



**Uptown Whittier Improvement Association  
District Identity and Streetscape Improvement (DISI) Committee  
GM Properties  
13305 Penn Street, Suite 200, Whittier, CA 90602  
Wednesday, October 17, 2018, 11:00 a.m.**

## **AGENDA**

1. **Call to Order & Introductions: Tim Traeger, 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 Special Meeting Minutes** **Action Item**
5. **Committee tasks:**
  - a. New member approval, distinguish guests from committee members, determine which board members are guests vs. committee members **Action Item**
  - b. Web design and content manager update – RFP’s from Geocentric, BBMD and Digical
  - c. Trash can signage update with Gabriella and Andrew
  - d. Update on signage for no trespassing, discussion if the Committee would like to approve a vendor and submit a written report to the board for consideration **Action Item**
  - e. Committee to prepare written report for presentation to the Board for consideration of a \$4,000 contribution towards the Buckle Up for Love cobranding event with Ford Motor Company

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UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

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- f. Discussion regarding UWIA banners, seasonal vs. nonseasonal, content on banners, placement of banners (height of banners on poles), size of banners (length and width), any potential right of way issues, banners lit or not and timing of banners to submit a written proposal to the Board for approval.

**Action Item**

## 6. Olive Creative Strategies Update

- a. Olive Update
- b. Discussion regarding how Olive can dispel social media misinformation regarding the Whittier Uptown Association receiving credit for sidewalk and street cleaning.
- c. Discussion regarding Olive's posts promoting businesses to establish guidelines on how the businesses being promoted are selected and making sure all businesses that want to be promoted are done so prior to any business being repeated.
- d. The 3-month Facebook trial ends in October. Committee to decide if the UWIA should continue the Facebook advertising. If decided to continue Facebook Advertising the Committee will need to put the recommendation in writing to present to the Board

**Action Item**

## 7. Other Committee Items

- 8. **Next DISI Meeting date: November 14, 2018, 11 a.m. at GM Properties, 13305 Penn St, Suite 200, Whittier, CA 90602**

- 9. **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](mailto:brent@gmpropertiesinc.com) or Stephanie Shamp [stephanie@gmpropertiesinc.com](mailto:stephanie@gmpropertiesinc.com) of GM Properties at (562) 697-5000.*