



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

13305 Penn Street, Suite 200, Whittier, CA 90602

TELECONFERENCE MEETING

Friday, January 7, 2022, 9:00 a.m.

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

Absent: Shane Cadman (Vice-Chair)

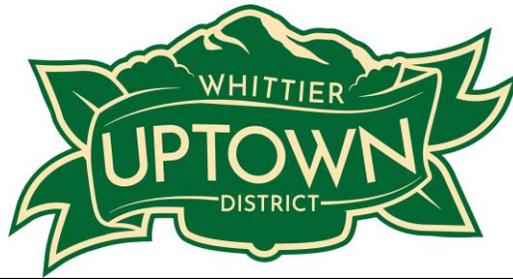
Guests:

Consultant: Brent Haskell – GM Properties,
Edna Becerra – Content Manager,
Ross Gile – DigiCal

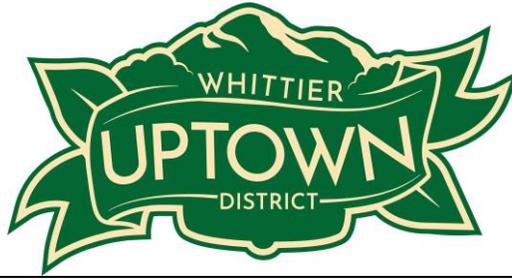
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Pina called the meeting to order at 9:06 a.m.	1. No Action Taken
2. Roll Call / Introduction of Guests and Announcements	Brent Haskell took Roll Call.	2. No Action Taken
3. Public Comment	Brent Haskell stated he thought Stephanie Shamp was going to make the call so he did not check for emails. Andrew Pina stated if there are any emails regarding public comments Brent should let the committee know as soon as possible.	3. No Action Taken

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



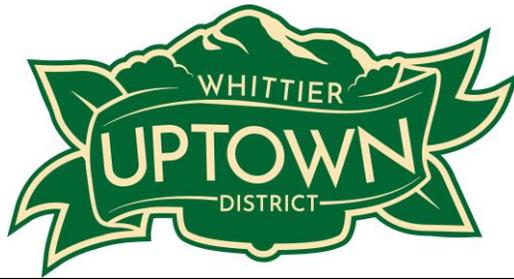
	Brent stated he would do so and also make sure any comments make the next DISI meeting.	
4. Approval of the December 3, 2021, DISI Committee Meeting Minutes	Clarification made as follows:	4. Ana Lilia Barraza Motioned to Approve the December 3, 2021, DISI Committee Meeting Minutes. Melina Pina 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.
5. Social Media Update from Edna Becerra with Updates on Relevant Statistical Data and Spending	Edna Becerra apologized that she did not have time to work on this with the holidays. Edna provided a handout of possible ads for social media. The committee was provided these possible ads sent via email in a pdf file and attached to the Agenda Packet. Edna stated she has created a link on the website as the start for the landing pad once the QR code placement is approved. Andrew Pina asked if anyone had spoken with Ross and nobody had. Andrew stated it would be nice to get Ross on the call to discuss the website running slow, the QR codes, and some other issues. Andrew asked if someone could reach out to Ross and ask him to attend the next meeting. Edna stated that Ross just responded to the email handout of the ads. Andrew stated Edna should ask Ross to join the call if he could.	5. No Action Taken



	<p>Andrew went over the possible adds presented by Edna.</p> <ul style="list-style-type: none">°Andrew likes adds 2 and 4.°Ben Pongetti likes 1 and 4.°Melinda Pina likes number 4 as well. <p>Several stated they liked number 1 but felt it focused on one business. Edna stated she would like some guidance on how to capture the essence / esthetics of uptown without focusing on a particular business. Andrew recommended taking the shots from different angles or take photos of buildings that do not have business names on them. Melinda stated the Artisan building on Bright and Marsden building on Greenleaf are good examples. Andrew stated he would like to focus on Latino and older age group demographics. Andrew stated that the older age group is one of the fastest growing on Facebook. Ana Lilia Barraza questioned if the UWIA should be targeting the 50 – 60 age group. Both Andrew and Melinda felt it was a good idea. No other comments. Andrew stated number 4 is good for a generic audience and number 2 would be aimed at the 40+ age demographic. Andrew stated maybe a photo near Mimo’s would be a good campaign for an older demographic. Ben stated maybe a photo of the Shannon Center would be nice.</p> <p>Edna asked if the committee would like to push out any of the photos right now. Andrew stated he liked photos 2 and 4 with the name of the business being photo</p>	
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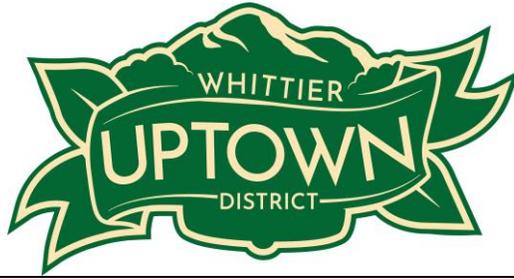
	<p>shopped off the shirt in photo 2. Melinda asked Edna if the UWIA logo and the “Meet Me in Uptown” would be part of the photo. Edna and Andrew stated it would be part of the ad. Ben thinks that photo 2 is too similar to photo 4 and thinks that 1 should be used. Ben also stated he understands it is known the business belongs to the mayor, even with the name of the business covered, people that don’t know the area will not know who owns the business. Ben then stated since it is the mayor’s business, maybe it should not be used and wanted to know the other committee members thoughts. More discussion was had regarding photo 1 and it was decided to be conservative and not push out that photo in a social media ad at this time, but possibly later.</p> <p>Ross Gile announced that he had joined the meeting.</p>	
<p>6. Review, Discuss, and Approve the Draft Owner Newsletter to be Produced and Mailed Out by Acro Printing in January</p>	<p>Andrew Pina asked Edna Becerra if there was a draft of the newsletter available for review. Edna apologized and stated she was not able to get that ready in time for this meeting as well. Edna asked what the process would be for her to get something to the committee prior to the next meeting. Andrew stated this is something that needs to be voted on and without violating the Brown Act would most likely need to wait until the next meeting. Brent Haskell stated a special meeting could be held between now and the February</p>	<p>6. Brent Haskell to provide the DISI Committee Special Meeting Notice for Review, Discussion, and Approval of the Draft Owner Newsletter.</p>



	<p>meeting and only a 24-hour notice is required. Andrew asked if everyone would be available for a special meeting in the next couple of weeks and asked Edna how much time she would need to get the newsletter draft ready for review. Edna thought she could do it over the weekend and the meeting could be held on Monday. Brent stated Tuesday would work better for him. Andrew stated maybe Friday works best for everyone. More discussion was had regarding timing. Andrew asked if Friday between 8:30 and 9:00 would work for everyone. Everyone agreed that time was good for a special meeting regarding the newsletter.</p>	
<p>7. Discuss Advertising Videos / PR Possibilities if More Than One Proposal is Available for Review and If Not Consider the Proposal from Hope Boats Productions</p>	<p>Andrew Pina stated this project has been going on for a while and the DISI Committee only has one proposal. Andrew added there was one other party that was originally interested, then backed out. Andrew asked Brent if that was correct. Brent stated that was correct, that the vendor was going to join the call for the last committee meeting but last minute decided they were no longer interested. Andrew stated Hope Boat is a vendor he knows and has worked with, so he is reluctant to push them even though they are the only option. Andrew asked for comments. Ana Lilia Barraza stated this was talked about at the last meeting. Ana Lilia stated that the committee has tried and if this is all that is available, the committee should move on. Andrew pointed out the proposal is on pdf pages 8</p>	<p>7. Ana Lilia Barraza Motioned to Approve Hope Boat Productions for Advertising Videos / PR Possibilities. Ben Pongetti Provided a 2nd. Brent Haskell Took Roll Call. All Voted in Favor with Andrew Pina Abstaining. Motion Passes.</p>



	<p>and 9 and that it does seem like a fair proposal. After the vote in favor, Andrew asked Brent Haskell to reach out to Hope Boat and inform the vendor the DISI Committee has approved their proposal and invite Hope Boat to attend the meeting in February. Andrew thought Hope Boat would have enough time by then to prepare something to show the Committee.</p>	
<p>8. Discuss QR Code Placement Throughout the District with Possible Links to the UWIA Website, Review Pricing, and If a Decision is Reached Vote to Approve</p>	<p>Andrew wanted to go out of order and skip from item 6 to item 8. Andrew told Ross Gile that there are delays in loading the UWIA website and wondered if he could fix that. Ross stated he will be moving it to a new server that will improve the time. Ross thought he could do that by the weekend if not by the end of the day today. Andrew asked Ross to go to the website and see the quick links tab that Edna had added. Andrew stated that DISI would like to establish QR codes throughout the district where the QR codes are linked to that page. Andrew thinks there should be a map, link to social media, Facebook pixel, and Google trackers. Ross asked if another vendor would be hosting this. Andrew stated he thinks it should be on our side so the UWIA has control. Andrew thinks it should be quick and set up for mobile use so there is not a lot of time to download from a mobile device. Andrew feels this is a quick and useful project and asked Ross if he could have something ready by next Friday. Ross said he could. Andrew asked</p>	<p>8. Brent Haskell to provide the DISI Committee Special Meeting Notice to Discuss QR Code Placement Throughout the District with Possible Links to the UWIA Website, Review Pricing, and If a Decision is Reached Vote to Approve</p>



	if Ross would be available at 8:30 on Friday for the special meeting and Ross said he would be available. Andrew asked Brent to add the QR code placement action item to the special meeting agenda as well.	
9. Other Committee Items		9. No Action Taken
10. Next DISI Meeting	The next regular scheduled meeting will be on Friday, February 4, 2022, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly telephonically.	10. No Action Taken
11. Adjournment	The meeting was adjourned at 9:53 a.m.	11. No Action Taken

Minutes were taken by Brent Haskell with GM Properties.