



## **UWIA District Identity and Streetscape Improvements (DISI) Committee Meeting Announcement**

On March 12, 2020, Governor Newsom issued Executive Order No. N-29-20, which allows board members / committee members to attend publicly announced meetings telephonically. Please be advised that some, or all, committee members may attend this meeting telephonically.

Consistent with mandates of Executive Order No. N-29-20, 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, September 10, 2021, 9:00 a.m.**

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

### **AGENDA**

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

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)



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 August 6, 2021 DISI Committee Meeting Minutes** *Action Item*
5. **Discuss progress report and establish the 2021 – 2022 DISI Committee budget to be presented to the UWIA Board for their approval** *Action Item*
6. **Update on fall banners**
7. **Discuss magazine / guide for the uptown district and determine if the idea / concept should be presented to the Board for further discussion / consideration before proceeding at the committee level**
8. **Other Committee Items**
9. **Next DISI Meeting date: October 1, 2021, 9:00 a.m., at GM Properties, 13305 Penn St, Suite 200, Whittier, CA 90602**
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 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  
Friday, August 6, 2021, 9:00 a.m.**

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

**Absent:** Ana Lilia Barraza (Whittier College)

**Guests:**

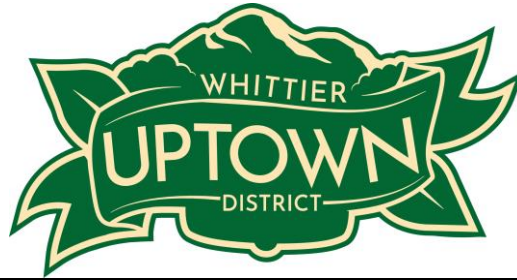
**Consultant:** Brent Haskell and Stephanie Shamp – GM Properties,

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Call to Order</b>	Ricardo Diaz called the meeting to order at 9:03 a.m.	<b>1. No Action Taken</b>
<b>2. Roll Call</b>	Brent Haskell took roll call.	<b>2. No Action Taken</b>
<b>3. Public Comment</b>	Brent Haskell stated no emails received for public comment.	<b>3. No Action Taken</b>
<b>4. DISI Membership – Committee Chair / Vice-Chair to Add / Remove Members If Necessary</b>		<b>4. Tabled</b>
<b>5. Approval of the July 9, 2021 DISI Committee Meeting Minutes</b>	Clarification made as follows:	<b>5. Ricardo Diaz Motioned to Approve the July 9, 2021 DISI Meeting Minutes.</b>

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		<b>Shane Cadman 2<sup>nd</sup>. Brent Haskell Took Roll Call. All other in Favor with One Abstention. Motion Passed.</b>
<b>6. Update on the Fall Banners</b>	The fall banners are up. No further comments.	<b>6. No Action Taken</b>
<b>7. UWIA Polo Shirts Update</b>	Brent Haskell stated payment was received by ACRO Printing and the order was placed. Brent stated he hasn't heard anything since the last email and would check to see if the shirts were available. Andrew Yañez to contact GM re pickup or deliver at the September Board meeting as it will be in person for those that wish to attend.	<b>7. No Action Taken</b>
<b>8. Discuss / Propose Magazine / Guide for the Uptown District</b>	Ricardo Diaz stated he is working with Ana Lilia Barraza putting together some concepts. Possibly have some story boards for the next meeting. No further discussion on open floor.	<b>8. No Action Taken</b>
<b>9. Other Committee Items</b>	Melinda Pina stated there was a business watch meeting with Chief Bar and other police officers. Carol Crosby with the Chamber initiated the meeting. The follow up meeting scheduled for September 2 <sup>nd</sup> is still in limbo. Wants to move forward with a formal watch and hopeful there are buy ins. Carol has stickers and items from a previous business watch program that never got off the ground. Ricardo Diaz is looking for Melinda to update on the first part which is registration and active business owners. Chief Bar recommended monthly or bi-monthly meetings. The Task	<b>9. No Action Taken</b>



	Force was created thru the Sidewalk Committee. Melinda hopes as the program gets going that the DISI Committee can help with signage.	
<b>10. Next DISI Meeting</b>	The next regular scheduled meeting will be on Friday, September 10, 2021 at 9:00a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602 or possibly telephonically.	<b>10. No Action Taken</b>
<b>11. Adjournment</b>	The meeting was adjourned at 9:17 a.m.	<b>11. No Action Taken</b>

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



## **UWIA – District Identity and Streetscape Improvements Committee Progress Report - 2021**

### **Mission**

Branding, social media, advertising, public relations and promoting a positive image of the district

### **Accomplishments**

1. Coordinated and publicized owner outreach mixer (but later had to cancel)
2. Began the banner program
3. Initiated billboard advertising on freeways and Whittier Blvd
4. Purchased and distributed UWIA branded umbrellas
5. Worked with WUA and City to approve the Greenleaf Promenade
6. Increased social media exposure
7. Established the marketing tagline “Meet Me In Uptown”
8. Established the quarterly newsletter for property owners

### **Goals**

1. Develop kiosks
2. Continue to develop / promote the Greenleaf Promenade
3. Continue to expand the banner program (possibly seasonal)
4. Continue billboard program
5. Work with UWIA Sidewalk Committee regarding attractiveness (e.g. planters) and lighting on other corridors within the benefit district besides Greenleaf Avenue
6. Continue with owner mixer events and develop strategies for stronger community and owner involvement in the UWIA
7. Continue to track and monitor metrics for billboards and social media campaigns



**UWIA – District Identity and Streetscape Improvements Committee  
Progress Report - 2021**

**Budget**

	<u>2021 – 2022</u>	<u>Actual Thru 7/21</u>	<u>2020 - 2021</u>
Administration	\$4,800.00	\$3,600.00	\$4,800.00
Banner program	\$30,000.00	\$11,882.96	\$30,000.00
Logo / branding	\$10,000.00	\$1,599.59	\$10,000.00
Advertising	\$50,000.00		\$50,000.00
Member relations	\$15,000.00		\$15,000.00
Memberships	\$125.00	\$300.00	\$125.00
Public relations / social media	\$19,775.00	\$10,067.00	\$22,600.00
Content management	\$8,100.00	\$4,200.00	\$8,100.00
Special events	\$15,000.00		\$15,000.00
Website design	\$0.00		\$0.00
Website development	\$3,000.00		\$3,000.00
Website maintenance	\$8,700.00	\$5,600.00	\$8,700.00
Subtotal	\$164,500.00	\$37,249.55	\$167,325.00
Undesignated *	\$273,276.00	\$163,022.00	\$92,235.00
Total	\$437,776.00		\$259,560.00

\* \$163,022.00 is the allocated undesignated amount per the 2020 – 2021 budget. Currently it is projected that the DISI Committee will have a surplus in 2020 – 2021 to add to undesignated of \$110,254.00