



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, December 3, 2021, 9:00 a.m.**

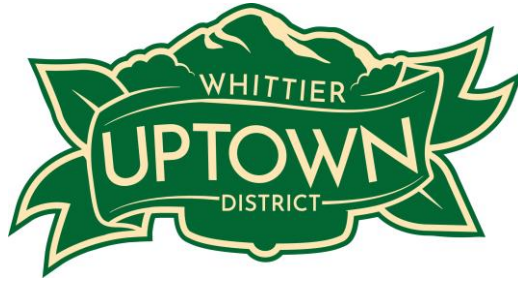
Current List of UWIA District Identity Committee Members: Ana Lilia Barraza, Shane Cadman (Vice Chair), Andrew Pina (Committee Chair), Melinda Pina and Ben Pongetti

AGENDA

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

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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 ■ 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 November 5, 2021 DISI Committee Meeting Minutes** *Action Item*
5. **Approve the 2022 calendar year DISI Committee meeting schedule** *Action Item*
6. **Update on winter banners**
7. **Social media update from Edna Becerra with updates on relevant statistical data and spending**
8. **Discuss advertising / PR possibilities if more than one proposal is available for review.**
9. **Discuss and possibly approve quotes for production of news letters to be distributed to property owners** *Action Item*
10. **Discuss QR Code placement throughout the District, review pricing and if a decision is reached vote to approve** *Action Item*
11. **Discuss possible links to the UWIA website and updates to the UWIA website**
12. **Other Committee Items**
13. **Next DISI Meeting date: January 7, 2022, 9:00 a.m., at GM Properties, 13305 Penn St, Suite 200, Whittier, CA 90602 or possibly via teleconference.**
14. **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, November 5, 2021, 9:00 a.m.

Present: Andrew Pina (Committee Chair), Ana Lilia Barraza, Melinda Pina, and Ben Pongetti

Absent: Shane Cadman (Vice-Chair)

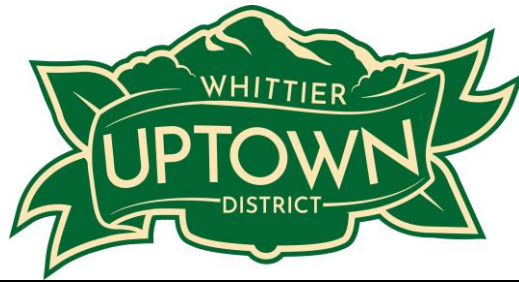
Guests:

Consultant: Stephanie Shamp – GM Properties,

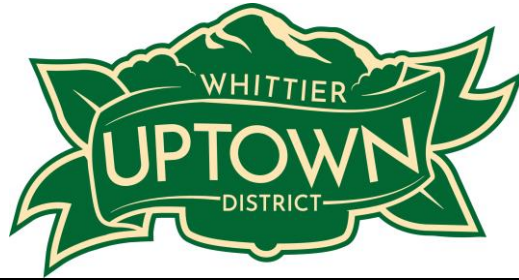
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Pina called the meeting to order at 9:02 a.m.	1. No Action Taken
2. Roll Call / Introduction of Guests and Announcements	Stephanie Shamp took Roll Call.	2. No Action Taken
3. Public Comment	Stephanie Shamp stated no emails were received for Public Comment.	3. No Action Taken
4. Approval of the October 1, 2021, DISI Committee Meeting Minutes	Clarification made as follows:	4. Melinda Pina Motioned to Approve the October 1, 2021, DISI Meeting Minutes. Ana Lilia Barraza 2nd. All in Favor. Motion Passes.

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

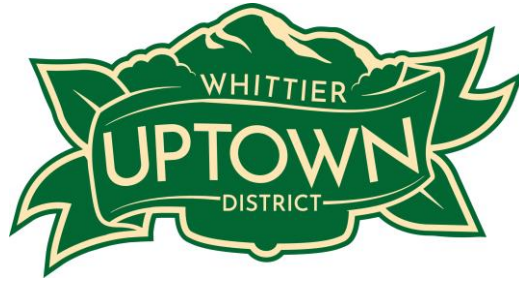


<p>5. Discuss Advertising / PR Possibilities if More Than One Proposal is Available for Review</p>	<p>Andrew Pina had exchanged emails with Brent Haskell and no additional estimates were received. Andrew asked if anyone had an estimate or knows of any company. Andrew did not want the one submitted to be the only option. The media budget, social media video segments, and the Hope Boat Productions proposal were discussed.</p>	<p>5. Tabled</p>
<p>6. Discuss and Possibly Approve Quotes for Production of the Newsletters to be Distributed to the Property Owners</p>	<p>The newsletter production is with Edna Becerra. The action items at the last meeting are to get quotes and put them to print. Melinda Pina will contact Edna, Sir Speedy, and Acro Printing Inc. for quotes. Ana Lilia Barraza wants to look for other Whittier printing companies. The property owners' addresses are on file. Costs discussed. Andrew Pina stated the cost is more to turn on and run 250 pieces. Stephanie Shamp stated there are 150 mailings on the owners' lists. GM does the mailings. Ana Lilia Barraza will reach out for the print quote. Both Andrew and Edna to discuss together.</p>	<p>6. No Action Taken</p>
<p>7. Discuss QR Code Placement Throughout the District, Review Pricing, and If a Decision is Reached Vote to Approve</p>	<p>Andrew Pina stated the idea is for the QR codes to be either 3x5 or 2x4 in areas around the district. Ben Pongetti would like to see the QR codes on the street banners, and owner merchandise windows, so many feet apart. The City Council decided the Greenleaf Promenade to be a hybrid design which will allow access for emergency vehicles and for special events like a parade. There will be emergency access bollards. Working on a design with a consultant and getting it flushed out with Council after the</p>	<p>7. No Action Taken</p>



	<p>approved construction drawings. Andrew's concern is if the QR codes are on business windows they are mistaken for menus. Andrew wants them to stand out and consist of maps of the district and connect to the UWIA website. Advertising directly with separate video and social media posts. Melinda Pina would like to incorporate the Ambassadors for escorting to automobile purposes. Andrew likes the idea of a one-touch access number. Ben stated the QR is the end of the process, which is the final element. Ana Lilia Barraza wants the UWIA logo to be placed in the center of the QR code. Edna should have the ability to create it. Something simple, effective, and the ability to link other things including WUA. Melinda wants a fill gap but not similar to WUA. Andrew wants Edna Becerra and Ross Gile to work together and Stephanie is to inform them to attend the next meeting. Ben recommends for the QR code to be a part of the permanent Promenade and to not waste money by having to redo it.</p>	
8. Other Committee Items		8. No Action Taken
9. Next DISI Meeting	<p>The next regular scheduled meeting will be on Friday, December 3, 2021, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly telephonically.</p>	9. No Action Taken
10. Adjournment	<p>The meeting was adjourned at 9:44 a.m.</p>	10. No Action Taken

Minutes were taken by Stephanie Shamp with GM Properties.



**Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
2022 Calendar Year Schedule of Meetings**

January 7, 2022

February 4, 2022

March 4, 2022

April 1, 2022

May 6, 2022

June 3, 2022

July 8, 2022

August 5, 2022

September 9, 2022

October 7, 2022

November 4, 2022

December 2, 2022

*All meetings are scheduled for 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602 unless health issues persist, then meetings will be held telephonically as required **(dates, times and location are subject to change)***

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Social Media Report: November 2021



Instagram

Facebook

Twitter



61 Likes
1 Comment
7 Profile Visits
861 Accounts Reached
935 Impressions

Boosted Post @ \$400

- Ages 18-65+
- 25 mile radius from 13305 Penn
- 64% Women
- 36% Men
- 87% aged 45+

95 Impression
2 Engagements
2.1% Engagement Rate

Reach 26,229
Impressions 31,386
Clicks 311
Cost per click \$1.29



57 Likes
0 Comments
0 Shares
1 Save
3 Profile Visits
714 Accounts Reached
727 Impressions

322 Reach
326 Impressions
12 Engagements

105 Impressions
0 Engagements
0% Engagement Rate



61 Likes
1 Comment
1 Share
1 Save
1 Profile Visit
731 Accounts Reached
803 Impressions

424 Reach
443 Impressions
17 Engagements

66 Impressions
0 Engagements
0% Engagement Rate

ouruptownwhittier
Rag House



128 Likes
0 Comments
2 Shares
5 Saves
18 Profile Visits
1737 Accounts Reached
1841 Impressions

550 Reach
558 Impressions
29 Engagements

93 Impressions
10 Engagements
10.8% Engagement Rate

👍👎🔍📌

👤 Liked by abl3232 and 127 others
ouruptownwhittier Let your heart grow three sizes this holiday season. #MeetMeInUptown

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453 Likes
8 Comments
100 Shares
15 Saves
159 Profile Visits
5276 Accounts Reached
5283 Impressions

925 Reach
931 Impressions
76 Engagements

141 Impressions
24 Engagements
17% Engagement Rate

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👤 Liked by carolinaa.anahi and 452 others
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#MeetMeInUptown