



**Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, October 1, 2021, 9:00 a.m.**

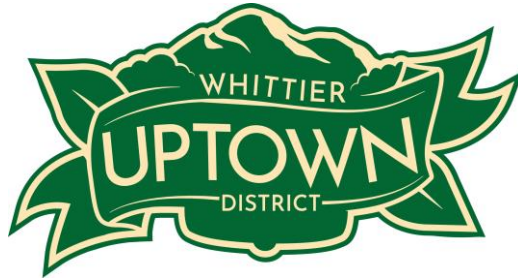
Current List of UWIA District Identity Committee Members: Ana Lilia Barraza, Shane Cadman, Melinda Pina, Ben Pongetti and Andrew Yanez (Committee Chair)

AGENDA

- 1. Call to Order: Andrew Yanez, 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.
- 4. Approve the September 10, 2021 DISI Committee Meeting Minutes** *Action Item*
- 5. Discuss and approve the winter banners to be used** *Action Item*
- 6. Discuss and possibly implement advertising / PR campaign for the district** *Action Item*
- 7. Discuss and possibly approve quotes for production of news letters to be distributed to property owners** *Action Item*
- 8. Committee to ask if there is a volunteer to be the Vice Chair of the DISI Committee. If someone volunteers, then the committee will vote to approve** *Action Item*

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

c/o GM Properties ■ 13305 Penn Street, Suite 200 ■ Whittier, CA 90602
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9. 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

10. Discuss email received from Kim Coronado of Soofa Digital regarding solar powered signs that can provide information to the public.

11. Other Committee Items

12. Next DISI Meeting date: November 5, 2021, 9:00 a.m., at GM Properties, 13305 Penn St, Suite 200, Whittier, CA 90602

13. 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
Friday, September 10, 2021, 9:00 a.m.**

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

Absent: Ana Lilia Barraza

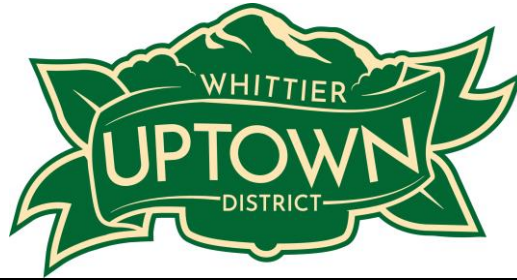
Guests: Milt Pate

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Yañez called the meeting to order at 9:01 a.m.	1. No Action Taken
2. Roll Call	Brent Haskell took roll call.	2. No Action Taken
3. Public Comment	Brent Haskell stated no emails received for Public Comment. Brent also stated at the Annual Board Meeting on September 9 th Ricardo Diaz stepped down and Andrew Yañez was voted in as Chair.	3. No Action Taken
4. Approval of the August 6, 2021 DISI Committee Meeting Minutes	Clarification made as follows:	4. Shane Cadman Moved to Approve the August 6, 2021 DISI Meeting Minutes. Andrew Yañez 2nd. Brent Haskell Took Roll

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



		<p>Call. All in Favor. Motion Passed.</p>
<p>5. Discuss Progress Report and Establish the 2021 – 2022 DISI Committee Budget to be Presented to the UWIA Board for their Approval.</p>	<p>Brent Haskell stated the accomplishments and goals from last year are attached to the progress report. The fiscal year is between December 1, 2021 and November 30, 2022. Andrew Yañez questioned the approved \$500.00 monthly spending of the social media. Surplus retained and wants to focus on social media with the attention on the Greenleaf Promenade. Andrew opened the floor for Committee opinions on signage. Melinda wants to see skateboarding and loud exhaust signage clearly marked in the uptown area and no alley parking. Signage can come out of Logo and Branding. Andrew questioned city requirements. Ben Bongetti likes the efforts but recommends to hold back until the permanence of the Promenade to have a more comprehensive understanding with the Committee and to work with the City. Andrew liked the idea of revisiting billboards. Ben stated to be cautious when the money sits too long. It can become an issue. Andrew wants to possibly pursue social media in Spanish. Shane and Melinda in agreement. Wants to look into video spots between 2 and 3 minutes and 30 to 60 seconds before year end and continue onto next year. Further discussion on vendors to reach out to. A UWIA credit card may be needed.</p> <p>DISI Accomplishments: ✓ Seasonal banners installed</p>	<p>5. Shane Cadman Moved to the Goals and DISI Accomplishments as Listed. Andrew Yañez 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passed.</p>



	<ul style="list-style-type: none"> ✓ Branding at the Greenleaf Promenade ✓ Continuing social media exposure and engagement ✓ Purchased and provided member polo shirts <p>DISI Goals:</p> <ul style="list-style-type: none"> ✓ Continue the created newsletter that is designed to be mailed out ✓ Continue to promote the Greenleaf Promenade ✓ Continue the social media & banner campaign ✓ Through social media create Coastal sidewalk cleaning and graffiti removal exposure ✓ Through social media create Ambassador exposure ✓ Continue to tie in "Meet Me in Uptown" with UWIA <p>Edna to provide updated quotes on the newsletters for the next meeting. Further discussion on issues about posting graffiti and dirty sidewalks, solving, and addressing the matters. For example, informing the owners UWIA assists in removing the graffiti and has a vendor do quarterly sidewalk cleaning. Andrew would like to come up with a fluff piece on Coastal and the Ambassadors with an Action Item on the Agenda to approve the campaign. Shane Cadman asked if the budget can be reallocated within the year. Brent Haskell stated yes with Board approval.</p>	
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6. Update on the Fall Banners	The fall banners are to be up in the next few days.	6. No Action Taken
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	Ricardo Diaz and Ana Lilia Barraza were working on the magazine/guide project together. It is not known if Ana Lilia is working on the proposal.	7. Tabled
8. Other Committee Items		8. No Action Taken
9. Next DISI Meeting	The next regular scheduled meeting will be on Friday, October 1, 2021 at 9:00a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602 or possibly telephonically.	9. No Action Taken
10. Adjournment	The meeting was adjourned at 9:54 a.m.	10. No Action Taken

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

On Thu, Sep 9, 2021 at 2:59 PM, Kim Coronado wrote:

Hi,

My name is Kim Coronado and I'm reaching out from Soofa, a women-founded smart cities start-up out of MIT's media lab.

We're so excited to be bringing Soofa signs to **Eastvale** this summer! Eastvale will use Soofa signs - 100% solar-powered, "neighborhood news feeds" - to push out real-time messaging to its citizens. I'm currently looking for additional city partners in the area to enhance the pedestrian experience with Soofa technology, and I think City of Whittier would be a great fit.

Some more background: Soofa signs can provide city residents, visitors, and tourists alike with city communications, real-time transit arrival information, public health PSAs, city-sponsored events, and other neighborhood news. The Sign's pedestrian sensor provides cities with pedestrian data insights via an interactive dashboard, which can support city planning and economic development decisions.

Do you have time next week for an introductory call?

Thanks very much and enjoy the rest of your week,

Kim