



**Uptown Whittier Improvement Association  
District Identity and Streetscape Improvements (DISI) Committee  
GM Properties  
13305 Penn Street, Suite 200, Whittier, CA 90602  
Friday, April 5, 2019, 9:30 a.m.**

**Current List of UWIA District Identity Committee Members:** Ana Lilia Barraza, Patricia De La Cerda or Gabriella De La Cerda-Lim, Ricardo Diaz (Committee Chair), Jim Dunkelman (Treasurer) or Kristin Wiberg, Irene McCallister, Conal McNamara or Ben Pongetti, Melinda Pina (President), Christine Singer-Luna, Tim Traeger, Nick Teel, Andrew Yanez

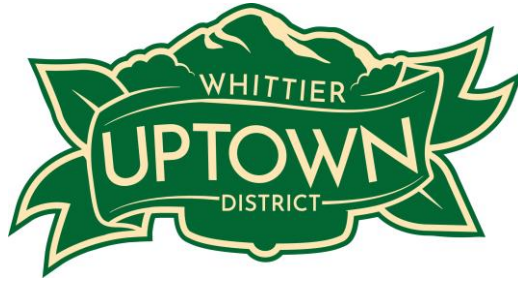
**AGENDA**

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 March 1, 2019 Meeting Minutes** *Action Item*
5. **Approval of the January 31, 2019 DISI Closed Session Meeting Minutes** *Action Item*
6. **Committee to discuss and recommend to the board that the Olive contract not be renewed, in any capacity, as mutually agreed during negotiations between Don Lomont (letter from Don Lomont attached) and Olive and that no PR firm be hired to replace Olive at this time.** *Action Item*
7. **New Media Marketing**
  - a. **Olive to content manager update** **Edna Becerra**
  - b. **Website design update** **Ross Gile**
  - c. **Requests for website content and designations of identity. Task force members charged with gathering content**

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

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**8. Olive Creative Strategies Update**

- a. Marketing and social media update

**9. Classic Media Marketing**

- a. Campus outreach task force update **Christine Singer-Luna or Kristin Wiberg**
- b. Billboard information
- c. Walking maps

**10. Promenade Identification**

- a. Assign task force
- b. Request for names

**11. Other Committee Items**

**12. Next DISI Meeting date: May 3, 2019, 9:30 a.m., at GM Properties, 13305 Penn St, Suite 200, Whittier, CA 90602**

**13. 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 and the meeting location designated for the Board or Committee 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](mailto:brent@gmpropertiesinc.com) or Stephanie Shamp [stephanie@gmpropertiesinc.com](mailto:stephanie@gmpropertiesinc.com) of GM Properties at (562) 697-5000.*