



## **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 February 22, 2022, the Executive Committee voted to extend the provisions of AB361 for Board and committee meetings for another 30 days (extended through April 3, 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](mailto: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, April 1, 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**
- 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.

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

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c/o GM Properties ■ 13305 Penn Street, Suite 200 ■ Whittier, CA 90602  
P (562) 697-5000 ■ F (562) 693-2126  
[info@uwia.org](mailto:info@uwia.org) ■ [www.uwia.org](http://www.uwia.org)



4. **Approve the March 4, 2022 DISI Committee Meeting Minutes** *Action Item*
5. **Social media update from Edna Becerra with updates on relevant statistical data and spending**
6. **Update on quarterly newsletter and discussion on next newsletter**
7. **Discussion regarding Concept3D (Campus Bird)**
8. **Other Committee Items**
9. **Next DISI Meeting date: May 6, 2022, 9:00 a.m., at GM Properties, 13305 Penn St, Suite 200, Whittier, CA 90602 or possibly via teleconference.**
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 the Whittier Train Depot, at the meeting location designated for the Board or Committee meeting and on their website [www.uwia.org](http://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](mailto:brent@gmpropertiesinc.com) or Stephanie Champ [stephanie@gmpropertiesinc.com](mailto: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, March 4, 2022, 9:00 a.m.**

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

**Absent:**

**Guests:** Frank Rinaldi, Shane Kenny with CampusBird (aka Concept3D)

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

**MINUTES:**

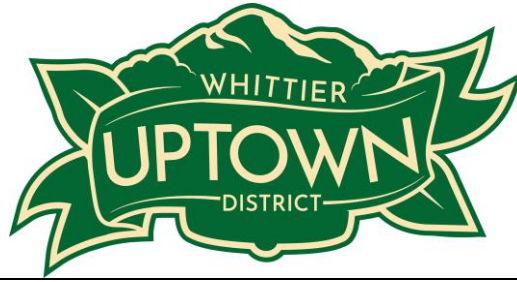
<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Call to Order</b>	Andrew Pina called the meeting to order at 9:03 a.m.	<b>1. No Action Taken</b>
<b>2. Roll Call / Introduction of Guests and Announcements</b>	Brent Haskell took Roll Call.	<b>2. No Action Taken</b>
<b>3. Public Comment</b>	Brent Haskell stated there were no emails received for public comment.	<b>3. No Action Taken</b>
<b>4. Approve the February 4, 2022 DISI Committee Meeting Minutes</b>		<b>4. Melinda Pina Motioned to Approve the February 4, 2022 DISI Committee</b>

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

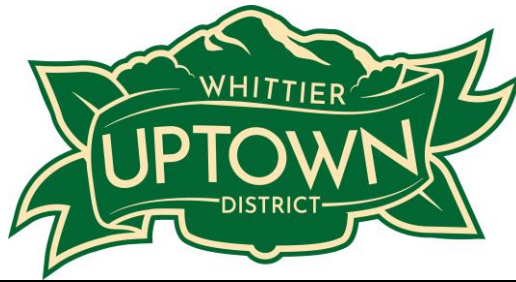
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		<b>Meeting Minutes. Ana Lilia Barraza 2<sup>nd</sup>. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</b>
<b>5. Social Media Update from Edna Becerra with Updates on Relevant Statistical Data and Spending</b>	Edna Becerra stated Instagram is the stronghold with a 16% increase in beauty shots around town. This month's shots were more colorful. Andrew Pina wants to start looking into TikTok. Secure a domain for branding. It is currently not populated. Edna stated it is cost-effective and open for paid ads. Andrew will collect the data. Edna does not have a platform.	<b>5. No Action Taken</b>
<b>6. Discuss the QR Code Placement Throughout the District with Possible Links to the UWIA Website. Review Banner Concepts with QR Codes and Location of Those Banners then Review Pricing. If a Decision is Reached Vote to Approve.</b>	Edna Becerra stated the banners are being switched. The spring banners are backup. Andrew Pina wants to track the analytics. Edna stated there are four spring banners damaged and reprinting with the QR Code. Placement locations were discussed. Edna is happy with the quick links for the QR Code. Andrew is okay with the edits.	<b>6. Shane Cadman Moved to Put the QR Code Replacement Link to a Quick Link on the Website. The QR Code Banners are to go along Philadelphia Street. The Cross Streets are Greenleaf Avenue, Bright Avenue and Comstock Avenue. Ana Lilia Barraza 2<sup>nd</sup>. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</b>
<b>7. Discuss CampusBird, Now Known as Concept3D, Interactive Map</b>	This zoom meeting was set up through Whittier College requesting Shane Kenny with Concept3D for attendance. Shane Kenny asked what is UWIA looking to get out of the application. Andrew Pina provided a narrative about UWIA and	<b>7. No Action Taken</b>



<p><b>Options for Maps Linked to QR Codes</b></p>	<p>owner representation. Possible maps and software for the district may be beneficial. Edna Becerra stated she also works at Whittier College and believes it will be helpful to explore. The President, Frank Rinaldi, and Vice-President, Melinda Pina, of UWIA made introductions. Frank wants uptown to be seen as a vibrant and viable destination. A sense of family and community. Shane Cadman wants to continue working with organizations to keep people interested and get people to their location. Shane Kenny can put it all in the map, include a walking tour guide around uptown. Andrew wants something more. Edna stated with Concept3D there is a different way to mark the routes – incorporate landmarks, show the convention center, etc. Frank stated the example cities Shane Kenny is showing are destinate points. Whittier is not a destination point. Further discussion on how to get people in the area, including Whittier residents, to come to uptown. Ana Lilia Barraza pointed out that people can explore places online and what uptown has to offer. Frank wants to determine the benefits of the map. Ana Lilia stated UIWA needs marketing in conjunction with this application. Shane Kenny to work with the DISI Committee to develop a narrative and provide some direction. Melinda Pina likes the walking tour. Melinda asked if the businesses provide pictures. Shane Kenny replied the businesses can either provide or upload. Edna stated her department can maintain the interface and can internally do the</p>	
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	<p>work. Melinda stated UWIA can provide the service as a revenue stream for businesses to consider if they want to pay for their business to be on the map. Edna wants the DISI Committee to consider categories that can be added, removed, turned on, or off and promote real estate. Something to connect to with the QR code and mobile-friendly. If this map does not work then UWIA will still need a map. This allows versatility for example, holiday maps. Melinda would like for the property owners to look at and post vacancies at no charge for the owners as they already would have bought into this but UWIA can charge the businesses. Edna stated both property owners and business owners need to work together. UWIA has the capacity. Costs discussed. Shane K estimated the initial set up to cost between \$15,000 - \$25,000 depending on who does some of the ground work. Shane K estimated \$1,500.00 - \$2,000.00 would be the monthly hosting fee. Shane Cadman gets where Frank is coming from and hopes word of mouth increases. The walking tour is the same as the driving tour. Further discussions on discounts because the UWIA is a non-profit or other benefits when using the map. Edna discussed URL codes. Frank wants to offer a list for Halloween or Easter hunts. Shane Kenny stated it can be incorporated. Melinda wants to incorporate a restaurant wait line. Shane Kenny stated it can also be incorporated. Andrew stated as long as the program can open an API can use with a filter box. This can be a very powerful</p>	
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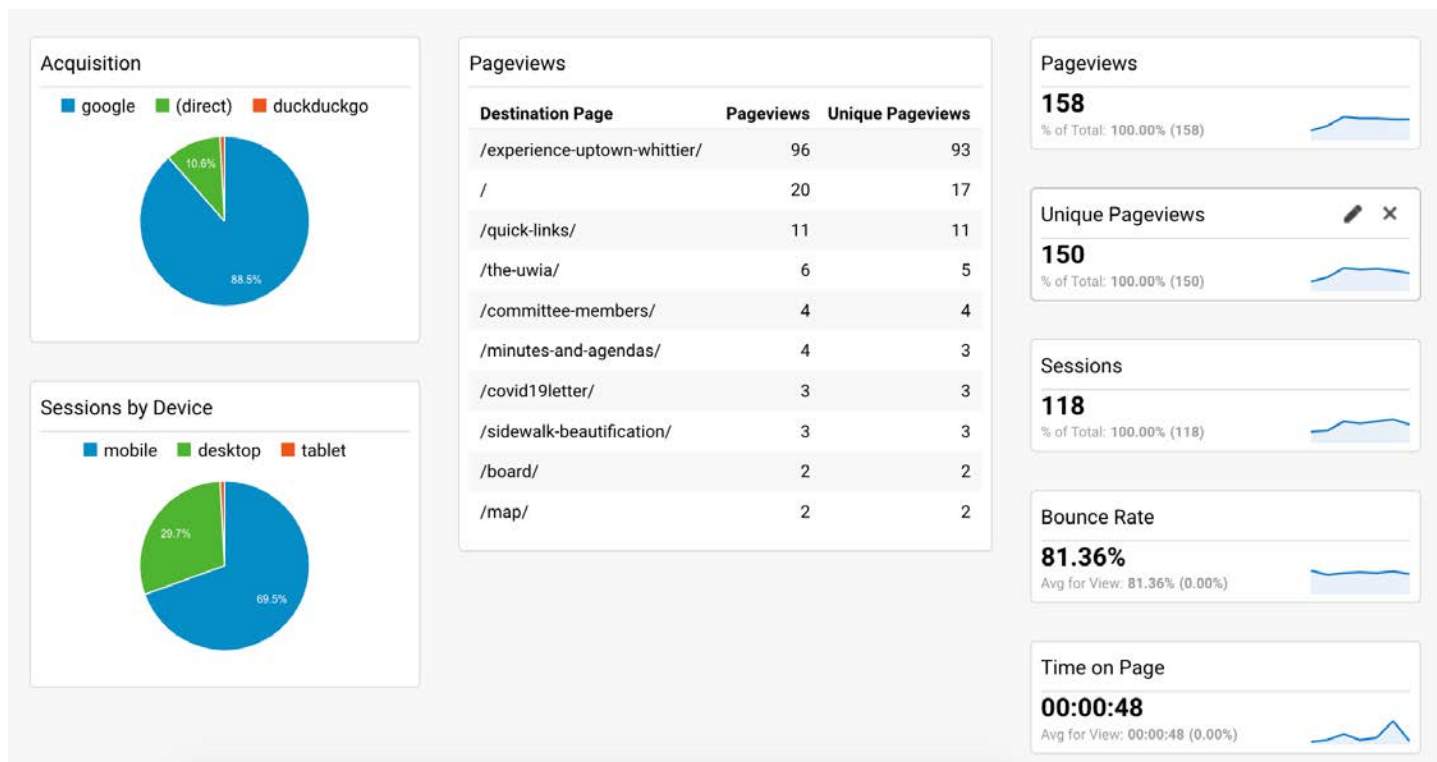
	<p>tool. Andrew wants to set up a follow up meeting with Shane Kenny with Concept3D to figure out different aspects to integrate. Frank stated UWIA needs to bring the City onboard, whatever the City would like to show. Andrew asked about singular or plural access. Shane Kenny replied access would be at UWIA's direction. Can limit what is seen in the package. Will email the next meeting and provide a clear concept. Brent Haskell informed Shane Kenny if he would like to see the uptown district there is a map of it on the UWIA website.</p>	
<p><b>8. Other Committee Items</b></p>		<p><b>8. No Action Taken</b></p>
<p><b>9. Next DISI Meeting</b></p>	<p>The next meeting will be on Friday, April 1, 2022, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly via teleconference.</p>	<p><b>9. No Action Taken</b></p>
<p><b>10. Adjournment</b></p>	<p>The meeting was adjourned at 10:17 a.m.</p>	<p><b>10. No Action Taken</b></p>

Minutes were taken by Brent Haskell and Stephanie Shamp with GM Properties.

## Marketing Report: March 2022



### Website Analytics



### Social Media Overview

	Followers	Follower Change	Posts	Impressions	Engagement Rate
<b>Facebook</b>	5220	1%	6	5794	7%
<b>Instagram</b>	4242	1%	6	12914	10%
<b>Twitter</b>	287	0%	6	773	6%

### Banner Program and QR Code Insights

The banners along Philadelphia Street were changed out March 10. Six new banners with unique QR codes linking to the Quick Links page on the UWIA website were installed.

Bright South: 8 scans

Comstock South: 3 scans

Greenleaf South: 4 scans

Bright North: 6 scans

Comstock North: 8 scans

Greenleaf North: 1 scan

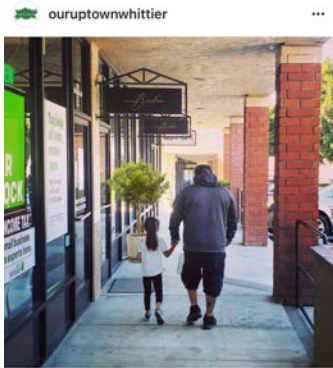


# Social Media Report

## Instagram

## Facebook

## Twitter



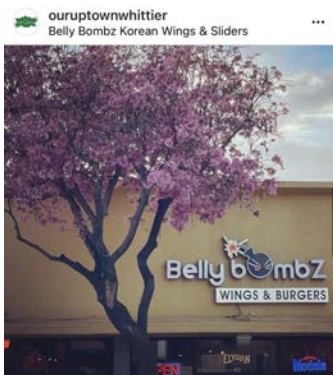
189 Likes  
 3 Comments  
 7 Shares  
 1 Save  
 41 Profile Visits  
 2470 Accounts Reached  
 2538 Impressions

993 Reach  
 1027 Impressions  
 72 Engagements

119 Impression  
 8 Engagements  
 6.7% Engagement Rate



188 likes  
 ouruptownwhittier Everyday is a good day for a walk with dad. #MeetMeInUptown



158 Likes  
 2 Comments  
 5 Shares  
 1 Save  
 26 Profile Visits  
 2344 Accounts Reached  
 2390 Impressions

860 Reach  
 898 Impressions  
 76 Engagements

101 Impressions  
 5 Engagements  
 5% Engagement Rate



157 likes  
 ouruptownwhittier Wings and burgers with a side of spring blooms. #MeetMeInUptown



354 Likes  
 3 Comment  
 55 Share  
 11 Save  
 80 Profile Visit  
 3482 Accounts Reached  
 3527 Impressions

2608 Reach  
 2608 Impressions  
 300 Engagements

253 Impressions  
 23 Engagements  
 9.1% Engagement Rate



Liked by alb101 and 353 others  
 ouruptownwhittier A retro cinema with retro ticket prices: all movies are \$5 on Tuesdays and Thursdays at The Whittier Village Cinemas. #MeetMeInUptown



176 Likes  
1 Comments  
2 Shares  
3 Saves  
22 Profile Visits  
1714 Accounts Reached  
2164 Impressions

466 Reach  
474 Impressions  
88 Engagements

119 Impressions  
7 Engagements  
5.9% Engagement Rate



66 Likes  
1 Comments  
0 Shares  
0 Saves  
11 Profile Visits  
1240 Accounts Reached  
1258 Impressions

445 Reach  
453 Impressions  
26 Engagements

114 Impressions  
10 Engagements  
8.8% Engagement Rate



50 Likes  
0 Comments  
1 Shares  
0 Saves  
4 Profile Visits  
1018 Accounts Reached  
1037 Impressions

334 Reach  
334 Impressions  
11 Engagements

67 Impressions  
0 Engagements  
0% Engagement Rate