



**Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Thursday, January 31, 2018, 8:00 a.m.**

**ITEM 8 IS A CLOSED SESSION ITEM RE:
Web Design, Content Management & Social Media and Public
Relations Positions**

AGENDA

1. Call to Order & Introductions: Ricardo Diaz, District Identity chair
2. Introductions of guests, announcements
3. Public Comment (REITERATION OF NEW BOARD POLICY WHEREBY PUBLIC COMMENTS ON ANY AGENDA ITEM ARE LIMITED TO TWO MINUTES AND MUST BE MADE IN WRITING FOR POSSIBLE FURTHER CONSIDERATION)
4. Approval of the September 19, 2018 Meeting Minutes *Action Item*
5. Approval of the October 17, 2018 Meeting Minutes *Action Item*
6. Olive Creative Strategies Update
 - a. Olive Update
 - b. DISI Committee to decide if they will recommend to the board that the UWIA continue with the \$300 / month Facebook advertising *Action Item*
7. Committee tasks:
 - a. Discuss DISI meeting dates and times

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



- b. Review of DISI Budget and discuss allocation of funds within the budget
 - c. Discuss the priorities for DISI in 2019
 - d. Discuss assignment of potential task forces
 - e. Discuss goals / deadlines to be accomplished prior to the next DISI meeting
 - f. Discuss establishing filming revenue opportunities
 - g. Discuss creating social media content (e.g. photographs) owned by the UWIA
- 8. CLOSED SESSION (COMMITTEE MEMBERS AND BOARD MEMBERS ONLY TO ATTEND) TO DISCUSS PROSPECTS FOR WEB DESIGN, CONTENT MANAGEMENT & SOCIAL MEDIA AND PUBLIC RELATIONS POSITIONS. COMMITTEE TO DECIDE IF THEY WOULD LIKE TO MAKE A RECOMMENDATION TO THE UWIA BOARD OR IF MULTIPLE CANDIDATES SHOULD BE INTERVIEWED PRIOR TO A RECOMMENDATION TO THE UWIA BOARD - Task Force Headed By Don Lomont *Action Item***
- 9. Other Committee Items**
- 10. Next DISI Meeting date: day - TBD, time TBD, 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 City Hall and the meeting location designated for the Board 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@gmpropertiesinc.com or Stephanie Shamp stephanie@gmpropertiesinc.com of GM Properties at (562) 697-5000.