567,442</u>	100%
Expenses - line items				
Administration				
4150-0001 Distict management admin	\$48,000		\$48,000	
DM allocation to committees (10% to each)	(\$9,600)		(\$9,600)	
4150-0002 Accounting	\$12,000		\$12,000	
4150-0003 Rent	\$2,000		\$2,000	
4150-0004 Liability, D&O Insurance	\$4,370		\$4,370	
4150-0005 County fee	\$350		\$350	
4150-0006 Memberships	\$250		\$250	
4150-0007 Office expense	\$2,000		\$2,000	
4150-0008 Unassigned admin	\$14,986	\$16,434	\$31,420	(a)
Total	<u>\$74,356</u>	<u>\$16,434</u>	<u>\$90,790</u>	
Sidewalk Operations				
4150-0050 District management SOBO	\$4,800		\$4,800	
4150-0051 Maintenance contractor labor	\$150,000		\$150,000	
4150-0052 Maintenance contractor supplies	\$3,600		\$3,600	
4150-0053 Ambassador services	\$60,000		\$60,000	
4150-0054 Contingency SOBO	\$3,327		\$3,327	
4150-0055 Unassigned SOBO	\$0	\$33,622	\$33,622	(a)
Application of prior year surplus	(\$12,600)	\$12,600	\$0	
Total projected	<u>\$209,127</u>	<u>\$46,222</u>	<u>\$255,349</u>	
District Identity				
4150-0100 District management DISI	\$4,800		\$4,800	
4150-0101 Banner program	\$15,000		\$15,000	
4150-0112 Logo/branding	\$15,000		\$15,000	
4150-0006 Memberships	\$125		\$125	
4150-0104 Public relations/ social media	\$63,600		\$63,600	
4150-0105 Content management	\$36,000		\$36,000	
4150-0106 Special events	\$5,120		\$5,120	
4150-0107 Website design	\$10,000		\$10,000	
4150-0108 Website maintenance	\$9,600		\$9,600	
4150-0109 Unassigned DISI	\$3,409	\$35,950	\$39,359	(a)
Total	<u>\$162,654</u>	<u>\$35,950</u>	<u>\$198,604</u>	
Contingency	\$18,590	\$4,109	\$22,699	(a)
Total expenses and unassigned	<u>\$464,727</u>	<u>\$102,715</u>	<u>\$567,442</u>	
Projected unassigned and contingency			\$127,100	sum (a)