



**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>
<b>1. Introductions</b>	Ricardo Diaz called the meeting to order at 9:29 a.m.	<b>1. No Action Taken</b>
<b>2. Introduction of guests and announcements</b>	Andrew Yañez and Irene McCallister attended the meeting and made the requested to be reinstated as District Identity Committee members.	<b>2. Ricardo Diaz reinstated Andrew Yañez and Irene McCallister.</b>
<b>3. Public Comment</b>	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	<b>3. No Action Taken</b>

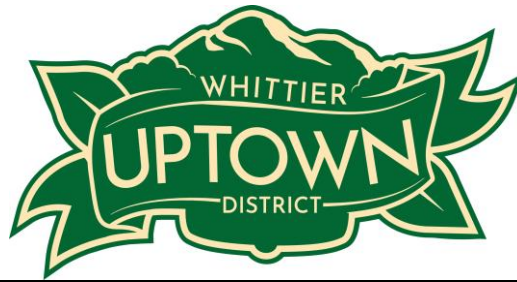
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



	tag line is Whittier's #1 News Source, and this week's news is the fire at the church.	
<b>4. DISI Membership – Committee Chair to add / remove Members if necessary</b>		<b>4. Completed Task</b>
<b>5. Approval of the October 4, 2019 Meeting Minutes</b>		<b>5. Ana Lilia Barraza motioned to approve the October 4, 2019 Meeting Minutes. Irene McCallister 2<sup>nd</sup>. None opposed. Motion passed.</b>
<b>6. Committee to appoint a Vice Chair in order to conduct meetings in the absence of the Chair</b>		<b>6. Andrew Yañez nominated himself for Vice-Chair. Ana Lilia Barraza motioned. Irene McCallister 2<sup>nd</sup>. None opposed. Approved.</b>
<b>7. Freeway billboard package review</b>	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	<b>7. Freeway billboard package review to be in the December 6, 2019 Agenda as an action item to discuss and approve.</b>



	<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><b>8. Parking Structure mural funding review</b></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 &amp; 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><b>8. Ricardo Diaz to bring in Marilyn for further mural discussion.</b></p>



<p><b>9. Kiosk Task Force Initiation and 10. Other Committee Items</b></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><b>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.</b></p>
<p><b>11. Next DISI Meeting</b></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><b>11. No Action Taken</b></p>
<p><b>12. Adjournment</b></p>	<p>The meeting was adjourned at 10:14 a.m.</p>	<p><b>12. No Action Taken</b></p>

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