



UWIA DISI Committee Meeting Announcement

On September 16, 2021, Governor Newsom signed AB361, which allows board members / committee members to vote to continue to attend publicly announced meetings telephonically while California is in a declared state of emergency. Effective January 3, 2022, the Executive Committee voted to extend the provisions of AB361 for Board and committee meetings for another 30 days (extended through February 2, 2022). Please be advised that some, or all, DISI Committee members may attend this meeting telephonically.

Consistent with provisions of AB361, a physical location from which members of the public may observe the meeting or offer public comment will not be made available. GM Properties will not be open to the public for this meeting; however public comment on the attached agenda can be provided via email at info@uwia.org.

Please submit public comments and questions at least one hour before the start of the meeting to ensure the DISI Committee members receive them in time to view them at the meeting.

**Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Teleconference
Friday, January 7, 2022, 9:00 a.m.**

Current List of UWIA District Identity Committee Members: Ana Lilia Barraza, Shane Cadman (Vice Chair), Andrew Pina (Committee Chair), Melinda Pina and Ben Pongetti

AGENDA

- 1. Call to Order: Andrew Pina, District Identity chair**
- 2. Roll call: Brent or Stephanie**

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



3. **Public Comment** - The public is invited to address the DISI Committee regarding any item of business. Speakers must limit their comments to two minutes. Pursuant to State law, the Committee cannot take action or express a consensus of approval or disapproval on any oral communications which do not appear on the printed agenda.
4. **Approve the December 3, 2021 DISI Committee Meeting Minutes** *Action Item*
5. **Social media update from Edna Becerra with updates on relevant statistical data and spending**
6. **Review, discuss and approve draft of owner newsletter to be produced and mailed out by Acro in January** *Action Item*
7. **Discuss advertising videos / PR possibilities if more than one proposal is available for review and if not consider proposal from Hope Boat Productions** *Action Item*
8. **Discuss QR Code placement throughout the District with possible links to the UWIA website, review pricing and if a decision is reached vote to approve** *Action Item*
9. **Other Committee Items**
10. **Next DISI Meeting date: February 4, 2022, 9:00 a.m., at GM Properties, 13305 Penn St, Suite 200, Whittier, CA 90602 or possibly via teleconference.**
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 the Whittier Train Depot, at the meeting location designated for the Board or Committee meeting and on their website www.uwia.org. 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.



**Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties**

13305 Penn Street, Suite 200, Whittier, CA 90602

TELECONFERENCE MEETING

Friday, December 3, 2021, 9:00 a.m.

Present: Andrew Pina (Committee Chair), Shane Cadman (Vice-Chair), Ana Lilia Barraza, Melinda Pina, and Ben Pongetti

Absent:

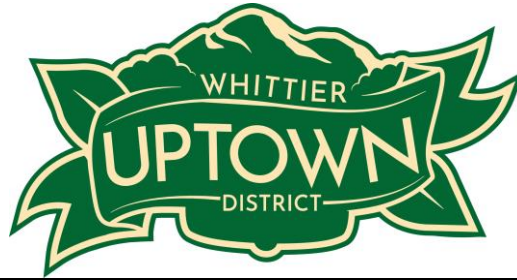
Guests: Milt Pate

Consultant: Brent Haskell and Stephanie Shamp – GM Properties,
Edna Becerra – Content Manager

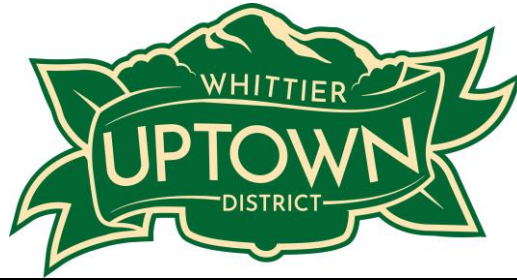
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Pina called the meeting to order at 9:05 a.m.	1. No Action Taken
2. Roll Call / Introduction of Guests and Announcements	Brent Haskell took Roll Call.	2. No Action Taken
3. Public Comment	Brent Haskell stated no emails were received for Public Comment.	3. No Action Taken
4. Approval of the November 5, 2021, DISI Committee Meeting Minutes	Corrections / clarification made as follows:	4. Shane Cadman Moved to Approve the November 5, 2021, DISI Committee Meeting Minutes. Ana Lilia

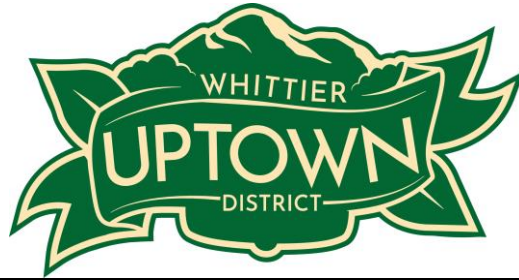
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



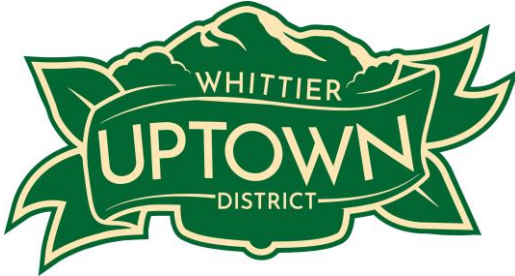
		Barraza 2nd. All in Favor. Motion Passes.
5. Approve the 2022 Calendar Year DISI Committee Meeting Schedule		5. Ana Lilia Barraza Motioned to Approve the 2022 Calendar Year DISI Committee Meeting Schedule. Shane Cadman 2nd. Brent Haskell Took Roll Call. Four Approved and 1 Abstained. Motion Passes.
6. Update on Winter Banners.		6. Winter banners are up.
7. Social Media Update from Edna Becerra with Updates on Relevant Statistical Data and Spending	Edna Becerra is looking for a little direction. Andrew Pina wants statistics and solid engagement. Targeting use was discussed and next month, actual ads will be posted. Women over 45 boosting on Instagram and there is a problem on Facebook. Both social media outlets are to have the boosting next month. Ad post spending spread discussed. Currently, it is \$500.00 per month and Edna feels is adequate. Shane Cadman stated the key market area is women 45 years and up and it shows in the stats. Andrew will continue to use analytical tools.	7. No Action Taken
8. Discuss Advertising / PR Possibilities if More Than One Proposal is Available for Review	Andrew Pina connected with MBA Public Affairs marketing. Brent Haskell informed the DISI committee that MBA declined on sending a proposal at this time. Andrew did not feel comfortable using the one he presented, who is also a work client. Andrew wants the committee's opinion on	8. No Action Taken



	<p>the vendor for video production whose proposal was \$5,000.00 to produce four videos. The videos were categorized 1) younger age, 2) middle age, 3) night scene, 4) family scene, and will be in both English and Spanish. Ana Lilia Barraza wants referrals and other estimates. Andrew can get sample reels. The Committee can add to the Agenda to obtain estimates for next month. Ana Lilia stated that has already been attempted and we haven't received any. Ana Lilia wants to move ahead with the process. Brent Haskell to inform Hope Boat they are in consideration and to send a reel. If there is any other vendor known the committee is to inform Andrew and Brent. If acceptable an Action Item is to be listed on the agenda to vote to move forward.</p>	
<p>9. Discuss and Possibly Approve Quotes for Production of the Newsletters to be Distributed to the Property Owners</p>	<p>Edna Becerra and Andrew Pina made several attempts to connect between the committee meetings without success. Edna has an ACRO Printing Inc. estimate for a total of \$1,010.70 breakdown as follows:</p> <ul style="list-style-type: none"> ° \$597.74 for qty. 200, 8.5" x 11" newsletters that are 8-page booklets, 2-sided. ° \$177.50 qty. 200 address labels mailing, 4 -6 business days, service. ° \$156.00 for qty. 200 first-class postage stamps at \$.078 each. ° \$79.46 tax. <p>Andrew would like the newsletters to be put in a folder to have electronically. Shane Cadman stated \$20 per year or \$5.00 per quarter for one mailing for</p>	<p>9. Shane Cadman Motioned for ACRO Printing Inc. to Mail the UWIA Newsletter in January 2022 to the Property Owners. Ana Lilia Barraza 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</p>



	<p>return of knowledge and information is worthwhile. The mailing was discussed. Andrew wants to start in January 2022 to set a precedence. Shane agreed. Approval process discussed. Edna to send before the end of the year for review and approval to print.</p>	
<p>10. Discuss QR Code Placement Throughout the District, Review Pricing, and If a Decision is Reached Vote to Approve</p>	<p>The landing page on a link to the district was discussed that also includes a link to Facebook and Instagram and a link to the Ambassadors for a phone call. Edna Becerra requested the list so both Edna and Ross Gile can work together for the next meeting. Ross was absent. Andrew Pina stated the landing page needs to be created to make the QR code. The QR code print could be window clings. Smaller for windows and larger for the k-rails.</p>	<p>10. No Action Taken</p>
<p>11. Discuss Possible Links and Updates to the UWIA Website</p>	<p>Ideas of maps and linking locations to the Instagram account and the UWIA website. Edna Becerra would like to consider adding a calendar of events, non-WUA. Ross Gile maintains whittierevents.com – draw it to that. Shane Cadman agrees. Build on what already exists. It is a good platform. Andrew Pina will contact Ross Gile.</p>	<p>11. No Action Taken</p>
<p>12. Other Committee Items</p>	<p>Edna Becerra confirmed the next set of banners will be pulled out of storage. Andrew Pina wants Edna to provide a picture of the next set of approved banners for Committee reference. Shane Cadman and Melinda Pina are okay with re-using the banners from storage.</p>	<p>12. No Action Taken</p>



	<p>Brent Haskell stated the Content Manager 3-year contract is coming up and with it being greater than \$25,000.00, and Edna is a little over that, the RFP process needs to take place. The Committee needs to ask the Board if they want the attorney to prepare the RFP and a Task Force needs to be established of 2 – 4 individuals. The Task Force Consists of Andrew Pina and Melinda Pina. Ana Lilia Barraza and Shane Cadman declined due to a conflict of interest. Ben Pongetti stated he can review but not solicit proposals.</p>	
<p>13. Next DISI Meeting</p>	<p>The next regular scheduled meeting will be on Friday, January 7, 2021, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly telephonically.</p>	<p>13. No Action Taken</p>
<p>14. Adjournment</p>	<p>The meeting was adjourned at 9:49 a.m.</p>	<p>14. No Action Taken</p>

Minutes were taken by Stephanie Shamp with GM Properties.

Request for Proposal

RFP: Whittier Ads	Proposal Due By: Oct 1, 2021	HopeBoat Productions
<p>Project Overview:</p> <p>Create 5 thirty second ads targeted to specific demographics to promote Uptown Whittier and its businesses. The demographics include generic English speaking community, generic Spanish speaking community, 25 to 55 yrs old, 55 year olds and up, and families</p>		
<p>Project Goals:</p> <ul style="list-style-type: none"> ● Promote patronage of various demographics for the businesses of Uptown Whittier. ● Generate awareness of the activities, atmosphere and ambiance of Uptown Whittier. ● Jump start digital marketing campaigns for Uptown Whittier. 		
<p>Scope of Work:</p> <p>Our production team will first coordinate with the UWIA to fine tune the precise concepts of each ad to ensure that we are perfectly aligned with the organizations goals and targets. Once we have finalized the concepts for each 30 second ad our production team would move into the preproduction phase. This would entail coordinating with various businesses for convenient filming times and could also entail casting and hiring actors if the concepts require them.</p> <p>Our next our production team and camera crew will move into the filming phase capturing various eateries, shops and activities in the Uptown Whittier area. After collecting a variety of different peoples and activities we will then proceed to the post production phase.</p> <p>Our team will edit the 5 versions of the 30 second ads targeting the demographics outlined in the Project Overview. When the first cuts are complete we would turn it in to the UWIA for approval or editing notes. The final edits will be delivered via downloadable links sent via email.</p> <p>If the UWIA chooses this additional option, HopeBoat Productions can also move into the ad placement and targeting phase. In this phase HopeBoat Productions can create and implement social media marketing campaigns for the UWIA.</p>		

Baseline Package \$5000

- Deliverables: 5 x thirty second video commercials targeting various demographics.
- 6 to 10 hours of filming in Uptown Whittier dispersed both day and night activities
- Commercial video editing with motion graphics and copyright licensed music
- 2 rounds of recuts for editing
- 1 hour consultation meeting to determine commercial concepts, targets and goals.
- Various professional camera, lighting, and audio gear- Also known as a 1/2 ton camera, audio, grip, and electric package

Possible Ad On (depending on concept)

- \$500 Casting for actors
- \$150 per actor

Social Media ad management and implementation \$1000/month

- Suggested \$2000 to \$5000 ad spend on various platforms

Project Due By: TBD **October 2021**Budget: **Approx \$5000**Contact: **OJ Baclig**Email: hopeboat@gmail.comPhone #: **562-999-2628**