



## **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 April 26, 2022, the Executive Committee voted to extend the provisions of AB361 for Board and committee meetings for another 30 days (extended through June 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](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  
Hybrid / Teleconference  
Friday, May 13, 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

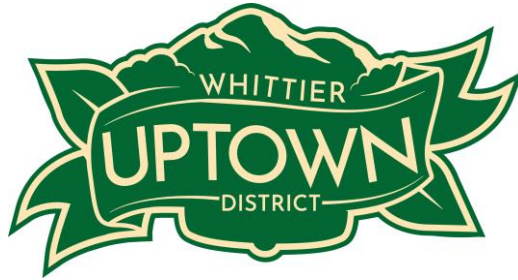
### **AGENDA**

- 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 April 1, 2022 DISI Committee Meeting Minutes *Action Item*

5. Consider adding new committee members

6. Discuss Concept3D map possibilities, if the committee wants to move forward, if so, what would the committee like to have in the map, example links below

[Georgetown University Example](#)

[Events Sample](#)

7. Form a task force to plan a UWIA Board retreat sometime between July and September

8. Form a task force to reschedule and plan the owner mixer that was postponed in March of 2020

9. Social media update from Edna Becerra with updates on relevant statistical data and spending

10. Update on Social Media and Content Manager RFP

11. Discussion regarding the next newsletter

12. Other Committee Items

13. Next DISI Meeting date: June 3, 2022, 9:00 a.m., at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602 or possibly via teleconference.

14. 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 Shamp [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, April 1, 2022, 9:00 a.m.**

**Present:** Andrew Pina (Committee Chair), Melinda Pina, and Ben Pongetti

**Absent:** Shane Cadman (Vice-Chair) and Ana Lilia Barraza

**Guests:** Shane Kenny with Concept 3D formerly CampusBird

**Consultant:** Edna Becerra – Content Manager,  
Ross Gile – DigiCal,  
Brent Haskell and Stephanie Shamp – GM Properties

**MINUTES:**

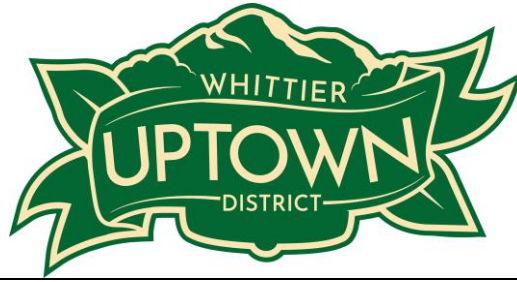
<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Call to Order</b>	Andrew Pina called the meeting to order at 9:05 a.m.	<b>1. No Action Taken</b>
<b>2. Roll Call / Introduction of Guests and Announcements</b>	Brent Haskell took Roll Call.	<b>2. No Action Taken</b>
<b>3. Public Comment</b>	Brent Haskell stated there were no emails received for public comment.	<b>3. No Action Taken</b>
<b>4. Approve the March 4, 2022 DISI Committee Meeting Minutes</b>		<b>4. Melinda Pina Motioned to Approve the March 4, 2022 DISI Committee Meeting</b>

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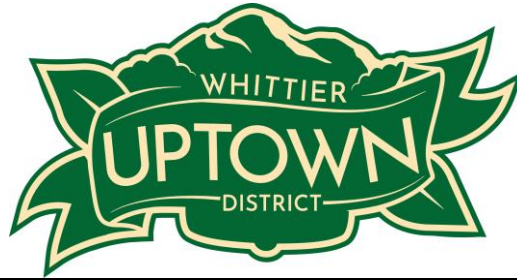
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		<p><b>Minutes. Ben Pongetti 2<sup>nd</sup>. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</b></p>
<p><b>5. Social Media Update from Edna Becerra with Updates on Relevant Statistical Data and Spending</b></p>	<p>Edna Becerra stated the spring banners are rehung. The two damaged banners were replaced. Six banners were reprinted with QR codes. The analytics are attached. If more information is wanted Edna can provide it. Movie theater postings losing momentum. Open for posting suggestions. Melinda Pina would like to see a 20-second/short interior video. Contact the theater owner to get nostalgia/owner thoughts. Same with adding additional historical buildings such as the Museum, Nixon building, The Marsden Building, Four Bricks, Aunties Bakery &amp; Café. Edna loves the idea but the information is not known on some buildings and wants to do directional signage for locations. Melinda loves the idea but it is not known what the Promenade will be like in 9 months. Brent Haskell stated to keep in mind the City would need to approve signage in the public right of way. May need to get a permit for a sidewalk sign. Also likes the concept of stopping to take a picture and post. It creates a buzz.</p>	<p><b>5. No Action Taken</b></p>
<p><b>6. Update on the Quarterly Newsletter and Discussion on the Next Newsletter</b></p>		<p><b>6. Tabled</b></p>



<p><b>7. Discussion Regarding Concept3D - Interactive Map Options for Maps Linked to QR Codes</b></p>	<p>Shane with Concept3D, formerly CampusBird, wants to understand the family concept with local involvement and is aware what uptown offers and brings in for non-residents. Andrew Pina is looking for a versatility concept that changes per season and events to use as a promotional tool. Shane showed the Whittier College map and other samples to get ideas. Such as Georgetown University has a basic setup with tour capability. Can incorporate business logos and wait time. Further design communication. Shane Kenny asked what is really needed, budgeted, what is the impact or impact if not done, how will it affect the application use. Melinda Pina wants to gather information. Present to the Business Association and the Chamber. Come up with a plan. The DISI Committee will need to do a needs assessment. The Greenleaf Promenade is unknown in 9 months. Winter is slow. As a natural occurrence restaurant centric due to the pandemic. Uptown is much more than the twelve restaurants. Shane Cadman will look into concerts, etc. and stated UWIA will need to show how the technology will be utilized. Will research and come back to the DISI Committee. Edna Becerra stated the application is more technical and it needs to be more interactive and flexible. Edna does not want to use a pdf map. Shane works with resorts etc. and agrees with Edna. PDF is not what is expected in today's culture. Shane asked how will the business information be collected. Melinda stated UWIA, the Chamber, and</p>	<p><b>7. No Action Taken</b></p>
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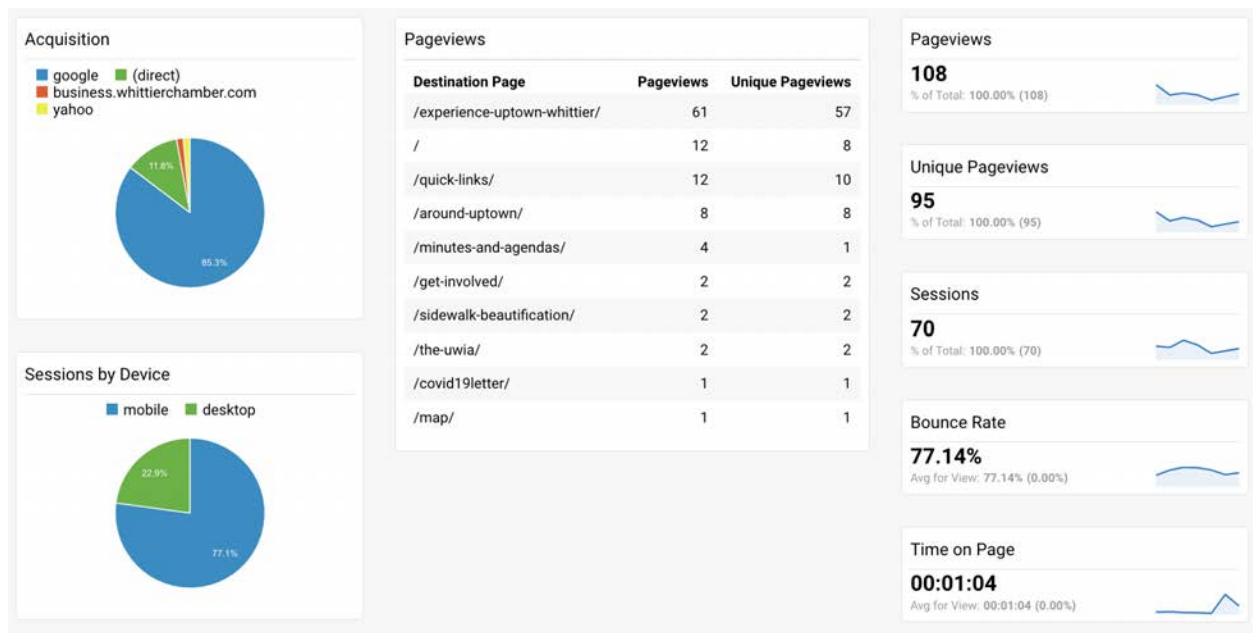
	<p>WUA meet every 6 – 8 weeks and this is depending upon the Board’s decision first. Melinda stated if the Board is interested, the DISI Committee will bring in Shane Kenny to show how it works with the bells and whistles. Melinda will send a recap email to Andrew and copy Brent Haskell to forward onto all the DISI Committee members. Other maps will be researched that will work within the uptown and willing to partner and do what needs to be done.</p>	
<b>8. Other Committee Items</b>		<b>8. No Action Taken</b>
<b>9. Next DISI Meeting</b>	<p>The next meeting will be on Friday, May 6, 2022, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly via teleconference.</p>	<b>9. No Action Taken</b>
<b>10. Adjournment</b>	<p>The meeting was adjourned at 9:40 a.m.</p>	<b>10. No Action Taken</b>

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

# Marketing Report: April 2022



## Website Analytics



## Social Media Overview

	Followers	Follower Change	Posts	Impressions	Engagement Rate
Facebook	5256	0.6%	6	6179	11%
Instagram	4278	1%	6	Posts 13997 Stories 6431	7%
Twitter	288	0%	6	668	5.5%

## Banner QR Code Scans

	This Period	Cumulative
Bright South	4	14
Bright North	1	7
Comstock South	3	6
Comstock North	0	8
Greenleaf South	1	5
Greenleaf North	1	2



# Social Media Report

## Instagram

## Facebook

## Twitter



2084 Views  
197 Likes  
6 Comments  
14 Shares  
5 Save  
36 Profile Visits  
4681 Accounts Reached  
4681 Impressions

492 Reach  
518 Impressions  
85 Engagements

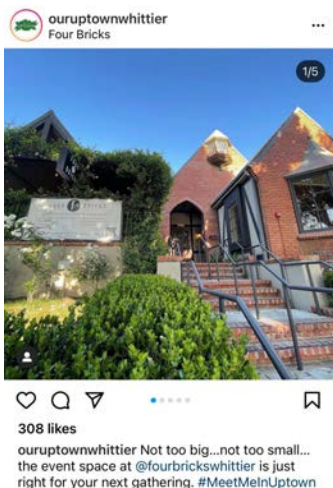
154 Impression  
13 Engagements  
8.4 % Engagement Rate



207 Likes  
4 Comments  
42 Shares  
4 Save  
43 Profile Visits  
3103 Accounts Reached  
3168 Impressions

2652 Reach  
2694 Impressions  
393 Engagements

120 Impressions  
6 Engagements  
5% Engagement Rate



309 Likes  
1 Comment  
29 Share  
19 Save  
31 Profile Visit  
2464 Accounts Reached  
3009 Impressions

1331 Reach  
1489 Impressions  
526 Engagements

78 Impressions  
5 Engagements  
6.4% Engagement Rate





556 views · Liked by abl3232  
 ouruptownwhittier Happening now and until 9pm, the @562flea brings together vintage lovers and small biz owners for a family-friendly and eclectic shopping experience. 📍 13399 Bailey (1st United Methodist Church Parking Lot) #MeetMeInUptown

557 Views  
 53 Likes  
 0 Comments  
 0 Shares  
 1 Saves  
 7 Profile Visits  
 1079 Accounts Reached  
 1175 Impressions

424 Reach  
 465 Impressions  
 68 Engagements

140 Impressions  
 6 Engagements  
 4.3% Engagement Rate



27 likes  
 ouruptownwhittier Treat yourself! It's Restaurant Week in #UptownWhittier and our friends at @uptownwhittierofficial have organized a foodie-worthy dining experience with dozens of restaurants across Uptown. #MeetMeInUptown

28 Likes  
 0 Comments  
 4 Shares  
 0 Saves  
 5 Profile Visits  
 770 Accounts Reached  
 801 Impressions

409 Reach  
 420 Impressions  
 14 Engagements

90 Impressions  
 4 Engagements  
 4.4% Engagement Rate



105 likes  
 ouruptownwhittier You've probably seen @zenstea at your favorite farmers market but they have teas on tap right here in #UptownWhittier.

106 Likes  
 2 Comments  
 6 Shares  
 1 Saves  
 11 Profile Visits  
 1216 Accounts Reached  
 1234 Impressions

589 Reach  
 599 Impressions  
 42 Engagements

86 Impressions  
 4 Engagements  
 4.7 % Engagement Rate