



**Uptown Whittier Improvement Association**  
**District Identity and Streetscape Improvements (DISI) Committee**  
**GM Properties**  
**13305 Penn Street, Suite 200, Whittier, CA 90602**  
**Friday, July 9, 2021, 9:00 a.m.**

**Present:** Ricardo Diaz (Committee Chair), Andrew Yañez (Vice-Chair), Shane Cadman, and Melinda Pina

**Absent:** Ana Lilia Barraza (Whittier College) and Ben Pongetti

**Guests:** Milt Pate

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

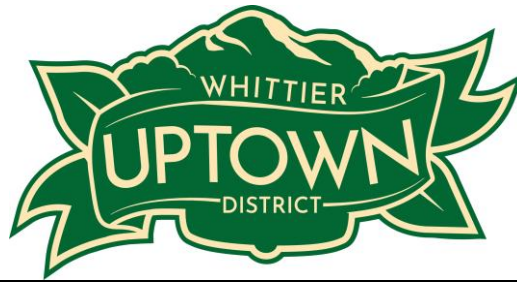
**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Call to Order</b>	Ricardo Diaz called the meeting to order at 9:05 a.m.	<b>1. No Action Taken</b>
<b>2. Roll Call</b>	Brent Haskell took roll call.	<b>2. No Action Taken</b>
<b>3. Public Comment</b>	Brent Haskell stated no emails received. Ricardo Diaz would like to move forward with in person meetings. Brent Haskell stated the executive order extended thru September 30 <sup>th</sup> . After September 30 <sup>th</sup> in person meetings will not be a choice, unless extended. Ricardo questions each Committee member's preference. Brent stated the meeting location will need to be documented for the meeting Agenda. Ricardo and Brent to discuss prior to posting the Agenda for the August meeting.	<b>3. No Action Taken</b>

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



<p><b>4. DISI Membership – Committee Chair / Vice-Chair to Add / Remove Members If Necessary</b></p>		<p><b>4. Tabled</b></p>
<p><b>5. Approval of the June 4, 2021 DISI Committee Meeting Minutes</b></p>	<p>Clarification made as follows:</p>	<p><b>5. Ricardo Diaz Motioned to Approve the June 4, 2021 DISI Meeting Minutes. Shane Cadman 2<sup>nd</sup>. Brent Haskell Took Roll Call. One abstained. All other in Favor. Motion Passes.</b></p>
<p><b>6. Discuss and Approve Fall Banner Designs</b></p>	<p>Banner designs discussed. The time frame for the current summer banners is to be up June thru August 31<sup>st</sup>. The set of banners the Committee are to decide on are the Fall banners which are to be up September through November, and the holiday set is November 15<sup>th</sup> through January 31<sup>st</sup>. Ricardo Diaz is storing the banners at his location. The Día De Muertos banners were presented in consideration of Whittier events. In consideration of being part of a bigger entity, Board blessing is needed to install. Committee members discussed individually. Resolution – With the intention of not getting too culturally specific, staying seasonal, and avoiding controversy Día De Muertos banners will not be considered.</p>	<p><b>6. Ricardo Diaz Motioned for Four Banner Designs. The First Set of Leaves with the Yellow &amp; Orange Bottom. The Third Set of Leaves with the Red &amp; Green Text. Melinda Pina 2<sup>nd</sup>. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</b></p>
<p><b>7. UWIA Polo Shirts Update – Invoice Approved and Check</b></p>	<p>Informational purposes only.</p>	<p><b>7. No Action Taken</b></p>



<p><b>Sent to ACRO Printing</b></p>		
<p><b>8. Discuss / Propose Magazine / Guide for the Uptown District</b></p>	<p>Ricardo Diaz stated he was at an event and Edible magazine dropped off 40 magazines and within 30 minutes half were gone. Good social media presence and good to have something physical. Understand it is not a low-cost endeavor, it's a big project, and looking for UWIA exposure. Thought process to be printed two times a years. Looking at advertisers, property developers, potential sales force, articles, or editor at large. Ginny Ball would be a good contributor. Coupons could be used as a tracking purpose. Make it a digital interaction version. Closing with it is a cool idea, big undertaking, and a digital version may be better. Next meeting to have further discussion with Ana Lilia Barraza.</p>	<p><b>8. No Action Taken</b></p>
<p><b>9. Other Committee Items</b></p>		<p><b>9. No Action Taken</b></p>
<p><b>10. Next DISI Meeting</b></p>	<p>The next regular scheduled meeting will be on Friday, August 6, 2021 at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602 or possibly telephonically.</p>	<p><b>10. No Action Taken</b></p>
<p><b>11. Adjournment</b></p>	<p>The meeting was adjourned at 9:53 a.m.</p>	<p><b>11. No Action Taken</b></p>

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