



Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, June 5, 2020, 9:00 a.m.

Present: Ricardo Diaz (Committee Chair), Andrew Yañez (Vice-Chair), Ana Lilia Barraza, Melinda Pina, and Ben Pongetti

Absent: Jim Dunkelman (Whittier College)

Guests:

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

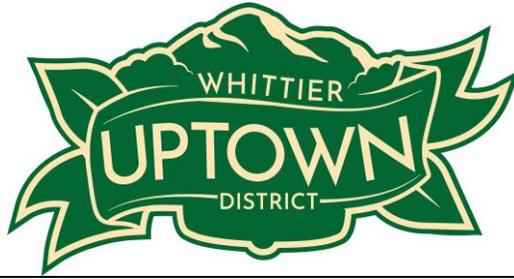
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Ricardo Diaz called the meeting to order at 9:05 a.m.	1. No Action Taken
2. Roll Call		2. Brent Haskell Took Roll Call
3. Public Comment	Brent Haskell stated Alex Chiu provided an email, dated June 4, 2020, on Public Comment. Not an Agenda item, only being read to be heard, should not discuss or comment. The email was received too late to be placed on the agenda for discussion. The Alex Chiu email will be a discussion item on the Agenda for the Board meeting Thursday, June 11, 2020. No further discussion.	3. No Action Taken

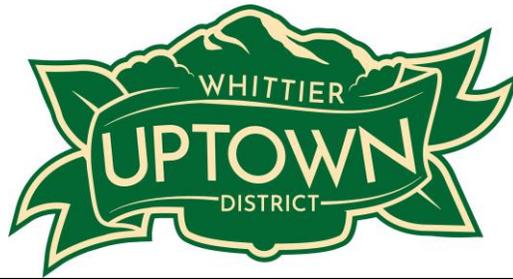
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



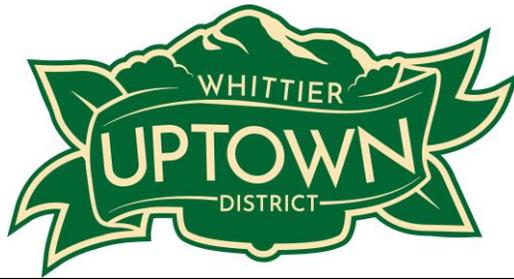
<p>4. DISI Membership – Committee Chair to Add / Remove Members If Necessary</p>		<p>4. No Action Taken</p>
<p>5. Approval of the May 1, 2020 Meeting Minutes</p>	<p>Corrections need to be made as follows:</p>	<p>5. Melinda Pina motioned to approve the May 1, 2020 Meeting Minutes. Andrew Yañez 2nd. Bent Haskell took roll call. All in favor. No further discussion. Motion approved.</p>
<p>6. Banner Update</p>	<p>Ana Lilia Barraza provided attached samples. Edna Becerra stated there are no company names or titled businesses. Ana Lilia added don't get caught up on the pictures. Not permanent. Melinda Pina stated the problem lies there – when you look at the pictures you know what businesses they are. Ana Lilia stated the intention was to included actual pictures of Whittier locations. Melinda asked if there is clearance of the photos used, especially with minors. Ana Lillia has a picture image release form that she can use. Ricardo Diaz stated there is an option to take pictures farther away. The idea is to change the banners every 6 months. Can switch up people and landmarks. A long- term project so UWIA should keep a roll to get all businesses. Also not opposed to landmarks. Andrew thinks the words and pictures clash on the design. No problems of close up. Mute the pictures as an accent, not as a main focus so the</p>	<p>6. Special meeting Friday, June 12, 2020 at 9:00am. More banner samples to be provided for the Special Meeting.</p>



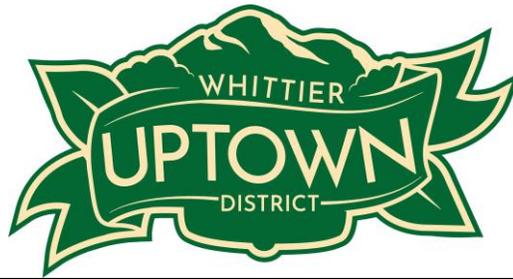
	<p>message gets across. Possibly use a multiply filter. Ana Lilia can make the contrast distinct and needs to verify the font and logo is correct. Andrew doesn't like text over the photo and thinks the tag line should be emphasized. Ricardo is in agreement. It will be less disjointed. Edna would like to read the entire logo and zoom in on Uptown. Further discussion on the photos of the three green and three tan banners and readability. Melinda would like to see images of the entire slogan than "meet me in" and then the logo. Edna asked if they can continue the conversation out of the meeting and wants to continue "Meet Me in Uptown" so tagline expands. Ricardo stated the task force can meet. Brent Haskell confirmed the task force can meet and exchange emails and don't need an agenda because they are not a quorum. Edna Becerra asked when is Greenleaf Avenue expected to close down. Ricardo stated originally Friday but there is a delay due to the protest issues. Ben Pongetti stated the closure is delayed two weeks. Logistical things to attend to two weeks from today. With windows boarded up and protest issues the city does not want to open under that environment. Edna stated the goal is to approve and put up the banners. Brent stated Special Meeting can be held with 24-hour notice. Ricardo stated Board approved and working on installation ideas. Special Meeting in seven days, Friday, June 12, 2020 at 9:00am. Andrew Yañez stated he has the Adobe program up and created a sample banner for the</p>	
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	<p>DISI Committee to review. Andrew emailed to Brent and Brent forwarded to all Committee Members. Agenda items for next Friday Special Meeting discussed. Ana Lilia requested the Special meeting to be a Zoom meeting. Melinda stated Andrews sample is easier to read. Ricardo Agrees. Edna sated the image is lost. Melinda asked to come up with four other brands. Edna stated the pictures are not to be suggestive of a particular business. Edna asked how many banners and does doubling up matter. Ricardo replied 40 banners and no problem doubling up. Ricardo added close ups are great idea enforcers. Edna has a week to work on mockup.</p>	
<p>7. Kiosk Task Force Update</p>	<p>Ricardo Diaz stated he is working with the vendor and he has not gotten Andrew Yañez involved as of yet. The technician is backlogged on the site survey request. No further discussion.</p>	<p>7. No Action Taken</p>
<p>8. Discuss City Decision to Shut Down Greenleaf Ave. to vehicles from Wardman to Hadley for a period of Time to Allow Businesses to Utilize More Outside Space</p>	<p>Ricardo Diaz stated this is more of a Sidewalk Committee item. Wanted the District Identity’s ideas for outside seating. Smaller maps with indications of uptown areas and marketing were brought to the table. Melinda agrees UWIA needs to get involved and also talked with other owners. Melinda wants something that looks really nice, uniformity, outside message, and something to beautify the area with branding such as potted plants in the uptown area. Two pots per entry to make consistent. Ricardo would like to see the poles for queuing with labels of the logo on the band. Melinda stated</p>	<p>8.</p>



	<p>umbrellas, the delineations or lights are also good. Ben Pongetti is in agreement with the direction UWIA is heading. Ben stated Kyle with the City is looking at removable bollards within the concrete. Talk of doing this for a four-month period and does not know what will be done after that. Ricardo asked who to connect with in the city on the street closure. Ben will share with the Street Committee and stated UWIA's contribution will help out tremendously. Originally thru the Streetscape project. Melinda wants to put it in front of the Board to create a budget and this is in alignment with the mission. In speaking with the business owners, they are excited but do not know the direction this is going. A perfect storm in a good way. Ricardo asked the task force to talk with the business owners to add anything to the Special Meeting and to get ideas. Melinda stated she has some time today. Melinda voiced her concern over asking the board for approval to spend money on the Greenleaf closure without first coming up with details and costs. Ricardo stated the closure is happening in two weeks and there are excess funds in undesignated. Brent Haskell added you will be asking the board for an amount not to exceed from the undesignated funds already within the DISI Committee budget. Ben stated per Katie, WUA is doing the same and coordinating who uses what space. Ben asked for the communication to continue. Questioned if table and chairs would be loaned or rented. To be answered thru the process. Kristin Wiberg would like to</p>	
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	<p>see benches and branding the barriers. Options to make the entry more welcoming. Ben stated the k-rails are temporary while the bollards are being installed. Ricardo would like to see branding on the waste receptacles. Melinda questioned Ben WUA not charging for use of outside area. Ben confirmed there is no fee being paid to the WUA. WUA handling the special event permit and coordinating insurance. Melinda asked about the Greenleaf closure meeting. Ben stated a lot of trash discussion, operating inside or outside, and responsible for own trash. Melinda willing to get with Frank Medina with WUA on the logistics and bring it back to the Special meeting. Further discussion on the Special meeting on the Greenleaf Avenue closure. Assistance on branding items. Melinda volunteered storage of items for future use.</p>	
9. Other Committee Items	Special Meeting Friday, June 12, 2020 at 9 a.m. To further discuss unassigned funds and use in the budget.	9. No Action Taken
10. Next DISI Meeting	<p>The next regular scheduled meeting will be on Friday, July 10, 2020 at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.</p> <p>Discussion on meetings of less than 10 people. GM is boarded up. If open will have meeting at GM. If not, by phone.</p>	10. No Action Taken
11. Adjournment	The meeting was adjourned at 10:19 a.m.	11. No Action Taken

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