



Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, April 5, 2019, 9:30 a.m.

Present: Ricardo Diaz (Committee Chair), Ana Lilia Barraza, Kristin Wiberg, Irene McCallister, Melinda Pina, Christine Singer-Luna, Tim Traeger, Nick Teel, Andrew Yanez

Absent: Patricia De La Cerda / Gabriella De La Cerda-Lim, Conal McNamara / Ben Pongetti

Guests: Ross Gile and Edna Becerra

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

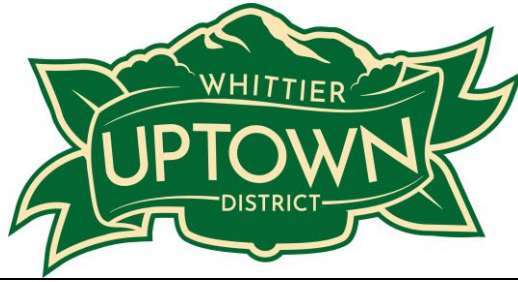
MINUTES:

<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	Melinda Pina extended an invite to be a part of the Global Gift which is to help young Latina business women. The event is May 7 th in Beverly Hills. It is a Women's Empowerment Luncheon. Goods, hours, and service volunteers also welcomed. With the rebranding, the goal is to bring it back to Whittier. Further discussion on	No Action Taken

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



	<p>donations. Ricardo Diaz stated he is open for contribution.</p> <p>Ricardo Diaz met with the Grove Developers. They are looking for independent local business owners. Melinda discussed banner placements from Whittier Boulevard down to Greenleaf and Bright Avenue.</p> <p>Christine Singer-Luna questioned how many meetings can be missed before removal. Brent Haskell stated it is based upon the Chair’s discretion.</p>	<p>No Action Taken</p> <p>No Action Taken</p>
<p>4. Approval of the March 1, 2019 Meeting Minutes</p>	<p>Corrections need to be made as follows:</p> <p>Page 4, Item d., “Assign task force for Classical Marketing” it should be “Assign task force for Student Outreach”</p>	<p>Tim Traeger motioned to approve the March 1, 2019 Meeting Minutes as corrected. Nick Teel 2nd. None opposed. Motion approved.</p>
<p>5. Approval of the January 31, 2019 DISI Closed Session Meeting Minutes</p>	<p>Irene McCallister asked if the closed session minutes should be provided to guests with numbers included. Brent stated it’s all been disclosed so it is okay.</p>	<p>Nick Teel motioned to approve the January 31, 2019 DISI Closed Session Meeting Minutes. Christine Singer-Luna 2nd. All in favor. None opposed. Motion approved.</p>
<p>6. Committee to discuss and recommend to the Board that the Olive contract not be renewed, in any capacity, as mutually</p>	<p>Irene asked with Olive’s contract ending 4/30/19 is there enough time. Ricardo stated UWIA has been in discussion and updates will be provided. Melinda also stated Ross sat in on the Wednesday Meeting.</p>	<p>6. Nick Teel motioned for the DISI Committee to recommend to the Board the Olive contract not to be renewed, in any capacity, as mutually</p>



<p>agreed during negotiations between Don Lomont (letter from Don Lomont attached) and Olive and that no PR firm be hired to replace Olive at this time.</p>		<p>agreed during negotiations between Don Lomont and Olive and that no PR firm to be hired to replace Olive at this time. Tim Traeger 2nd. All in favor. None opposed. Motion passed.</p>
<p>7. New Media Marketing</p>	<p>Ricardo Diaz, Ross Gile, and Edna Becerra went through the following items.</p>	
<p>a. Olive to content manager update</p> <p>b. Website Design update and</p> <p>c. Requests for website content and designations of identity. Task force members charged with gathering content.</p>	<p>a. Scheduled to discuss at the Wednesday Meeting.</p> <p>b. and c. Website Design Task Force to meet with Ross Gile on ideas and discussion on domain name UWIA purchased. Already have – DiscoverUptownWhittier.com An address and number for uptown is needed. Tim stated it is GM. Ross and Edna Becerra met on pages and placeholders. Menu items still need to be determined that will be evolving. Everything is changeable. Ross has a sample setup and already sent to Don Lomont. Ricardo stated the Design Task Force met with Edna and Ross. Edna needs help. Ricardo wants the Task Force members to assist and assign to help move forward. Further discussion on setup and transparency, postings on how UWIA spends money, short-and long-term goals, client portal, password protection if any need, and too many options for the viewer.</p>	<p>a. No Action Taken</p> <p>b. and c. No Action Taken</p>



c. Walking maps		No Action Taken
10. Promenade Identification	Ricardo Diaz went through the following items.	
a. Assign task Force b. Request for names	<p>Discussed name, signage, amenities, UWIA benches, college study areas, festivals, art shows, and craft fairs.</p> <p>Ricardo Diaz asked for volunteers. Christine stated she is interested in joining but not leading. Ricardo Diaz is interested. Kristin does not want to be a part of a committee but has people in mind. Nick Teel is interested.</p>	a. No Action Taken b. Promenade Identification Task Force is Ricardo Diaz, Christine Singer-Luna, and Nick Teel. Ricardo to invite others to join the task force.
11. Other Committee Items	None	No Action Taken
9. Next DISI Meeting	The next regular scheduled meeting will be on Friday, May 3, 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 10:47am	No Action Taken

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