



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

**13305 Penn Street, Suite 200, Whittier, CA 90602**

**TELECONFERENCE MEETING**

**Friday, February 4, 2022, 9:00 a.m.**

**Present:** Andrew Pina (Committee Chair), Shane Cadman (Vice-Chair), Ana Lilia Barraza, Melinda Pina, and Ben Pongetti

**Absent:**

**Guests:** Ginny Ball, OJ Baclig with Hope Boat Productions, and Milt Pate

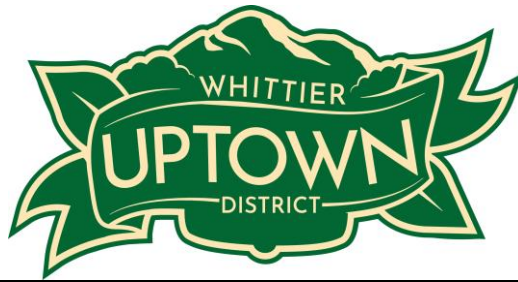
**Consultant:** Edna Becerra – Content Manager  
Brent Haskell and Stephanie Champ – GM Properties

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Call to Order</b>	Andrew Pina called the meeting to order at 9:04 a.m.	<b>1. No Action Taken</b>
<b>2. Roll Call / Introduction of Guests and Announcements</b>	Brent Haskell took Roll Call.	<b>2. No Action Taken</b>
<b>3. Public Comment</b>	Brent Haskell stated there were no emails received for public comment.	<b>3. No Action Taken</b>
<b>4. Approve the January 7, 2022 DISI Committee Meeting Minutes</b>		<b>4. Shane Cadman Motioned to Approve the January 7, 2022 DISI Committee Meeting</b>

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

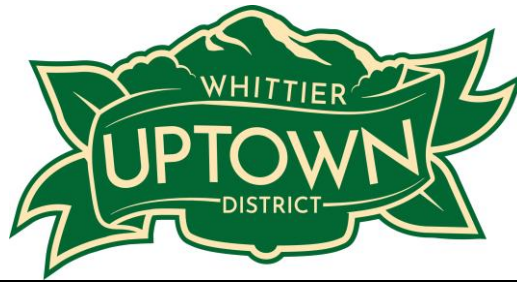
c/o GM Properties Inc. ■ 13305 Penn Street ■ Suite 200 ■ Whittier, CA 90602  
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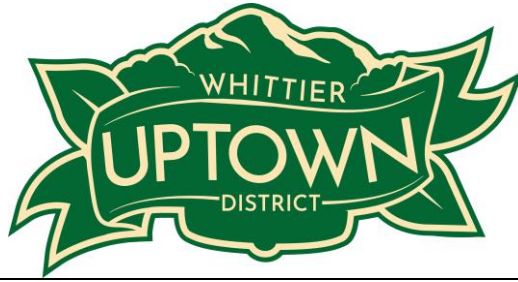
		<p><b>Minutes. Ana Lilia Barraza 2<sup>nd</sup>. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</b></p>
<p><b>5. Approve the January 20, 2022 DISI Committee Special Meeting Minutes</b></p>		<p><b>5. Shane Cadman Motioned to Approve the January 20, 2022 DISI Committee Special Meeting Minutes. Ana Lilia Barraza 2<sup>nd</sup>. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</b></p>
<p><b>6. Social Media Update from Edna Becerra with Updates on Relevant Statistical Data and Spending</b></p>	<p>The attached report is on pdf pages 14 – 17. The ads are on the last page of the report. The first ad goal is to have more visitors. The second ad goal is to get more likes. It is cheaper to get a liked website than to get a liked post. Andrew Pina asked about content increase. Edna stated there were a lot of responses and a lot of likes on the Greenleaf Avenue street sign. Shane Cadman would like to add a question into posts. Further discussion on posting vs. engagement. Edna is very cautious and has a rule of thumb not to engage. Andrew wants UWIA posting on other sites. No further discussion.</p>	<p><b>6. No Action Taken</b></p>
<p><b>7. Review, Discuss, and Approve the Draft Owner Newsletter to be Presented to the</b></p>		<p><b>7. Shane Cadman Moved to Approve the Draft Owner Newsletter to be Presented to the Board for Approval. Melinda</b></p>



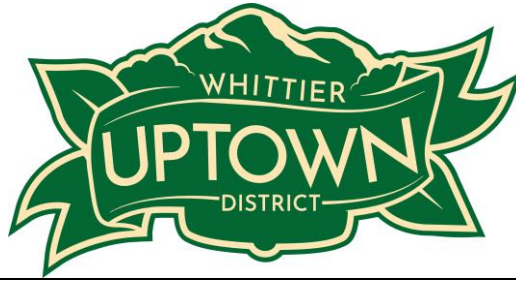
<p><b>Board for Their Approval</b></p>		<p><b>Pina 2<sup>nd</sup>. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</b></p>
<p><b>8. Discuss Advertising Videos / PR Possibilities to be Done by Hope Boat Productions</b></p>	<p>Andrew introduced OJ who is a local for the past 16 years and did a blog “Selling Whittier” OJ went over the RFP – five 30 second ads with a demographic target of 55+, family-friendly, and nightlife. Hope Boat Productions will make versions of it and will put cinematic value in. It’s not included in the proposal but will get still images that will help in providing pretty pictures. Will shoot more than what may be used for social media. Thirty-second shot ideas were provided. Melinda Pina does not want to only capture restaurants and stores but all other professional businesses such as CPAs, legal, etc. Ben Pongetti is big on capturing events at the theatre, Shannon Center, and the DoubleTree. Shane mentioned The Shannon Center is closed indefinitely. Demographic locations discussed. Andrew asked OJ to keep in mind the UWIA represents the owners, not businesses, so no business logos. Further discussion on capturing all races and family pictures. Melinda wants diversity across the board. Edna Becerra, Andrew Pina, and Shane Cadman are all in agreement. There will be English and Spanish versions. The baseline estimate is \$5,000.00 + actors, paying \$150.00 each + casting = \$2,000.00 for a total of \$7,000.00. Ana Lilia Barraza asked if covid</p>	<p><b>8. Ana Lilia Barraza Motioned to make the approval of the use of actors at a cost of \$2,000.00 an action item for the DISI Committee. Melinda Pina 2<sup>nd</sup>. Brent Haskell Took Roll Call. All in Favor. Motion Approved.</b></p> <p><b>Ana Lilia Barraza Motioned to Approve the \$2,000.00 Hope Boat Productions additional cost to add actors for the videos. Shane Cadman 2<sup>nd</sup>. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</b></p>



	<p>regulations are in place. OJ replied yes. Ginny Ball stated that Whittier High School is performing Momma Mia on March 10<sup>th</sup> – 12<sup>th</sup> and rehearsing now. The Museum is having an outdoor Nixon exhibit that has a children’s room at 2:00 pm on February 26<sup>th</sup>. Living in Whittier is Andrea Barber from Full House and Fuller House. Ana Lilia wants to keep in mind the videos are not of Whittier, but of UWIA and wants the DISI Committee to view the final cast headshot. Brent Haskell stated to create a Task Force of two. Ana Lilia Barraza and Andrew Pina volunteered. Payment schedule at 50% before production, 30% post-production, and 20% due upon delivery. The deadline will be closer to the end of April. Brent stated the committee can vote to make the approval of the \$2,000.00 for the use of actors and action item. If \$2,000.00 cost is approved to be an action item then the committee can vote to approve or not.</p>	
<p><b>9. Discuss the QR Code Placement Throughout the District with Possible Links to the UWIA Website. Review Banner Concepts with QR Codes and Location of Those Banners then Review Pricing. If a Decision is Reached Vote to Approve.</b></p>	<p>Edna Becerra provided a sample email to Brent Haskell who forwarded it to the DISI Committee as a handout. Andrew Pina asked for clarification – are the samples banners or decals. Edna replied banners, not the window clings, and the QR code is Whittier College’s. Not going to print but used as an example. The total cost is approximately \$180.00 / year to create a QR code link to the UWIA website. A separate link will be used. Andrew wants to figure out the QR management. There</p>	<p><b>9. Shane Cadman Moved to Approve the Annual QR Code link Expense of \$180.00. Ana Lilia Barraza 2<sup>nd</sup>. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</b></p>



	<p>are a lot that are free but can only accept 100 scans or the host keeps the photos, data, etc. Edna and Andrew will work together before the next meeting. Ben Pongetti stated he likes the 2"x4" and can work in compliance with City code and can use the same format for the clings. Brent stated a vote can be taken to approve the cost of the QR code link with other QR items tabled at this time.</p>	
<p><b>10. Discuss CampusBird Interactive Map Options for Maps Linked to QR Codes</b></p>	<p>Andrew Pina does not believe the owners would buy into services offered by Campus Bird. While it is cool, the DISI Committee needs to take more time to look at it. Over half the services offered probably do not benefit the district, UWIA, or property owners. It involves scanning outside and inside of buildings. Edna Becerra agrees. Ana Lilia Barraza stated the Whittier College view is not detailed. Further discussion to look at Concept3D.com and a request to have the CampusBird representative to attend the meeting. Shane Cadman asked about costs and how often accessed. Edna replied \$4,000.00 annually + fee setup and does not have the analytics on hand. Interactive maps were further discussed. Shane and Andrew agree the aesthetics are pretty cool. Edna stated the UWIA is able to incorporate events, parking, and routes. Andrew asked if the DISI Committee should bring it up to WUA. Ana Lilia responded yes. Shane wants to move forward and stated WUA is on a separate budget. Andrew wants a Campus Bird representative at the next meeting. Edna will reach out to the</p>	<p><b>10. No Action Taken</b></p>



	rep. Screen sharing may be needed. Brent Haskell stated an in-person DISI committee meeting at GM Properties is an option if everyone is okay with it.	
<b>11. Other Committee Items</b>	Brent Haskell stated he received a call from Jaime Casas from Lotus Targeted Television who wants to speak with someone regarding television advertising and provided his numbers. Message attached.	<b>11. No Action Taken</b>
<b>12. Next DISI Meeting</b>	The next meeting will be on Friday, March 4, 2022, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly via teleconference.	<b>12. No Action Taken</b>
<b>13. Adjournment</b>	The meeting was adjourned at 10:25 a.m.	<b>13. No Action Taken</b>

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