



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). **Note:** This notice presumes the Executive Committee will extend the provisions of AB361 at their May 31, 2022 meeting for another 30 days (through July 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
Hybrid / Teleconference
Friday, June 3, 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,

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

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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 May 13, 2022 DISI Committee Meeting Minutes** *Action Item*

5. **Consider adding new committee members**

6. **Update on Concept 3D to do a presentation to WUA at their June meeting on the 20th**

7. **Information attached regarding the possible days for a UWIA retreat (August 27th, September 10th and September 17th)**

8. **Update regarding owner mixer plans**

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

10. **Committee to discuss and possibly approve games / challenges involving the use of UWIA QR codes with prizes for winning participants.** *Action Item*

11. **Update regarding video shoot for social media campaign**
12. **Update on Social Media and Content Manager RFP**
13. **Discussion regarding the next newsletter**
14. **Other Committee Items**
15. **Next DISI Meeting date: July 8, 2022, 9:00 a.m., at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602 or possibly via teleconference.**
16. **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, May 13, 2022, 9:00 a.m.

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

Absent: Ana Lilia Barraza

Guests: n/a

Consultant: Brent Haskell and Stephanie Shamp – GM Properties

MINUTES:

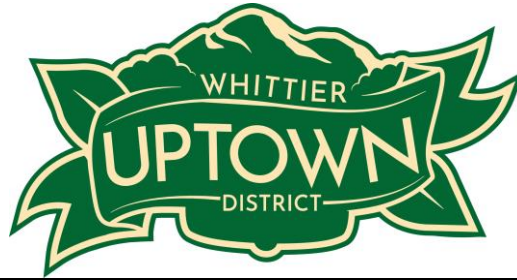
<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Pina called the meeting to order at 9:03 a.m.	1. No Action Taken
2. Roll Call / Introduction of Guests and Announcements	Brent Haskell took Roll Call.	2. No Action Taken
3. Public Comment	Brent Haskell stated there were no emails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

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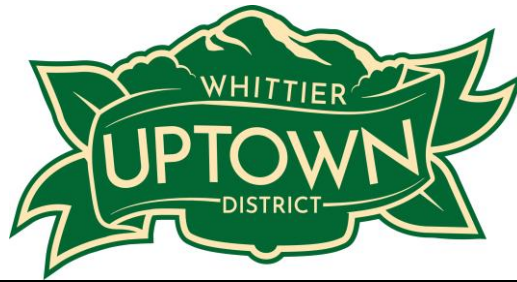
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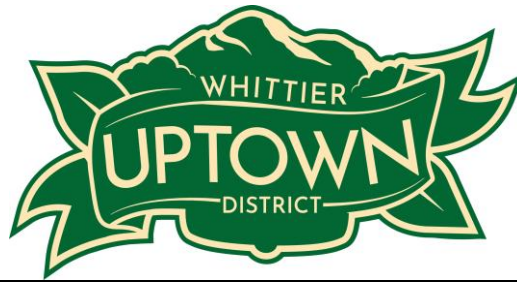
		<p>2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</p>
<p>5. Consider Adding New Committee Members</p>	<p>Brent Haskell stated there were two interested contacts and an email invite was sent. Brent will send the next meeting notice and leave it on the Agenda for next month.</p>	<p>5. Tabled</p>
<p>6. Discuss If the Committee Wants to Move Forward with Concept3D and if so, What Does the Committee Want in the Map</p>	<p>Andrew Pina thinks Concept3D is worthwhile and wants the Committee to brainstorm ideas for the map. Shane Cadman agrees. Andrew stated UWIA has the budget, wants to utilize the program, try for a year or two, and see if traffic increases during that time. Melinda Pina wants to do a presentation for WUA Board, the City, and the Chamber at the next WUA meeting. Brent Haskell stated the next WUA meeting is scheduled for Monday, May 16th at 4:00 p.m. Brent will reach out to Justin Tipton to find out when the WUA meeting is scheduled for June. Andrew will coordinate with the Concept3D host. Ben Pongetti likes the idea of historical sites on the map. UWIA will feed in from ownership and the same for the business owners. Shane likes the idea of a layer for historic, a layer for dining and a layer for events and stated the map can be set up for that. The user can add and remove events / items in the filter. Andrew wants UWIA to reach out to the public for historic information to add</p>	<p>6. No Action Taken</p>



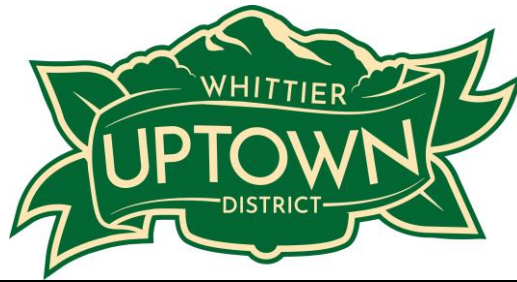
	<p>to the map. The list of different entities to be a part of the map are as follows:</p> <ul style="list-style-type: none"> o WUA o Whittier Conservancy o My Whittier o Whittier College o City o Chamber o Whittier Museum <p>Uptown boundaries discussed.</p>	
<p>7. Form a task force to Plan a UWIA Board Retreat Between July and September</p>	<p>Andrew Pina wants to set the goal for September. Start with gathering a budget and dates that work. The process is further discussed. Melinda Pina stated Brainstorm the direction UWIA is going, next year’s goals, reflect on accomplishments, and lastly what is currently being worked on in a 4 – 5-hour time period with lunch served. This is the first retreat DISI Committee is planning. The Committees come together to discuss, the Board comes in to discuss, then the Committees leave. Local venues talked about such as the Train Depot, Community Center and Poet Gardens as options. Dates discussed and narrowed down to August 27th, September 10th, and September 17th. All Saturdays. Brent Haskell to send out a survey to the Board and all Committees. Brent Haskell further discussed the Brown Act and open meeting notice to the public. Melinda stated it is a bonding time for those that</p>	<p>7. No Action Taken</p>



	<p>came aboard during the pandemic, a face-to-face opportunity for the entire community. Discussion on timing starting at as early as 8:00 a.m. and end no later than 1:00 p.m.</p>	
<p>8. Form a task force to Reschedule and Plan the Owner Mixer that was Postponed in March 2020</p>	<p>Melinda Pina stated it came up in the Board meeting. The Mixer was originally scheduled then the pandemic hit. Merchandise items were purchased and are being stored. Logistics needed – date and venue. The previous location was scheduled at Ruth Shannon Center, Whittier. Kristin Wiberg left the DISI Committee to be a paid planner / event organizer. Deposit paid out. Brent Haskell to reach out to Kristin to pick up the task and do the leg work. Shane Cadman does not believe Kristin is in still living in the area but not certian. An possible target month of October for the event was discussed.</p>	<p>8. Tabled</p>
<p>9. Social Media Update from Edna Becerra with Updates on Relevant Statistical Data and Spending</p>	<p>Andrew Pina stated with the new program traffic is picking up. Ben Pongetti asked when did the new program deploy. Andrew replied it just started with the new QR code banners 6 – 8 weeks ago. The Instagram views are higher. The other platforms are growing. Andrew wants to start using video production moving forward. The actors are being picked for the video shoot. The UWIA will be able to use B-rolls for social media once the production is complete. UWIA can have engaging pages. Edna Becerra is doing a</p>	<p>9. No Action Taken</p>



	<p>live video for the Swing Dancers event. It is a good test. Andrew opened the floor for discussion. Shane Cadman stated to be a fun item and beneficial UWIA can have giveaways connected to the QR codes. Andrew likes the option of using uptown business gift cards. The item is to be on the next meeting Agenda for Committee vote. It can be a fall idea, can inform the shops, and it would be a great use of the map.</p>	
<p>10. Update on Social Media and Content Manager RFP</p>	<p>Brent Haskell stated the three years is up so it needs to be posted. A task force has been created for the Content Manager. Andrew stated editing and video are needed for the millennials. Shane Cadman asked if it has been done and posted. Brent Haskell stated unknown where we stand in the process. Shane is okay to review, just not being a part of the hiring decision process. Brent stated two committee members is less than a quorum so they can meet and discuss the RFP and not require an agenda. Brent thinks the last RFP is in Word document, will need to check and there is the signed agreement. Brent to forward what he has to Shane and Andrew. Complete and present to the Executive Committee for publishing and Board for approval.</p>	<p>10.</p>
<p>11. Quarterly Newsletter Discussion</p>		<p>11. Tabled</p>



12. Other Committee Items	Ben Pongetti announced the City Design Review Board discussed a 52-unit apartment complex and it was approved to move forward with that project.	12. No Action Taken
13. Next DISI Meeting	The next meeting will be on Friday, June 3, 2022, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly via teleconference.	13. No Action Taken
14. Adjournment	The meeting was adjourned at 9:53 a.m.	14. No Action Taken

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

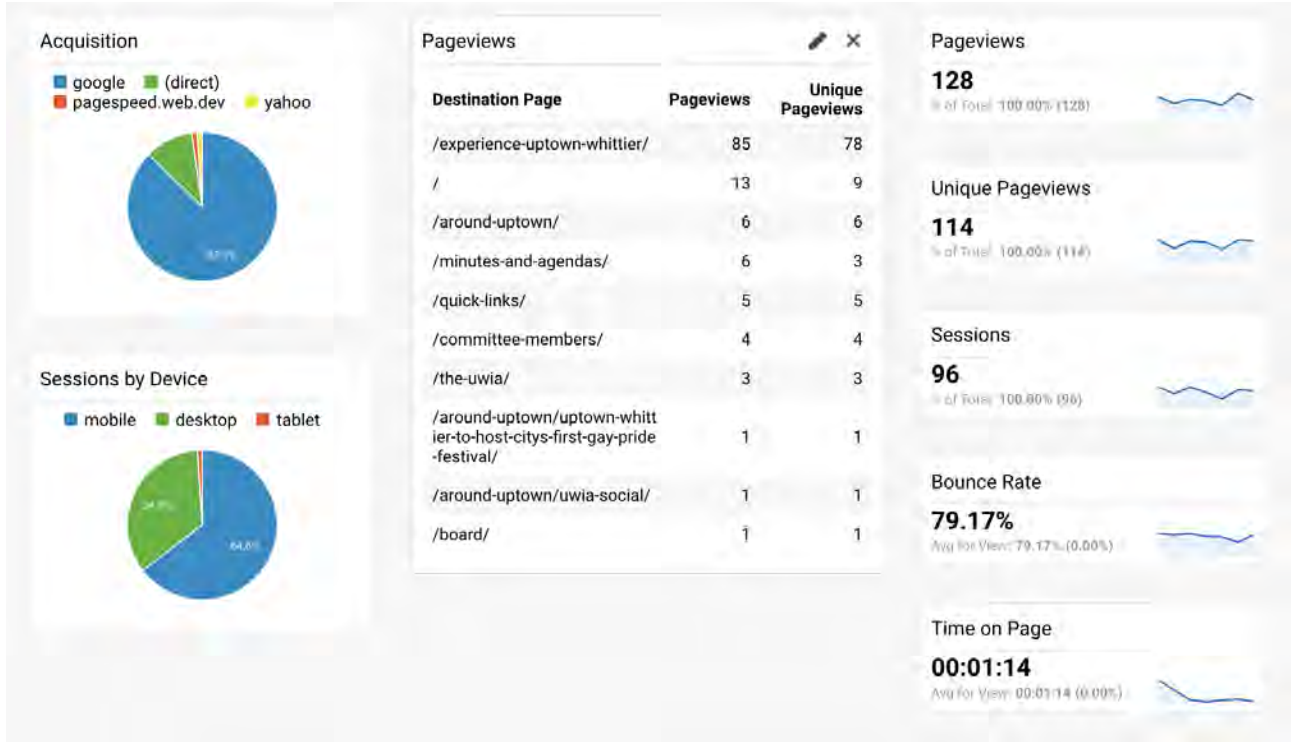
UWIA Availability List

	<u>August 27th</u>	<u>September 10th</u>	<u>September 17th</u>
Ginny Ball	preferred	open	open
Ana Lilia Barraza	no	open	open
Shane Cadman	open	open	open
Trese Childs	open	open	open
Michael Contreras	open	open	no
Jim Dunkelman			
Roland Fargo			
Katie Galvin-Surbatovic			
David Gonzalez	open	no	no
Ben Greer			
Irene McCallister			
Frank Medina			
Stephen Ortiz	open	open	open
Milt Pate	open	open	no
Andrew Pina			
Melinda Pina			
Ben Pongetti	open	open	open
Frank Rinaldi	open	open	open
Steven Rodriguez	any possibility of a weekday		

Marketing Report: May 2022



Website Analytics



Social Media Overview

	Followers	Follower Change	Posts	Impressions	Engagement Rate
Facebook	5291	0.6%	4	2498	8%
Instagram	4306	0.7%	4	Posts 5021 Stories 7042	6%
Twitter	290	0%	4	672	8%

Banner QR Code Scans

	This Period	Cumulative
Bright South	4	19
Bright North	5	11
Comstock South	1	7
Comstock North	1	9
Greenleaf South	2	7
Greenleaf North	0	2

Social Media Report

Instagram

Facebook

Twitter



88 Likes
2 Comments
5 Shares
1 Save
7 Profile Visits
1236 Accounts Reached
1272 Impressions

786 Reach
804 Impressions
80 Engagements

99 Impression
17 Engagements
17.2 % Engagement Rate



100 Likes
2 Comments
8 Shares
4 Save
26 Profile Visits
1503 Accounts Reached
1834 Impressions

600 Reach
644 Impressions
30 Engagements

81 Impressions
7 Engagements
8.6% Engagement Rate



45 Likes
1 Comment
5 Share
1 Save
12 Profile Visit
829 Accounts Reached
884 Impressions

436 Reach
451 Impressions
19 Engagements

464 Impressions
10 Engagements
2.2% Engagement Rate



75 Likes
0 Comments
4 Shares
1 Saves
3 Profile Visits
826 Accounts Reached
1054 Impressions

588 Reach
599 Impressions
72 Engagements

29 Impressions
1 Engagements
3.4% Engagement Rate