



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

13305 Penn Street, Suite 200, Whittier, CA 90602

TELECONFERENCE MEETING

Friday, June 3, 2022, 9:00 a.m.

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

Absent:

Guests: Nancy Lemus and Trese Childs

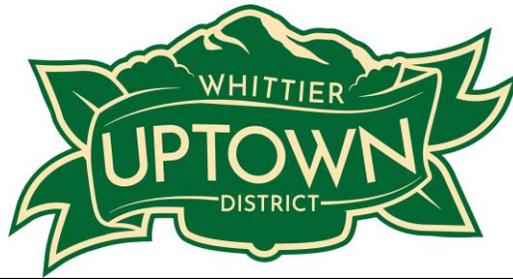
Consultant: Brent Haskell – GM Properties

MINUTES:

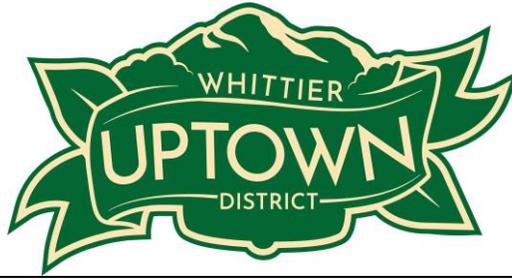
<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Pina called the meeting to order at 9:04 a.m.	1. No Action Taken
2. Roll Call / Introduction of Guests and Announcements	Brent Haskell took Roll Call.	2. No Action Taken
3. Public Comment	Brent Haskell stated he did not have access to check the emails for public comment so this item will have to be tabled until the next meeting.	3. Tabled
4. Approve the	Corrections/clarifications made as follows:	4. Shane Cadman Motioned to Approve the May 13, 2022 DISI

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

c/o GM Properties Inc. ■ 13305 Penn Street ■ Suite 200 ■ Whittier, CA 90602
P (562) 697-5000 ■ F (562) 693-2126
info@uwia.org ■ www.uwia.org



<p>May 13, 2022 DISI Committee Meeting Minutes</p>	<p>Item 8., 5th Sentence – The previous location was scheduled <i>for the A.J. Villalobos Hall</i>. Not the Ruth Shannon Center.</p>	<p>Committee Meeting Minutes as Corrected. Melinda Pina 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</p>
<p>5. Consider Adding New Committee Members</p>	<p>Nancy Lemus stated she lives in Whittier and would like to help. Nancy currently works in marketing. Melinda Pina asked Nancy how she heard of the UWIA. Nancy stated social media and from the billboards through logo recognition. Melinda explained the difference between the UWIA and WUA. Andrew asked what the process was to add Committee members. Brent explained the decision to add and remove Committee Members is at the discretion of the Committee Chair. Brent added the committee chair can ask for input from the other committee members or allow the other committee members to ask questions, but the decision is up to the committee chair. Andrew Pina told Nancy and Trese Childs that he would contact them after the meeting and discuss in more detail what the DISI Committee does. Andrew stated after that, if they wish to join the DISI Committee they can contact Brent.</p>	<p>5. No Action Taken</p>
<p>6. Update on Concept3D to do a Presentation to WUA at their June 20th Meeting: Task Force</p>	<p>Melinda Pina wants to make sure the DISI Committee knows what the presentation to the WUA is about. Melinda stated that the UWIA should seek some financial contribution from the WUA for the map. Melinda stated we need to be ready to</p>	<p>6. No Action Taken</p>



<p>– Andrew Pina and Ana Lilia Barraza</p>	<p>address UWIA’s intent at the presentation to WUA because they will ask, what do you want from us? Andrew Pina stated that he believes it is important for the UWIA to maintain control of the map. Melinda mentioned the initial investment is approximately \$10,000.00. Melinda believes the WUA can contribute something while the UWIA maintains control of the content. Melinda commented that the monthly maintenance fee is around \$2,000.00 per month. Shane Cadman thinks that maybe the UWIA and WUA should split the monthly fee 50/50. Shane stated the businesses will benefit more directly from the map and the benefits will trickle through to the property owners. Andrew believes the focus at this time should be more on the content and focus on the financial aspect at a later time. Melinda thinks the starting point for discussion on the financial contribution from the WUA should be 50/50. Brent stated that the logistics of the presentation may be difficult. Brent is uncertain where the meeting on the 20th will be located but stated it will be an in person meeting somewhere. Brent stated that Shane of Concept 3D will need to Zoom in so wherever the meeting is, someone will have to bring a large monitor or be able to patch into a T.V. or monitor at the location. Ana Lilia Barraza suggested holding the meeting at the college. Brent stated that could be suggested, but stated</p>	
---	--	--



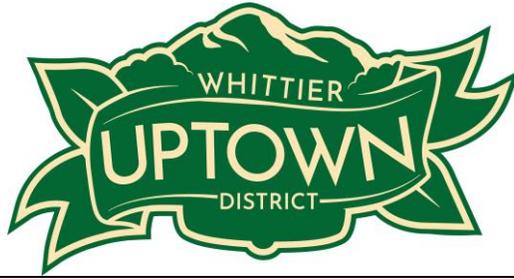
	<p>WUA controls where they hold their meetings. Melinda suggested a task force to deal with the Concept 3D map presentation to the WUA on June 20th. Andrew asked how big the task force can be and Brent Haskell replied because of the size of the Committee, the maximum number of task force participants is two. Melinda recommended Edna work on the presentation to the WUA, to be the lead for Shane Kenny of Concept 3D. Ana Lilia agreed. Andrew agrees and asked if someone could coordinate with Edna. Ana Lilia and Andrew comprise the task force.</p>	
<p>7. Information Attached Regarding the Possible Days for a UWIA Retreat – August 27th, September 10th, and September 17th</p>	<p>Andrew Pina stated there is no one day that everyone responded to is available. Andrew mentioned that a lot of people feel that summer and summer vacation period is not over until after the Labor Day Weekend. Andrew thinks one of the two Saturdays in September would be best to recommend to the Board and suggested recommending September 10th to the Board for their approval. The Committee agrees. Brent to add the Action Item to the Board Agenda for Board approval.</p>	<p>7. No Action Taken</p>
<p>8. Update on the Owner Mixer Plans</p>	<p>Melinda Pina recommended that the Committee ask the Board for guidance. Find out if the Board has a preference of doing the mixer before or after the retreat and what month does the Board prefer. Brent to add to the Board agenda for discussion at the next meeting.</p>	<p>8. No Action Taken</p>



<p>9. Social Media Update from Edna Becerra with Updates on Relevant Statistical Data and Spending</p>	<p>Andrew Pina discussed Edna Becerra’s report. Andrew suggested forming a task force to break down the social media information. Andrew stated the social media campaign is not where he thinks it should be and part of the reason is a lack of video content. Andrew asked for input from Nancy Lemus. Nancy discussed the use of influencers but does not know what the budget is for social media. Nancy suggested lists, like top restaurants. Andrew stated there needs to be more frequency and more video to get more engagements. Andrew is not sure lists are a good idea since this is for the property owners and not the businesses. Andrew stated if a business is left off a list, someone is bound to get upset. Nancy thinks there should be a theme. Shane Cadman asked about paid advertising. Andrew stated the committee approved \$500.00 per month for add spends. Shane stated he will send a link to Brent regarding Capacity Interactive so Brent can forward to the group.</p>	<p>9. No Action Taken</p>
<p>10. DISI Committee to Discuss and Possibly Approve Games / Challenges Involving the Use of the UWIA QR Codes with Prizes for Winning Participants</p>	<p>Andrew Pina asked if the summer banners were ready to go and if the banners had been updated with the QR code. No one was certain about the status of the banners but agreed the spring banners should be replaced soon with the summer banners. Andrew believes the idea of tying games and contests to the QR codes should be delayed until the map is ready. Ana Lilia Barraza mentioned scavenger</p>	<p>10. Tabled</p>



	<p>hunts for children and added scavenger hunts for children are less about the prize and more about the fun. Shane Cadman suggested monthly or quarterly scavenger hunts for adults. Andrew mentioned Geocaching, it's been going on for over a decade. Andrew stated Geocaching is an app that can be played worldwide, clues are given to find things everywhere. Tresa Childs and Ben Pongetti announced they needed to drop from the meeting because they each had 10:00 a.m. meetings they needed to attend. This action item was tabled for a later date.</p>	
<p>11. Update on the Video Shoot for the Social Media Campaign – Andrew Pina</p>	<p>Andrew Pina stated he and Edna Becerra vetted the actors last week and the video production should begin next week. Brent Haskell added the last email received which stated shooting is to begin June 8th and 9th.</p>	<p>11. No Action Taken</p>
<p>12. Update on Social Media and Content Manager RFP – Shane Cadman</p>	<p>Shane Cadman is attempting to track down the prior RFP Word document. Shane stated he spoke with Melinda Pina at the State of the City about her seeing if she had the Word document. Melinda stated she forgot to look, but would.</p>	<p>12. No Action Taken</p>
<p>13. Quarterly Newsletter Discussion – Edna Becerra</p>	<p>Andrew Pina asked if anyone has heard anything about the next quarterly newsletter to the property owners. Melinda Pina thinks this should be tabled because there is too much going on at the moment with this Committee and Edna Becerra. It was stated that Edna has a template for the newsletter. It is uncertain if Edna has the content at this time. It was suggested that the newsletter should be a lower priority. Andrew stated that</p>	<p>13. No Action Taken</p>



	social media is a higher priority and maybe the newsletter should be changed to twice a year. Melinda thinks the next newsletter, when it goes out, should highlight monies spent by the UWIA, past and future projects should also be highlighted.	
14. Other Committee Items	Andrew Pina thinks the DISI Committee is in a good spot, lots to work on, but also getting a lot done.	14. No Action Taken
15. Next DISI Meeting	The next meeting will be on Friday, July 8, 2022, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly via teleconference.	15. No Action Taken
16. Adjournment	The meeting was adjourned at 10:09 a.m.	16. No Action Taken

Minutes were taken by Brent Haskell with GM Properties.