

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 November 1, 2021, the UWIA Board voted to extend the provisions of AB361 for Board and committee meetings for another 30 days (extended through December 4, 2021). 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
Teleconference
Friday, November 5, 2021, 9:00 a.m.**

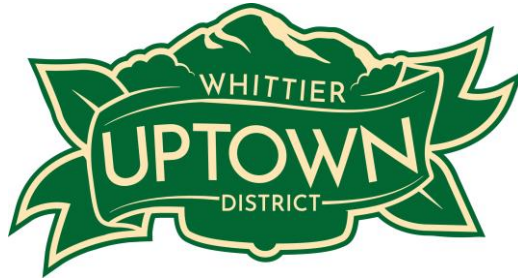
Current List of UWIA District Identity Committee Members: Ana Lilia Barraza, Shane Cadman (Vice Chair), Melinda Pina, Ben Pongetti and Andrew Pina (Committee Chair)

AGENDA

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

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

c/o GM Properties ■ 13305 Penn Street, Suite 200 ■ Whittier, CA 90602
P (562) 697-5000 ■ F (562) 693-2126
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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 October 1, 2021 DISI Committee Meeting Minutes** *Action Item*
5. **Discuss advertising / PR possibilities if more than one proposal is available for review.**
6. **Discuss and possibly approve quotes for production of news letters to be distributed to property owners** *Action Item*
7. **Discuss QR Code placement throughout the District, review pricing and if a decision is reached vote to approve** *Action Item*
8. **Other Committee Items**
9. **Next DISI Meeting date: December 3, 2021, 9:00 a.m., at GM Properties, 13305 Penn St, Suite 200, Whittier, CA 90602 or possibly telephonically**
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. 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, October 1, 2021, 9:00 a.m.**

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

Absent: Ana Lilia Barraza

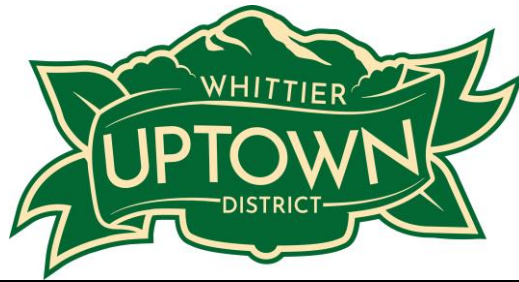
Guests: Stephen Ortiz

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

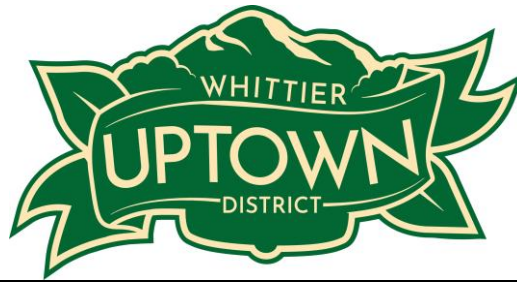
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Yañez called the meeting to order at 9:07 a.m.	1. No Action Taken
2. Roll Call / Introduction of Guests and Announcements	Brent Haskell announced Governor Gavin Newsom recently signed Assembly Bill AB361 to amend California's open meeting law. It allows meetings to be held electronically if in a State of Emergency. City Council decided to move forward with AB361 every 30-days. UWIA will hold a special meeting regarding AB361 and the next Board meeting will be at the Community Center with a hybrid call in option.	2. No Action Taken
3. Public Comment	Brent Haskell stated no emails received for Public Comment.	3. No Action Taken

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



<p>4. Approval of the September 10, 2021 DISI Committee Meeting Minutes</p>	<p>Clarification made as follows:</p>	<p>4. Shane Cadman Moved to Approve the September 10, 2021 DISI Meeting Minutes. Ben Pongetti 2nd. All in Favor. Motion Passed.</p>
<p>5. Discuss and Approve the Winter Banners to be Used</p>	<p>Edna Becerra provided six sample winter banners with the sense of coziness and community warmth. Andrew Yañez and Melinda Pina liked the first set in light blue and pale red. Shane Cadman does not like the sweaters. Andrew likes the hearts but expressed some concerned about possible hand signs, wants a yellow background on the beanie banner, and a darker red background on the mugs banner. Nixing the sweater banner. In the future Andrew is to bring a laptop with Adobe to vote on.</p>	<p>5. Shane Cadman Motioned to Use the Five Sample Banners, Excluding the Sweater Banners, with the Background Color Changes. Melinda Pina 2nd. All in Favor. Motion Passes.</p>
<p>6. Discuss and Possibly Implement Advertising / PR Campaign for the District</p>	<p>Andrew Yañez reached out to a couple of vendors and only received a proposal from Hope Boat Productions. Andrew also looked into social media. Would like citizens to walk about Whittier. Melinda Pina agrees. Shane Cadman also agrees. Ben Pongetti asked about advertising placement. Andrew stated Instagram, Facebook, and YouTube. The purpose is to get the mom & pop value out there. Ben recommended to use the KTLA inserts from Katie Galvin-Surbatovic. Melinda Pina recommended to use the clips with David Ono and the blue mic segments. Andrew wants to include a media section in the UWIA website and when UWIA owns a segment, permission is not needed to post from owner of segments. Brent Haskell stated no need to do an RFP if</p>	<p>6. Tabled</p>



	<p>services / the agreement is not in excess of \$25k. Edna Becerra will reach out to the referral vendor. Shane expressed concerns with 30 second segments being too short. Andrew stated if there is no attention within 5 seconds then the viewer is done. Also looking to keep Whittier vendors for consideration if possible.</p>	
<p>7. Discuss and Possibly Approve Quotes for Production of the Newsletters to be Distributed to the Property Owners</p>	<p>Stephen Ortiz asked about content and how often it will go out. Andrew Yañez stated it has been established and to be mailed out quarterly and put on the website. Ben Pongetti stated in order to keep the lists as current as possible ask for current information, email and numbers, on each newsletter.</p>	<p>7. Tabled</p>
<p>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</p>		<p>8. Shane Cadman Volunteered and Voted in for Vice Chair.</p>
<p>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</p>	<p>Andrew Yañez opened the floor for discussion. Melinda Pina feels it is a lofty expectation, not opposed, but feels this should be a group effort with the Chamber and WUA involvement. Stephen Ortiz suggests to have WUA in the DISI Committee and have the magazine/guide be self-paid thru advertisements. Shane Cadman agrees with Melinda and needs full buy-in and tracking with coupons. Andrew feels social media is key and the</p>	<p>9. Tabled</p>



	<p>emphasis is different from 20 to 50 years ago. Ben Pongetti stated with covid everyone has been trained to use QR codes. Ben recommends using the same concept for access or a link to an electronic magazine. Melinda would like to see a “click here” for coupons and discounts. Shane stated at the Ruth B. Shannon Center there are no more flyers. Staff was tired of throwing the flyers away. Impression hits can be viewed from QR codes. Andrew wants to test it out for a few months to see how it works. Andrew and Edna Becerra to work on a link tree action item for the next meeting.</p>	
<p>10. Discuss the Email Received from Kim Coronado of Soofa Digital Regarding Solar Powered Signs that Can Provide Information to the Public</p>	<p>On hold until the City Council’s Greenleaf Promenade permanency decision is made. GM to invite Kim Coronado to the next DISI meeting. Council extended the Promenade to February 1, 2022 and may extend further.</p>	<p>10. Tabled</p>
<p>11. Other Committee Items</p>		<p>11. No Action Taken</p>
<p>12. Next DISI Meeting</p>	<p>The next regular scheduled meeting will be on Friday, November 5, 2021 at 9:00a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602 or possibly telephonically.</p>	<p>12. No Action Taken</p>
<p>13. Adjournment</p>	<p>The meeting was adjourned at 9:58 a.m.</p>	<p>13. No Action Taken</p>

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