



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

13305 Penn Street, Suite 200, Whittier, CA 90602

Thursday, January 31, 2019 (printed 2018 on agenda in error), 8:00 a.m.

Present: Ricardo Diaz (Committee Chair), Jim Dunkelman, Kristin Wiberg, Conal McNamara, Melinda Pina, Nick Teel, Andrew Yanez

Absent: Patricia De La Cerda / Gabriella De La Cerda-Lim,

Guests: Christine Singer-Luna, Steven Rodriguez, Ana Lilia Barraza, Tim Traeger, Don Lomont (Task Force Lead/Board Member)

Consultant: Brent Haskell – GM Properties, Cree Jones, Lauren Spinelli, Courtney Rose – Olive

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Ricardo called the meeting to order at 8:00 a.m.	No Action Taken
2. Introduction of guests, announcements		No Action Taken
3. Public Comment	Christine Singer-Luna desires to join the DISI Committee.	No Action Taken
4. & 5. Approval of September 19, 2018 Special Meeting Minutes and Approval of October 17, 2018 Meeting Minutes		Jim Dunkelman motioned to approve the September 19, 2018 special meeting minutes, Ricardo Diaz 2nd, all in favor motion passes. Melinda Pina motioned to approved

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



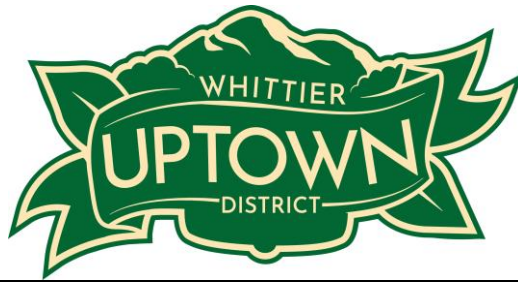
		<p>the October 17, 2018 Meeting Minutes. Kristin Wiberg 2nd. All in favor. Motion passed.</p>
<p>6. Olive Creative Strategies Update</p>	<p>Ricardo Diaz asked for Olive to update the committee</p>	
<p>a. Olive Update</p>	<p>Lauren Spinelli provided an update on the NBC7 feature and information cards regarding the association and information posted.</p>	<p>No Action Taken</p>
<p>b. DISI Committee to decide if they will recommend to the Board that the UWIA continue the \$300 / month Facebook advertising.</p>	<p>Cree Jones discussed social media results and costs per likes. Ricardo Diaz asked questions regarding Facebook adds in relation to the \$300.00 cost. Don questioned social media percentage. Kristin Wiberg asked about performance. Cree Jones stated they are happy with the results. Cree also stated less than \$1.00 cost per hit is good. Don Lomont asked about comparisons with other districts. Cree Jones stated it's hard to compare based on demographics. Melinda Pina asked what is UWIA doing right? Courtney Rose stated Buckle Up for Love was a great idea and event, the dining feature, and engaging on social media. Ricardo questioned where the \$300.00 comes out of in the budget. Don Lomont asked what is the plan going forward next month. Lauren Spinelli stated there is nothing on the horizon as they don't know of events to promote. Melinda Pina asked for more promotion of Ambassadors because of the recent events regarding robberies. Don Lomont brought up the importance of</p>	<p>Ricardo Diaz moved to recommend to the Board an increase in Social Media advertising to \$500.00 / month through April 30th with consideration to continue. Conal McNamara 2nd. All in favor. Motion passes.</p>



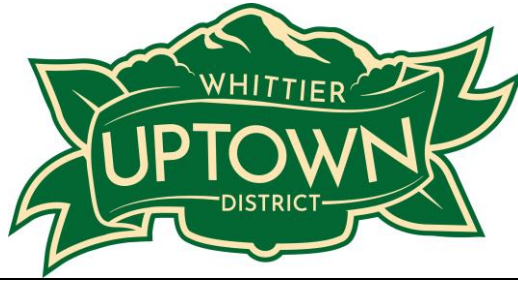
	<p>Ambassadors vs. safety. Ana Lilia Barraza questioned the best places to catch live music in Uptown. Pitches and rotation on entertainment, dining, etc. were requested. Lauren Spinelli stated LA weekly and LA Times pitches. Cree Jones discussed target audiences. Further discussion on college performing arts to be included in the pitches, social media post, also send photos of performing arts events at Whittier College and Olive will post. Melinda Pina stated Whittier College students feel a disconnect with Whittier and the college. Suggestions to have businesses offer discounts to college students. Jim Dunkelman stated the college needs to do more with students beginning at the Freshman level. Ana Lilia Barraza discussed banners on Philadelphia to Greenleaf leading people from college to uptown. Student population 1,700 and from 20 different countries. Courtney Rose stated discounts are a good idea to bring in students to the businesses. Maybe a passport or punch card type of promotion nightly, monthly, or the entire school year. Jim Dunkelman talked about events at Shannon Center in correlation with uptown. Kristin Wiberg stated Rio Hondo college has more students than Whittier College. Don Lomont stated don't forget high school students and their families. Brent Haskell mentioned high school fund raising discount books. Ricardo Diaz recommended to the committee to continue with the \$300.00 Facebook advertising. Andrew Yanez recommended an increase in the Facebook</p>	
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	<p>advertising \$500.00+ Andrew also asked to look at stats – Life long add spend vs. daily spend. Discussion on life long is more cost effective. Olive uses life long and if increase is done half should be spent on reaching college students (Whittier and Rio Hondo). Steven Rodriguez asked if there could be an analysis on benefits of cost increase of \$500.00 thru 4/30/19.</p>	
<p>7. Committee Tasks:</p>		<p>No Action Taken</p>
<p>a. Discuss DISI meeting dates and times</p>	<p>Ricardo Diaz questioned the need for monthly meetings and recommended bi-monthly meetings. Melinda Pina stated timing problems with bi-monthly meetings. Ricardo agreed with Melinda that DISI meetings should remain monthly for now. Kristin Wiberg thinks redundancy of meetings has more to do with consistency of attendance. Nick Teel suggested scheduling the meetings the week before the Board meeting. Don Lomont suggested 9:30 a.m. after the Executive Committee meetings. Melinda Pina recommended Committee Members be involved and the number of members should be what Ricard Diaz is comfortable with. Don Lomont stated Committee Members should be willing to work. Ricard Diaz stated he will talk with Patricia De La Cerda & Gabriella De La Cerda-Lim.</p>	<p>Christine Singer-Luna, Ana Lilia Barraza, and Tim Traeger were added as DISI Committee Members.</p>
<p>b. Review of DISI Budget and discuss allocation of funds within the budget.</p>		<p>b. Tabled</p>



<p>c. Discuss the priorities for DISI in 2019</p>		<p>c. Tabled</p>
<p>d. Discuss assignment of potential task forces</p>		<p>d. Tabled</p>
<p>e. Discuss goals / deadlines to be accomplished prior to the next DISI meeting</p>		<p>e. Tabled</p>
<p>f. Discuss establishing filming revenue opportunities</p>		<p>f. Tabled</p>
<p>g. Discuss creating social media content (e.g. photographs) owned by the UWIA</p>		<p>g. Tabled</p>
<p>8. Closed Session to discuss prospects for web design, content manager & social media and public relations positions.</p>		<p>8. The Committee agreed to recommend to the Board 1 candidate for content manager and social media, and 2 candidates for web design interviews. Also mentioned the possible need for a special meeting. Separate closed session minutes on discussion.</p>
<p>9. Other Committee Items</p>		<p>No Action Taken</p>



10. Next DISI Meeting	The next regular scheduled meeting will be on Friday, March 1, 2019 at 9:30 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.	No Action Taken
9. Adjournment	The meeting was adjourned at 10:14am	No Action Taken

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