

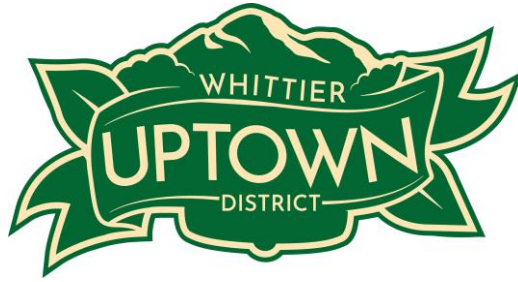
**Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, March 1, 2019, 9:30 a.m.**

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)**
4. **Approval of the January 31, 2019 Meeting Minutes** *Action Item*
5. **Update from the task force regarding the progress on web design and content management & social media positions**
 - a. Assign a task force to provide input and content for the web design and content management
6. **Olive Creative Strategies Update**
 - a. New Marketing – social media, designating target markets
 - b. Assign task force for social media
 - c. Classical Marketing – billboards, handouts (ambassadors and businesses)
 - d. Assign task force for classical marketing
7. **Committee tasks:**
 - a. Promenade identification – concept and application

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. Business acquisition / innovation – concept and application
- c. Discuss the expiration of the Olive contract on April 30, 2019, and decide what recommendation the DISI Committee would like to make to the UWIA Board regarding public relations **Action Item**

8. Other Committee Items

9. Next DISI Meeting date: April 5, 2019, 9:30 a.m., at GM Properties, 13305 Penn St, Suite 200, Whittier, CA 90602

10. 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@qmpropertiesinc.com or Stephanie Shamp stephanie@qmpropertiesinc.com of GM Properties at (562) 697-5000.