



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

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

**TELECONFERENCE MEETING**

**Friday, April 1, 2022, 9:00 a.m.**

**Present:** Andrew Pina (Committee Chair), Melinda Pina, and Ben Pongetti

**Absent:** Shane Cadman (Vice-Chair) and Ana Lilia Barraza

**Guests:** Shane Kenny with Concept 3D formerly CampusBird

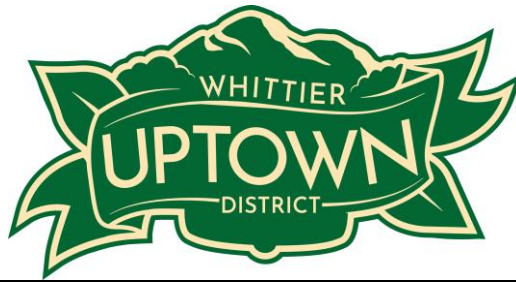
**Consultant:** Edna Becerra – Content Manager,  
Ross Gile – DigiCal,  
Brent Haskell and Stephanie Shamp – GM Properties

**MINUTES:**

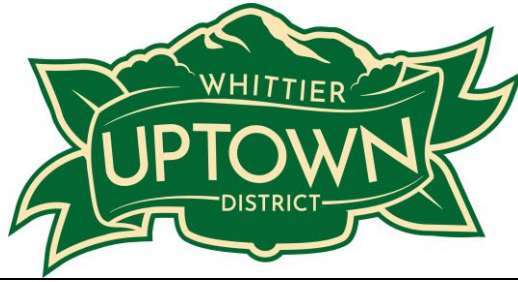
<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Call to Order</b>	Andrew Pina called the meeting to order at 9:05 a.m.	<b>1. No Action Taken</b>
<b>2. Roll Call / Introduction of Guests and Announcements</b>	Brent Haskell took Roll Call.	<b>2. No Action Taken</b>
<b>3. Public Comment</b>	Brent Haskell stated there were no emails received for public comment.	<b>3. No Action Taken</b>
<b>4. Approve the March 4, 2022 DISI Committee Meeting Minutes</b>		<b>4. Melinda Pina Motioned to Approve the March 4, 2022 DISI Committee Meeting</b>

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

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		<p><b>Minutes. Ben Pongetti 2<sup>nd</sup>. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</b></p>
<p><b>5. Social Media Update from Edna Becerra with Updates on Relevant Statistical Data and Spending</b></p>	<p>Edna Becerra stated the spring banners are rehung. The two damaged banners were replaced. Six banners were reprinted with QR codes. The analytics are attached. If more information is wanted Edna can provide it. Movie theater postings losing momentum. Open for posting suggestions. Melinda Pina would like to see a 20-second/short interior video. Contact the theater owner to get nostalgia/owner thoughts. Same with adding additional historical buildings such as the Museum, Nixon building, The Marsden Building, Four Bricks, Aunties Bakery &amp; Café. Edna loves the idea but the information is not known on some buildings and wants to do directional signage for locations. Melinda loves the idea but it is not known what the Promenade will be like in 9 months. Brent Haskell stated to keep in mind the City would need to approve signage in the public right of way. May need to get a permit for a sidewalk sign. Also likes the concept of stopping to take a picture and post. It creates a buzz.</p>	<p><b>5. No Action Taken</b></p>
<p><b>6. Update on the Quarterly Newsletter and Discussion on the Next Newsletter</b></p>		<p><b>6. Tabled</b></p>



<p><b>7. Discussion Regarding Concept3D - Interactive Map Options for Maps Linked to QR Codes</b></p>	<p>Shane with Concept3D, formerly CampusBird, wants to understand the family concept with local involvement and is aware what uptown offers and brings in for non-residents. Andrew Pina is looking for a versatility concept that changes per season and events to use as a promotional tool. Shane showed the Whittier College map and other samples to get ideas. Such as Georgetown University has a basic setup with tour capability. Can incorporate business logos and wait time. Further design communication. Shane Kenny asked what is really needed, budgeted, what is the impact or impact if not done, how will it affect the application use. Melinda Pina wants to gather information. Present to the Business Association and the Chamber. Come up with a plan. The DISI Committee will need to do a needs assessment. The Greenleaf Promenade is unknown in 9 months. Winter is slow. As a natural occurrence restaurant centric due to the pandemic. Uptown is much more than the twelve restaurants. Shane Cadman will look into concerts, etc. and stated UWIA will need to show how the technology will be utilized. Will research and come back to the DISI Committee. Edna Becerra stated the application is more technical and it needs to be more interactive and flexible. Edna does not want to use a pdf map. Shane works with resorts etc. and agrees with Edna. PDF is not what is expected in today's culture. Shane asked how will the business information be collected. Melinda stated UWIA, the Chamber, and</p>	<p><b>7. No Action Taken</b></p>
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	<p>WUA meet every 6 – 8 weeks and this is depending upon the Board’s decision first. Melinda stated if the Board is interested, the DISI Committee will bring in Shane Kenny to show how it works with the bells and whistles. Melinda will send a recap email to Andrew and copy Brent Haskell to forward onto all the DISI Committee members. Other maps will be researched that will work within the uptown and willing to partner and do what needs to be done.</p>	
<b>8. Other Committee Items</b>		<b>8. No Action Taken</b>
<b>9. Next DISI Meeting</b>	<p>The next meeting will be on Friday, May 6, 2022, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly via teleconference.</p>	<b>9. No Action Taken</b>
<b>10. Adjournment</b>	<p>The meeting was adjourned at 9:40 a.m.</p>	<b>10. No Action Taken</b>

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