



Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, March 1, 2019, 9:30 a.m.

Present: Ricardo Diaz (Committee Chair), Kristin Wiberg, Melinda Pina, Christine Singer-Luna, Tim Traeger, Nick Teel

Absent: Ana Lilia Barraza, Patricia De La Cerda / Gabriella De La Cerda-Lim, Conal McNamara / Ben Pongetti, Andrew Yanez

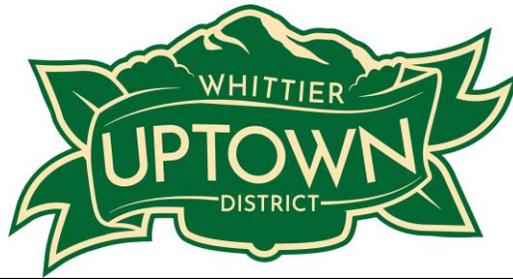
Guests: Don Lomont (Task Force Lead/Board Member Guest), Stephen Ortiz, Roberto Chavez, Irene McCallister

Consultant: Brent Haskell and Stephanie Shamp – GM Properties, Cree Jones and Lauren Spinelli – Olive

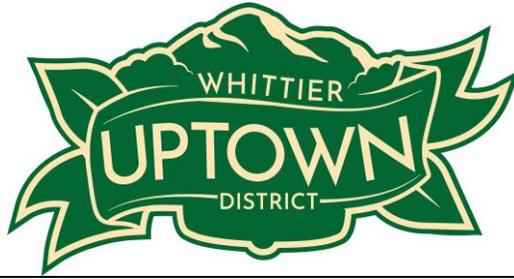
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Ricardo Diaz called the meeting to order at 9:34am	No Action Taken
2. Introduction of guests, announcements		No Action Taken
3. Public Comment	<p>Don Lomont announced it is important for Committee Members to attend their meetings or meetings do not conduct.</p> <p>Brent Haskell stated Monica Oviedo expressed an interest to be on the DISI Committee but stated work interferes with the scheduled Friday meetings.</p>	<p>No Action Taken</p> <p>No Action Taken</p>

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



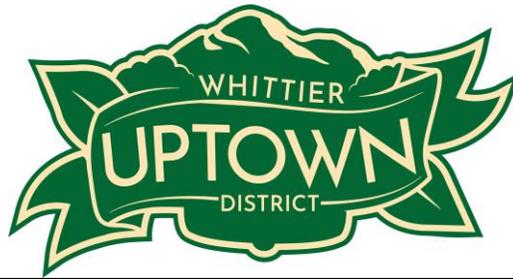
	<p>Roberto Chavez attended today’s meeting on behalf of an art non-profit organization that is offered to high school artists. Those that live in the 38th district will be able to participate. Tim Traeger asked when does the event take place. Robert stated April 24th. Kristin Wiberg asked where is it located. Roberto stated the location is at Parnell Park. Ricardo Diaz questioned if the non-profit organization is looking for help. Roberto stated they are and there are different levels of assistance. He will email Melinda Pina the information. Don Lomont asked how long he has been involved with the program. Roberto stated he has been involved with the program for eight years. Melinda Pina requested Roberto Chavez to attend the next scheduled Board Meeting at public comment next Thursday, 3/7/19, at 8:30am with numbers and handouts.</p>	<p>Roberto Chavez to attend the March 7, 2019 Board meeting at 8:30am for public comment with numbers and handouts.</p>
<p>4. Approval of the January 31, 2019 Meeting Minutes</p>		<p>Kristin Wiberg motioned to approved the January 31, 2019 Meeting Minutes. Tim Traeger 2nd. All in favor. Motion approved.</p>
<p>6. Olive Creative Strategies Update</p>	<p>Ricardo Diaz went through the following items.</p>	
<p>a. New Marketing – social media, designating target markets</p>	<p>Cree Jones reviewed updates and incorporated the college. Lauren Spinelli went over the numbers – gained 400 followers. Engagement increased 25% and following at a rapid rate. The college campaign was launched with 20% college</p>	<p>No Action Taken</p>



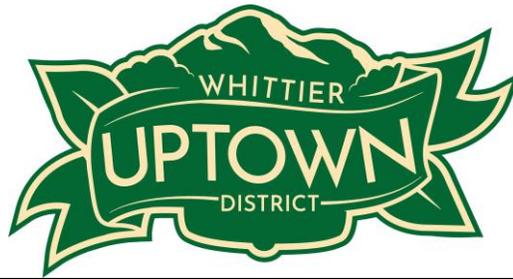
<p>b. Assign task force for social media</p>	<p>students. Upcoming postings: Saint Patrick’s Day, Spring, the Ambassadors, and businesses.</p> <p>Ricardo Diaz asked if there is a category. Lauren stated age and specifically Whittier College & Rio Honda College. Stephen Ortiz asked if there is a direct contact with the college. Cree Jones and Kristin Wiberg both stated Ana Lilia with the Communications Department. Melinda Pina stated UWIA needs a point of contact person. Stephen stated he is open to volunteer that and he would like to connect with that person for the Sidewalk Operations Committee. Ricardo Diaz agreed for marketing and to open the corridor. Don Lomont stated UWIA cannot forget about the high school. Other locations besides the high school, Whittier college, Double Tree, and Hadley. Kristin stated especially the Grove Department. Melinda Pina stated she would love a banner. Stephen Ortiz brought up point of contacts – Melinda Pina on the Board, Kristin Wiberg with Whittier College, Monica Oviedo with the high school. No one at Rio Honda college so will reach out organically. Ricardo Diaz questioned the users posting with Olive and Lauren stated its not the general age, just a matter of likes. Lauren asked if the college newsletter goes out monthly or bi-weekly. Olive is starting up emails again, in social media, with marketing and direct outreach. Olive believes that social media is over saturated at this time. Cree recommends UWIA have a newsletter signup so viewers subscribe to a feed.</p>	<p>Stephen Ortiz will reach out to Rio Honda College for a point of contact. Stephen Ortiz volunteered to be the Colleges Point of Contact.</p>
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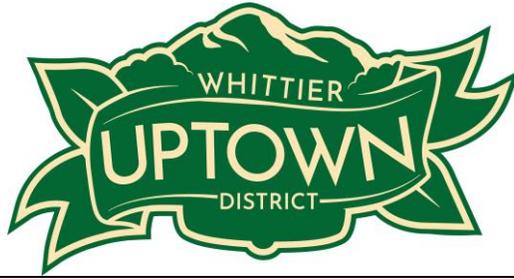
<p>d. Assign task force for student outreach</p>	<p>Irene McCallister thought UWIA should reach out beyond Whittier high school. Ricardo stated that is the future goal. Melinda stated the ideas are great but UWIA needs more proactive Board Members.</p> <p>Ricardo volunteered to head the task force and asked for volunteers. Kristin believes that Ana Lilia would like to volunteer but she is not at the meeting. Try to reach out to colleges/student outreach task force. Melinda stated two each for high school and college. Don Lomont suspects Monica Oviedo may be interested so Kristin to reach out to her. Tim Traeger volunteered. Christine Singer-Luna stated she knows contacts for Orange County. Ricardo Diaz closed with him heading the Task Force that includes Kristin Wiberg, Monica Oviedo, Tim Traeger, and Christine Singer-Luna. Christine would like the focus to be on the businesses since there is little or no followings, such as the Museum. Lauren Spinelli said Olive is working on it.</p>	<p>Ricardo Diaz heading the Task Force for student outreach which includes Kristin Wiberg, Monica Oviedo, Tim Traeger, and Christine Singer-Luna.</p>
<p>5. Update from the Task Force regarding the progress on Web Design and Content Management & Social Media positions</p>	<p>Don Lomont went through the following items.</p>	
<p>a. Assign a Task Force to provide input and content for the Web Design</p>	<p>Don Lomont stated the Board has narrowed down and selected interviews and selected a party each that will be discussed at the next meeting. It is important this Committee works with the</p>	<p>The volunteered Task Force is Ricardo Diaz, Monica Oviedo, Andrew Yanez, Irene McCallister, Tim</p>



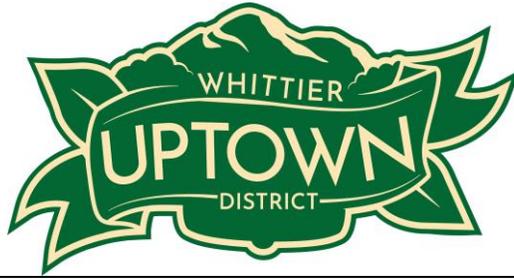
<p>and Content Management</p>	<p>Content Manager. The start date is March 15, 2019 with Olive a heads up. The hope is for the Web Site design completed in a couple of months. Don believes it will be four months but Olive needs to work with them. Melinda Pina stated the meeting is all public so can attend. Don provided Ricardo a list and recommends website viewing with others to decide. The Website developer wants this done in two weeks. Don Challenges the developed Task Force to do the homework and do the work. Benchmark websites to content feel and color schemes, photo or headline attentive – What catches your eyes. The volunteered Task Force is Ricardo Diaz, Monica Oviedo, Andrew Yanez, Don Lomont will sit in, Irene McCallister, Tim Traeger, and Olive. Don stated UWIA can create up to three mock-ups before going live. The Task Force is to have input on the layout of the pages, design, look, feel, and platform. Nothing further. The object of the Website is to keep the owners on it. Kristin Wiberg stated to look at the City and Chamber website. Cree Jones stated is helps to consider.</p>	<p>Traeger, and Olive. Don Lomont will sit in. The Task Force is to have input on the layout of the pages, design, look, feel, and platform. Nothing further.</p>
<p>6. Olive Creative Strategies Update</p>	<p>Ricardo Diaz went through the following items.</p>	
<p>c. Classical Marketing – billboards handouts, (Ambassadors and businesses)</p>	<p>Ricard Diaz would like to build volume and accessibility, and demand side such as electronic billboards. Melinda Pina stated off the 605 freeway and more signage off Beverly is more permanent. Tim Traeger stated all Billboard signage needs to be cleared with Cal Trans. “Historic District” signs work within the city. Kristin stated</p>	<p>No Action Taken</p>



	<p>the signs work on freeway exits and within the city. Roberto stated a triangle kiosk works. Melinda Pina stated the banner concept works. Tim informed Ricardo that Carlos is a good contact since he has done the banners before. Nick stated billboards are good for special events. Ricardo asked if anyone is interested in taking pictures of what is out there on Whittier Boulevard, Beverly Boulevard, and Washington Boulevard. Cree stated possibly partnering with the city to renovate with UWIA on a “Welcome to Whittier” sign. It is an easy way to get UWIA out there and less costly than a billboard.</p>	
<p>7. Committee Tasks:</p>	<p>Ricardo Diaz went through the following items.</p>	
<p>c. Discuss the expiration of the Olive contract on April 30 2019, and decide what recommendation the DISI Committee would like to make to the UWIA Board regarding public relations.</p>	<p>Don Lomont questioned if able to discuss since Courtney Rose is not present and if Cree Jones and Lauren Spinelli are able to talk. Lauren Spinelli stated she is aware the contract ends. Irene McCallister asked if it is budgeted to continue. Brent Haskell said yes. Don Lomont stated social media is not going with Olive so the contract will not be the same. Irene questioned if there will be no down time. Don mentioned earlier March 15th and April 30th lots of interaction between the two. Cree Jones stated there will be no break in social media. Irene questioned if there is enough time or additional handoff/transfer time. Cree stated identification needs to be specified and the handoff after April 30th would need to be contracted at a month or two. Don stated he doesn’t know, and interested, if less work then is there less</p>	<p>Ricardo Diaz motioned to recommend to the UWIA Board that Don Lomont take on the task of negotiating the contract with Olive. Tim Traeger 2nd. No discussion. All in favor. None opposed. Motion passed.</p> <p>The FaceBook advertising fee paid by credit card would need to be transferred from Olive without lapse.</p>



	<p>fees. Lauren stated Olive is open to the process. Melinda Pina stated DISI needs to decide and recommend to the Board. Lauren stated Jaqueline is the contact for contracts. Don stated the Committee needs to decide moving forward with the Board. Lauren stated on April 30th the contract ends so no 30-Day Notice needed and discussed transition of FaceBook advertising – Olive pays via credit card so it would need to be transferred. It also needs to transition without lapse.</p>	
<p>b. Business acquisition / innovation – concept and application</p>		<p>b. Tabled</p>
<p>a. Promenade identification – concept and application</p>	<p>There is an area in Whittier that has several names – The Promenades/gassy lot/ and similar names. The intention is to approach the city on fixed names. Also work with the city on event parameters and guidelines. Stephen Ortiz asked if the city already has this set into place. Don Lomont would like someone to be the coordinating person with the city. Lauren Spinelli stated other districts do branding tables with umbrellas and benches in working with the city. Don stated the city wants to see it happen but move in our own pace. Stephen stated its fair game with the city. Don stated UWIA should be a part of this project. Anyone interested take pictures and come up with names, etc.</p>	<p>a. An Identification Task Force to be assigned next month.</p>



8. Other Committee Items	Irene McCallister would like to be on the DISI Committee	Irene McCallister was welcomed to the DISI Committee
9. Next DISI Meeting	The next regular scheduled meeting will be on Friday, April 5, 2019 at 9:30 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.	No Action Taken
10. Adjournment	The meeting was adjourned at 11:06am	No Action Taken

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