



**Uptown Whittier Improvement Association
 District Identity and Streetscape Improvements (DISI) Committee
 GM Properties
 13305 Penn Street, Suite 200, Whittier, CA 90602
 Friday, January 10, 2019, 9:00 a.m.**

Present: Andrew Yañez (Vice-Chair), Ana Lilia Barraza, Melinda Pina, and Kristin Wiberg

Absent: Ricardo Diaz (Committee Chair) and Irene McCallister

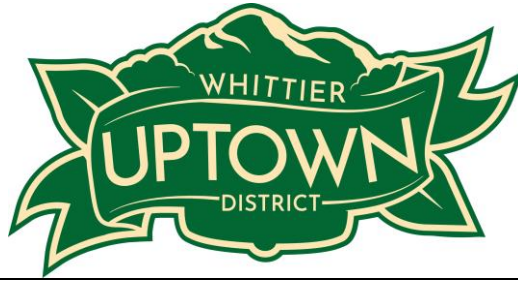
Guests: Monica Oviedo, Mark St. Julien

Consultant: Brent Haskell and Stephanie Shamp – GM Properties

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Andrew Yanez called the meeting to order at 9:09 a.m.	1. No Action Taken
2. Introduction of Guests and Announcements	Mark St. Julien acknowledged everyone is doing a wonderful job.	2. No Action Taken
3. Public Comment		3. No Action Taken
4. DISI Membership – Committee Chair to add / remove Members if necessary		4. No Action Taken
5. Approval of the December 6, 2019 Meeting Minutes		5. Kristin Wiberg motioned to approve the December 6, 2019 Meeting Minutes. Melinda Pina 2nd. All

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		in favor. None opposed. Motion approved.
6. Update on freeway billboard ride-a-long with Clear Channel		6. Tabled
7. Freeway billboard package review and prepare a recommendation to present to the Board for approval	<p>Andrew Yañez wanted to know status. Melinda Pina stated it is still in the planning stage. Ana Lilia Barraza stated going thru Edna Becerra for the tag line. Kristin Wiberg asked for samples. Andrew asked for the Committee to work on signage. Ana Lilia stated the tag line is “It’s All Here”. Melinda would like to include snippets of street sweeping, sidewalk cleaning, Ambassadors, and property owner businesses. Social Media complaints are of lack of cleanliness and safety. Kristin would like a video on the website. Andrew would like to focus on property owners, not business owners, and cleanliness. Mark St. Julien stated to let Edna Becerra know. Kristin asked who is the common link to Edna. Mark and Melinda stated get information to Edna through Ricardo. Andrew would like a fresh new, light hearted, idea posted every two months. Kristin stated UWIA needs a marketing plan based on research and decide on key message. Mark stated it was tried before (Olive did something with a vendor one time) but UWIA did not get a bang for the buck. Melinda confirmed it was tough for Olive to define. Ana Lilia asked if this can be pulled up. Brent Haskell stated he does not recall seeing it.</p>	7. No Action Taken



	<p>Melinda stated Olive may have retained with their business practices. Monica Oviedo would like a video containing an ending with information for interested participants or one-on-one discussion. Andrew would like an advertising campaign on vendor services. Mark asked if Edna attends the meetings. Melinda replied yes, usually. Ana Lilia would like to have a marketing guideline or style sheet containing standard logos, colors, slogan used, and 4 to 5 talking points. Kristin stated Edna proposed committee guidelines. Andrew to make the request.</p>	
<p>8. Follow up discussion regarding the mural on the parking structure</p>		<p>8. Tabled</p>
<p>9. Kiosk Task Force update</p>		<p>9. Tabled</p>
<p>10. Owner Event/Social Task Force update – Melinda Pina</p>	<p>Melinda Pina stated she is considering venues. Poet Gardens there is an overlap. La Costa is a property owner. The Knotted Apron both indoor/outdoor and the weather is unpredictable. Thought about the Train Depot. It is city owned but it's Switzerland – even ground. Melinda wants to use local restaurants. Permits will be needed. Options on the food. Monica Oviedo stated an option for UWIA is open bidding, three or four restaurants, or annual event and rotate vendors. Kristin Wiberg stated the college is an option but UWIA will be required to use their caterer. Melinda asked about food.</p>	<p>10. Owner Event/Social to be on the Board Agenda to provide an update.</p>



	<p>Mark St. Julien stated hors d'oeuvre. Kristin replied both, tray passers and cheese tables. Further discussion on other locations. Melinda stated she would like to keep the venue in Uptown Whittier. All in agreement. Melinda would like hors d'oeuvres, appetizers, wine, and beer. Hard copy invitations. Andrew Yañez to help design a card, email, and website blast thru Edna Becerra. Monica asked what will UWIA be sending. Interested parties strengthening Committees and solution oriented. Monica asked if there is a set date. Melinda replied Friday, March 13th. Mark asked for the time. Melinda replied 6 – 8pm. Further discussion on locations. Melinda would like to request as speakers City Hall, Council, Fire Dept., and Police Department. Kristin asked about the guests lists. Melinda responded property owners, city officials, and Edna offered to RSVP. Monica would like to have half theater tables and the other half cocktail tables so no sitting. Melinda asked if there should be a survey link or tables. Andrew thinks something on-site is best. Mark asked if a vote on the budget for the Social/Owner Event is needed. Brent Haskell stated \$15,000.00 was already approved by the board for Member Relations. Monica asked if there will be a parking issue on a Friday night. Ana Lilia and Kristin replied not on a Friday night.</p>	
<p>11. Other Committee Items</p>	<p>Ana Lilia Barraza wanted to discuss banners. She has been working with Olivia with WUA on the banners. Hadley Street and Painter Avenue banners are to go up</p>	<p>11. No Action Taken</p>



	<p>in the next couple of weeks. UWIA is taking on Philadelphia Street. Ana Lilia is working on updated quotes for 30 poles. Melinda Pina stated there are 47 poles going down to Whittier from the Grove as a leading/pathway. Brent Haskell stated the Budget for the Banner Program is \$30,000.00. Mark St. Julien asked if UWIA needs city approval. Melinda and Ana Lilia stated yes. Andrew Yañez and Monica Oviedo would like to get with the freeway billboard guidelines. Ana Lilia will need UWIA's insurance for the banners and the social.</p>	
<p>12. Next DISI Meeting</p>	<p>The next regular scheduled meeting will be on Friday, February 7, 2020 at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.</p>	<p>12. No Action Taken</p>
<p>13. Adjournment</p>	<p>The meeting was adjourned at 9:53 a.m.</p>	<p>13. No Action Taken</p>

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