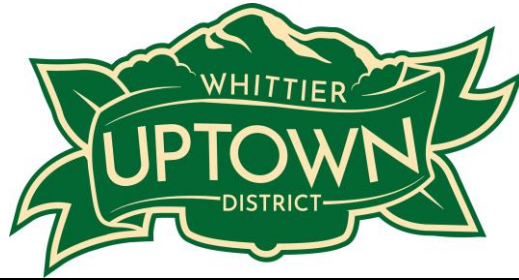


	<p>umbrellas, the delineations or lights are also good. Ben Pongetti is in agreement with the direction UWIA is heading. Ben stated Kyle with the City is looking at removable bollards within the concrete. Talk of doing this for a four-month period and does not know what will be done after that. Ricardo asked who to connect with in the city on the street closure. Ben will share with the Street Committee and stated UWIA's contribution will help out tremendously. Originally thru the Streetscape project. Melinda wants to put it in front of the Board to create a budget and this is in alignment with the mission. In speaking with the business owners, they are excited but do not know the direction this is going. A perfect storm in a good way. Ricardo asked the task force to talk with the business owners to add anything to the Special Meeting and to get ideas. Melinda stated she has some time today. Melinda voiced her concern over asking the board for approval to spend money on the Greenleaf closure without first coming up with details and costs. Ricardo stated the closure is happening in two weeks and there are excess funds in undesignated. Brent Haskell added you will be asking the board for an amount not to exceed from the undesignated funds already within the DISI Committee budget. Ben stated per Katie, WUA is doing the same and coordinating who uses what space. Ben asked for the communication to continue. Questioned if table and chairs would be loaned or rented. To be answered thru the process. Kristin Wiberg would like to</p>	
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	<p>see benches and branding the barriers. Options to make the entry more welcoming. Ben stated the k-rails are temporary while the bollards are being installed. Ricardo would like to see branding on the waste receptacles. Melinda questioned Ben WUA not charging for use of outside area. Ben confirmed there is no fee being paid to the WUA. WUA handling the special event permit and coordinating insurance. Melinda asked about the Greenleaf closure meeting. Ben stated a lot of trash discussion, operating inside or outside, and responsible for own trash. Melinda willing to get with Frank Medina with WUA on the logistics and bring it back to the Special meeting. Further discussion on the Special meeting on the Greenleaf Avenue closure. Assistance on branding items. Melinda volunteered storage of items for future use.</p>	
9. Other Committee Items	Special Meeting Friday, June 12, 2020 at 9 a.m. To further discuss unassigned funds and use in the budget.	9. No Action Taken
10. Next DISI Meeting	<p>The next regular scheduled meeting will be on Friday, July 10, 2020 at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.</p> <p>Discussion on meetings of less than 10 people. GM is boarded up. If open will have meeting at GM. If not, by phone.</p>	10. No Action Taken
11. Adjournment	The meeting was adjourned at 10:19 a.m.	11. No Action Taken

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



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

13305 Penn Street, Suite 200, Whittier, CA 90602

TELECONFERENCE MEETING

Special Meeting - Friday, June 12, 2020, 9:00 a.m.

Present: Ricardo Diaz (Committee Chair), Andrew Yañez (Vice-Chair), and Melinda Pina, and Ben Pongetti

Absent: Ana Lilia Barraza and Jim Dunkelman (Whittier College)

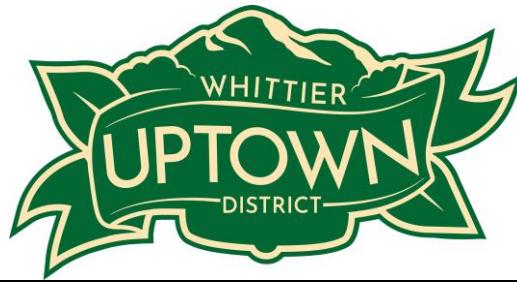
Guests:

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

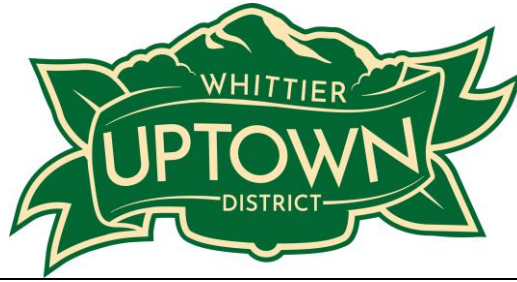
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Ricardo Diaz called the meeting to order at 9:08 a.m.	1. No Action Taken
2. Roll Call		2. Brent Haskell Took Roll Call
3. Public Comment	Brent Haskell stated Stephanie Shamp checked the email prior to the meeting and there was only one spam email. No public comment emails related to the Special Meeting.	3. No Action Taken
4. Melinda Pina to Provide an Update on Conversations with the Business Owners Their	Melinda Pina stated she went to the restaurants in the uptown area to see if the business owners would prefer umbrellas or queuing rails. A lot of the restaurants were not open when Melinda	4. Ricardo Diaz made a Motion for the DISI Committee to take the Board's Recommendation of

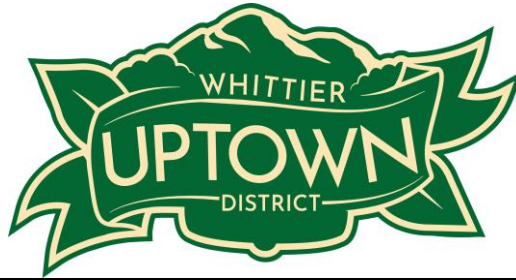
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



<p>Thoughts and Intentions on the Greenleaf Ave. closure to Vehicles</p>	<p>was there. Melinda also attempted to call some of the restaurants. Melinda is not sure all the restaurants are back in business at this time and of the restaurants that were open, the business owners preferred the idea of umbrellas vs. queuing rails, but only slightly. Melinda thinks the Committee should move forward with 26 umbrellas. The umbrellas should have a tan canvas with the green UWIA logo. Ricardo Diaz asked what the lead time is to order the umbrellas. Melinda stated she was not sure. Andrew Yañez also stated he was not sure but could find out. Melinda commented that the Board also wants to know how the umbrellas will be stored and any potential cost associated with the storage. Ricardo commented that he has multiple places in the uptown area he could use to store most of the umbrellas at no cost to the UWIA. Melinda asked who would be willing to help distribute the umbrellas. Andrew and Edna Becerra stated they would be able to assist. Melinda asked for ideas on what the umbrellas should look like. Ricardo thinks the umbrellas should have a tan canvas with the green logo and that the DISI committee should purchase as many of the umbrellas as they can for \$11,000 (more than 26). Ricardo thinks the DISI Committee needs to get a mockup of the umbrella and see what business are interested in using the umbrellas. A release of liability form needs to be signed by any business that wants an umbrella. Ricardo stated that Ginny Ball talked to him after the Board meeting yesterday</p>	<p>Spending \$11,000.00 on Umbrellas. The DISI Committee to Purchase as Many Umbrellas as They Can for the \$11,000.00. The Umbrellas are to be a Tan Canvas with the Green Logo. The Bases to be Sturdy so they Don't Easily Tip Over. The Committee Will Need to Prepare Releases of Liability for any Business that Takes an Umbrella. Melinda Pina 2nd. Brent Haskell Took Roll Call with All in Favor. Motion Passed.</p>
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	<p>and told him she would like to get a couple of umbrellas for the library and the library would pay for them. Ricardo again stated the DISI Committee should buy more than the 26 estimated. Further discussion was had regarding the umbrellas and the stands.</p>	
<p>5. DISI Committee to discuss how the UWIA can help support during the Greenleaf Ave. closure to vehicles.</p>	<p>Ricardo made a motion for the DISI committee to take the board recommendation of spending \$11,000 on umbrellas. The DISI committee should purchase as many umbrellas as they can for the \$11,000. The umbrellas should be a tan canvas with the green logo. The bases should be the study bases so they don't easily tip over. The committee will need to prepare releases of liability for any business that takes an umbrella. Melinda with a 2nd. Brent took roll call with all in favor. Motion passed.</p>	<p>5. Ricardo Diaz made a motion to spend \$11,000 on tan canvas umbrellas with a green UWIA logo. The UWIA should purchase as many umbrellas and sturdy bases for the \$11,000 that they can. Business owners accepting the umbrellas will need to sign a release of liability form. Melinda with a 2nd. Brent Haskell took roll call. All in favor, motion passed.</p>
<p>6. DISI Committee to Review Banner Concepts and Approve Banners to be Placed on Light Poles Directing People to the Uptown Area.</p>	<p>Prior to the meeting Edna Becerra provided a link to some mock ups of banners. Pages 1 thru 9 attached. Melinda Pina stated she thought the banners were going to go in a different direction with muted photos and Meet Me in Uptown for Dinner, Drinks, etc. Ricardo Diaz stated he liked the mock ups. Especially, number 4 with the close up of the beers and the faded background. Ricardo stated that the banner program is just beginning and will be around for a long time. Ricardo thinks it would be good</p>	<p>6. Ricardo Diaz made a motion to approve the mock up on Pages 4 and 5 (beer glasses and ice cream) for color scheme, setup, tag line and logo with minor modifications to font and photos. Andrew Yañez made a 2nd. Brent Haskell took roll call. All in favor. Motion passes.</p>



	<p>for the DISI committee to purchase various banners types to use over the years. Andrew Yañez thinks there are approximately 40 banners needed. There should be 20 different file photos used and repeated once (2 sets of 20). Andrew also thinks the photo should be less of the banner, estimated about 50% of the mock ups were photo and feels more emphasis should be placed on the words and logo by using a different font and spacing.</p>	
<p>7. Next DISI Meeting</p>	<p>The next regular scheduled meeting will be on Friday, July 10, 2020 at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.</p>	<p>7. No Action Taken</p>
<p>11. Adjournment</p>	<p>The meeting was adjourned at 9:52 a.m.</p>	<p>11. No Action Taken</p>

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