



Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, March 5, 2021, 9:00 a.m.

Present: Ricardo Diaz (Committee Chair), Andrew Yañez (Vice-Chair), Ana Lilia Barraza (Whittier College), Shane Cadman, and Melinda Pina

Absent:

Guests:

Consultant: Brent Haskell and Stephanie Shamp – GM Properties,
Edna Becerra and Kristin Wiberg – Content Manager

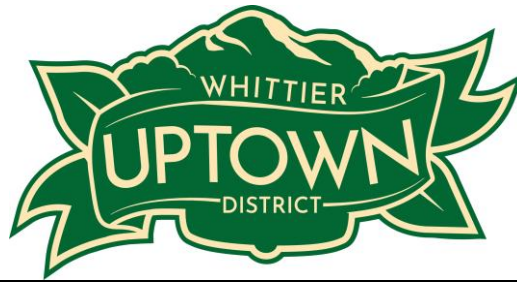
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Ricardo Diaz called the meeting to order at 9:08 a.m.	1. No Action Taken
2. Roll Call	Brent Haskell took roll call.	2. No Action Taken
3. Public Comment	Brent Haskell stated no emails received. No public comment from the floor.	3. No Action Taken
4. DISI Membership – Committee Vice-Chair to Add / Remove Members If Necessary		4. No Action Taken
5. Approval of the February 5, 2021 DISI Committee Meeting Minutes	Clarification made as follows:	5. Ricardo Diaz Motioned to Approve the February 5, 2021 DISI Meeting Minutes.

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



		<p>Shane Cadman 2nd. Stephanie Shamp Took Roll Call. All in Favor. Motion Passes.</p>
<p>6. Banner Update on 2021 Project</p>	<p>Edna Becerra sent the link and Brent Haskell forwarded the drop box to the Committee members. Ricardo Diaz requested Edna to send a survey like last time to take a poll on which banners to use. The Spring option is time sensitive. Kristin Wiberg stated 20 designs. Banner quantity discussed along Philadelphia Street, with a total of 40, from Whittier Boulevard to Painter. Ana Lilia Barraza concerned the banners are becoming more decorative and getting away from branding. Ricardo stated Meet Me in Uptown is the UWIA branding, working to keep no area specific on the banner, and not to blend in with the trees. Edna revisited last meeting discussion – Keeping for three months and combing two seasons with Meet Me in Uptown 1/3 of the way down and thicker font. Banners further discussed. Each DISI committee member discussed what banner liked and recommended adjustments. The survey is to be sent on all seasons but Spring. Spring is to be voted on today. Discussion on block placement. Kristin stated with sign post gaps does not recommend installing the same banner on each block. Ricardo agrees.</p>	<p>6. Ricardo Diaz Motioned for Spring Banner Installation to be the Birdhouse & Vine and the Birdhouse in Blue and Peach. Kristin Wiberg to Contact the City and Use Dekra-Lite for the Banner Print. Kristen Wiberg and the Task Force to Delegate Installation. Shane Cadman 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</p>
<p>7. Discuss the Re-opening of Greenleaf Promenade / Outdoor Dining,</p>	<p>Ricardo Diaz stated he talked with Katie Galvin-Surbatovic. Each business is authorized to decorate their k-rail with paint or a banner. The reflective strip</p>	<p>7. No Action Taken</p>



<p>Businesses Adhering to the Rules for Outdoor Operation and City Enforcement</p>	<p>needs to be visible. Andrew Yañez would like UWIA to supplement if a restaurant chooses not to decorate k-rails with a default/generic logo. K-rail size 7'x 3 ½'. Melinda Pina stated communication is needed between UWIA and WUA. Does not want banners. The banners would not last as long because of weather. It would be better to paint the k-rails. UWIA logo in the middle adds uniformity with the umbrellas already supplied to the businesses. Ricardo would like to coordinate with WUA. Melinda volunteered to setup a meeting. Brent Haskell stated Katie is part of the BERT Committee with the Whittier Chamber of Commerce who is also discussing decorating the k-rails. Melinda will communicate with Carol with the Chamber of Commerce, then forward to Brent Haskell. Shane Cadman would like to see students do a contest and create a design to place on the k-rails.</p>	
<p>8. Discuss Planters for the Greenleaf Promenade</p>		<p>8. Tabled</p>
<p>9. Andrew Yañez to Present a Proposal for UWIA Polo Shirts for Consideration</p>	<p>Andrew Yañez sent the shirt options link to Brent Haskell who forwarded to the Committee members for all Board and Committees use. ACRO Printing, Inc. proposal requested. Green and beige preference shirts discussed. Dark green shirts and two shirts each for quoting purposes.</p>	<p>9. No Action Taken</p>
<p>10. Update and Discuss UWIA and</p>		<p>10. Tabled</p>



WUA Task Force Coordination Efforts		
11. Other Committee Items		11. No Action Taken
12. Next DISI Meeting	The next regular scheduled meeting will be on Friday, April 9, 2021 at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602 or possibly telephonically.	12. No Action Taken
13. Adjournment	The meeting was adjourned at 10:11 a.m.	13. No Action Taken

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