



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

13305 Penn Street, Suite 200, Whittier, CA 90602

TELECONFERENCE MEETING

Friday, May 13, 2022, 9:00 a.m.

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

Absent: Ana Lilia Barraza

Guests: n/a

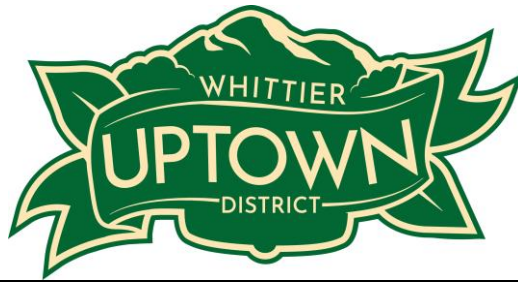
Consultant: Brent Haskell and Stephanie Shamp – GM Properties

MINUTES:

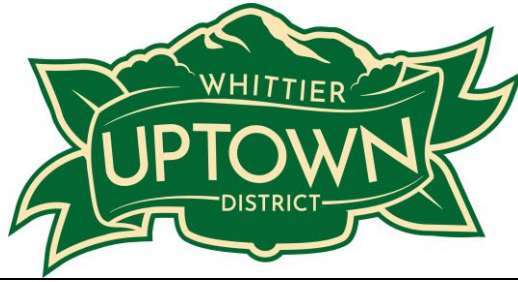
<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Pina called the meeting to order at 9:03 a.m.	1. No Action Taken
2. Roll Call / Introduction of Guests and Announcements	Brent Haskell took Roll Call.	2. No Action Taken
3. Public Comment	Brent Haskell stated there were no emails received for public comment.	3. No Action Taken
4. Approve the April 1, 2022 DISI Committee Meeting Minutes		4. Shane Cadman Moved to Approve the April 1, 2022 DISI Committee Meeting Minutes. Melinda Pina

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

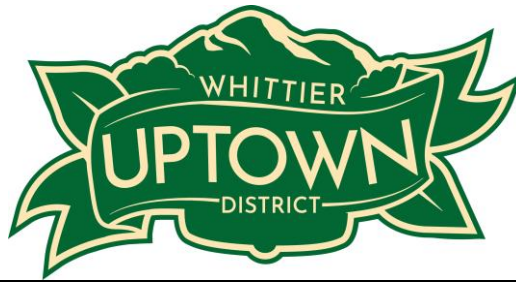
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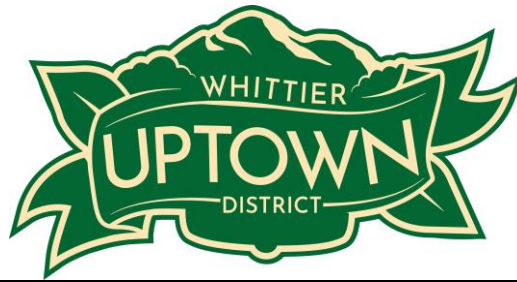
		2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.
5. Consider Adding New Committee Members	Brent Haskell stated there were two interested contacts and an email invite was sent. Brent will send the next meeting notice and leave it on the Agenda for next month.	5. Tabled
6. Discuss If the Committee Wants to Move Forward with Concept3D and if so, What Does the Committee Want in the Map	Andrew Pina thinks Concept3D is worthwhile and wants the Committee to brainstorm ideas for the map. Shane Cadman agrees. Andrew stated UWIA has the budget, wants to utilize the program, try for a year or two, and see if traffic increases during that time. Melinda Pina wants to do a presentation for WUA Board, the City, and the Chamber at the next WUA meeting. Brent Haskell stated the next WUA meeting is scheduled for Monday, May 16 th at 4:00 p.m. Brent will reach out to Justin Tipton to find out when the WUA meeting is scheduled for June. Andrew will coordinate with the Concept3D host. Ben Pongetti likes the idea of historical sites on the map. UWIA will feed in from ownership and the same for the business owners. Shane likes the idea of a layer for historic, a layer for dining and a layer for events and stated the map can be set up for that. The user can add and remove events / items in the filter. Andrew wants UWIA to reach out to the public for historic information to add	6. No Action Taken



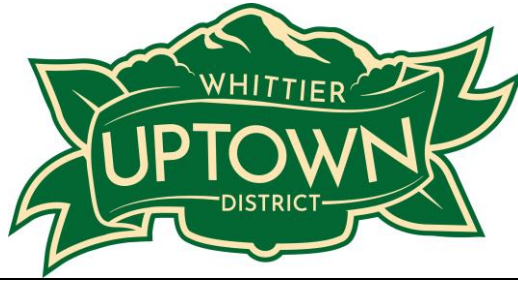
	<p>to the map. The list of different entities to be a part of the map are as follows:</p> <ul style="list-style-type: none"> ○ WUA ○ Whittier Conservancy ○ My Whittier ○ Whittier College ○ City ○ Chamber ○ Whittier Museum <p>Uptown boundaries discussed.</p>	
<p>7. Form a task force to Plan a UWIA Board Retreat Between July and September</p>	<p>Andrew Pina wants to set the goal for September. Start with gathering a budget and dates that work. The process is further discussed. Melinda Pina stated Brainstorm the direction UWIA is going, next year's goals, reflect on accomplishments, and lastly what is currently being worked on in a 4 – 5-hour time period with lunch served. This is the first retreat DISI Committee is planning. The Committees come together to discuss, the Board comes in to discuss, then the Committees leave. Local venues talked about such as the Train Depot, Community Center and Poet Gardens as options. Dates discussed and narrowed down to August 27th, September 10th, and September 17th. All Saturdays. Brent Haskell to send out a survey to the Board and all Committees. Brent Haskell further discussed the Brown Act and open meeting notice to the public. Melinda stated it is a bonding time for those that</p>	<p>7. No Action Taken</p>



	<p>came aboard during the pandemic, a face-to-face opportunity for the entire community. Discussion on timing starting at as early as 8:00 a.m. and end no later than 1:00 p.m.</p>	
<p>8. Form a task force to Reschedule and Plan the Owner Mixer that was Postponed in March 2020</p>	<p>Melinda Pina stated it came up in the Board meeting. The Mixer was originally scheduled then the pandemic hit. Merchandise items were purchased and are being stored. Logistics needed – date and venue. The previous location was scheduled at A.J. Villalobos Hall, Whittier. Kristin Wiberg left the DISI Committee to be a paid planner / event organizer. Deposit paid out. Brent Haskell to reach out to Kristin to pick up the task and do the leg work. Shane Cadman does not believe Kristin is in still living in the area but not certian. An possible target month of October for the event was discussed.</p>	<p>8. Tabled</p>
<p>9. Social Media Update from Edna Becerra with Updates on Relevant Statistical Data and Spending</p>	<p>Andrew Pina stated with the new program traffic is picking up. Ben Pongetti asked when did the new program deploy. Andrew replied it just started with the new QR code banners 6 – 8 weeks ago. The Instagram views are higher. The other platforms are growing. Andrew wants to start using video production moving forward. The actors are being picked for the video shoot. The UWIA will be able to use B-rolls for social media once the production is complete. UWIA can have engaging pages. Edna Becerra is doing a live video for the Swing Dancers event. It</p>	<p>9. No Action Taken</p>



	<p>is a good test. Andrew opened the floor for discussion. Shane Cadman stated to be a fun item and beneficial UWIA can have giveaways connected to the QR codes. Andrew likes the option of using uptown business gift cards. The item is to be on the next meeting Agenda for Committee vote. It can be a fall idea, can inform the shops, and it would be a great use of the map.</p>	
<p>10. Update on Social Media and Content Manager RFP</p>	<p>Brent Haskell stated the three years is up so it needs to be posted. A task force has been created for the Content Manager. Andrew stated editing and video are needed for the millennials. Shane Cadman asked if it has been done and posted. Brent Haskell stated unknown where we stand in the process. Shane is okay to review, just not being a part of the hiring decision process. Brent stated two committee members is less than a quorum so they can meet and discuss the RFP and not require an agenda. Brent thinks the last RFP is in Word document, will need to check and there is the signed agreement. Brent to forward what he has to Shane and Andrew. Complete and present to the Executive Committee for publishing and Board for approval.</p>	<p>10.</p>
<p>11. Quarterly Newsletter Discussion</p>		<p>11. Tabled</p>
<p>12. Other Committee Items</p>	<p>Ben Pongetti announced the City Design Review Board discussed a 52-unit</p>	<p>12. No Action Taken</p>



	apartment complex and it was approved to move forward with that project.	
13. Next DISI Meeting	The next meeting will be on Friday, June 3, 2022, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly via teleconference.	13. No Action Taken
14. Adjournment	The meeting was adjourned at 9:53 a.m.	14. No Action Taken

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