



Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, July 10, 2020, 9:00 a.m.

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

Absent: Jim Dunkelman (Whittier College)

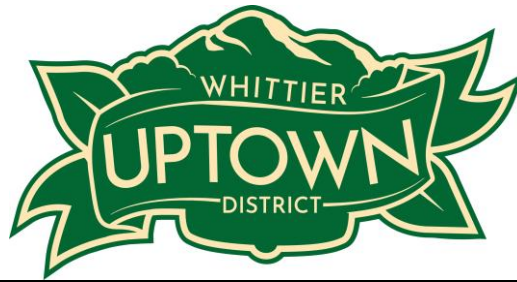
Guests: Nick Cervantes

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

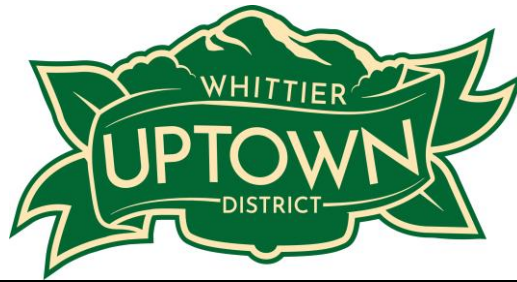
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	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 no Public Comment.	3. No Action Taken
4. DISI Membership – Committee Chair to Add / Remove Members If Necessary		4. No Action Taken
5. Discuss Advertising the Greenleaf Promenade on a	Ricardo Diaz worked with Nick Cervantes, with Clear Channel Outdoor. Discounted pricing sent during the meeting. Billboard locations were discussed on the 605 & 405	5. Ricardo Diaz Motioned for Billboard Advertisement:

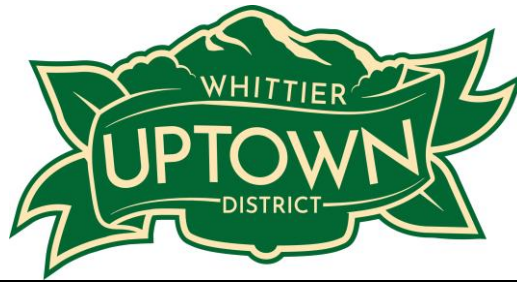
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



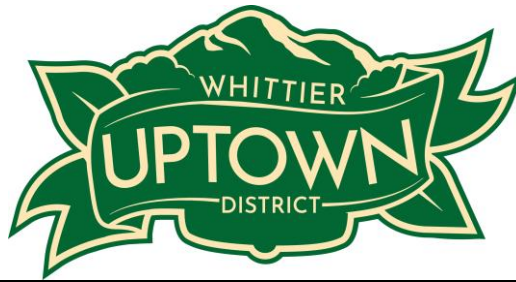
<p>Billboard, Clear Channel Pricing and Availability are Attached, if Committee can Agree on Content and Location, then the Committee will Vote to Approve.</p>	<p>interchange, on Whittier Blvd. and Strub Ave., and on the 60 freeway. Greenleaf Promenade advertising discussed. Ben Pongetti asked about timing? With Covid-19 numbers up and the ordinance reverting back takeout still gives attention to the area. Nick stated he can push back as needed. Currently: 60 limited to five-week availability, 605 available 7/27 to 10/18. Ricardo stated 60 start date 8/24, 605 start date 7/27 with discussion to push back to 8/3. Ricardo stated push alfresco in October then get into the holidays and wants to get things going. With infection rates up and death rates down. Adapting as we can. Need to try advertising and opened the floor for Committee discussion. Andrew Yañez agrees. Keep message generic and likes the banners. Nick stated the production is 1 – 2 weeks. Clear Channel also has a graphic team free of charge and can switch out messaging. Start the 605 for 7/27 and Andrew takes the lead 20 x 60 giant billboard and great read. Bigger than standard. Edna Becerra has templates for billboards. Reasonable and affectively spent. Andrew wants to vote and Ana Lilia agrees. Ricardo wants to approve the bill estimate. Andrew to design and lead the banner program. Ben wants clarification. Advertisement on the Promenade or uptown. Andrew stated the billboard generic for uptown. Heavily invested online on the Promenade. Larger brand offline better for smaller companies.</p>	<p>12 weeks at 605 starting date 7/27; and 8 weeks at Whittier Blvd & Strub Ave starting date 8/3; and 4 weeks at 405 starting date 8/24 at the Cost of \$19,000.00 For the Three Locations Plus \$2,500.00 Production Costs. Ana Lilia Barraza 2nd. Brent Haskell took Roll Call. None opposed. No Further Discussion. Nick Cervantes, Andrew Yañez, and Edna Becerra to Work Together.</p>
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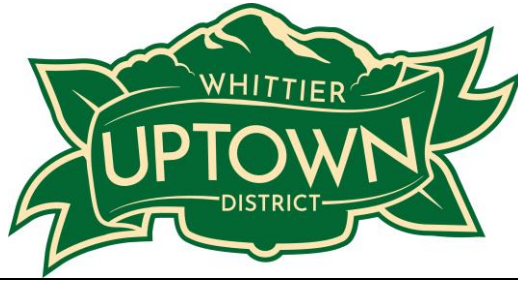
<p>6. Approval of the June 5, 2020 Meeting Minutes</p>	<p>Corrections need to be made as follows:</p>	<p>6. Ricardo Diaz Motioned to Approve the June 5, 2020 DISI Meeting Minutes. Andrew Yañez 2nd. Brent Haskell Took Roll Call. None Opposed. No Further Discussion. Motion Approved.</p>
<p>7. Approval of the June 12, 2020 Special Meeting Minutes</p>	<p>Corrections need to be made as follows:</p>	<p>7. Ricardo Diaz motioned to Approve the June 12, 2020 DISI Special Meeting Minutes. Melinda Pina 2nd. Brent Haskell Took Roll Call. None Opposed. No Further Discussion. Motion Approved.</p>
<p>8. Banner Update</p>	<p>Edna Becerra provided twenty different sample banners at the meeting. What doesn't work will switch up and dropped the shadows as discussed. Edna asked if the City is to take the lead and the Uptown Association to hang the banners or a vendor. Ana Lilia Barraza stated vendor quotes received and WUA approval not needed. Ana Lilia does not know about the city. Ben Pongetti will look into Public Works specs, mechanical equipment, banner size, and will brief the City's committee. Andrew Yañez recalled the cost included installation of \$240.00 for each banner with material and labor. Ben stated the city has an installation charge. Size requirement, to be double hung, and will communicate with Public Works on</p>	<p>8. Edna Becerra to Rework the Banner Pictures and put in the Landmark Shots. Ana Lilia Barraza to get with the City on Installation Details.</p>



	<p>brackets. WUA has Greenleaf Avenue and UWIA has Philadelphia. Ricardo stated Ana Lilia is the lead on the banners. Melinda Pina asked the Committee to be social conscience about Covid-19 on the advertising. Melinda does not want the UWIA to be setup for criticism and wants to replace some banners with architectural landmark shots. Andrew agrees.</p>	
<p>9. Discuss Umbrellas and Bases Purchased for the Greenleaf Promenade</p>	<p>Melinda Pina stated the umbrellas are here on Ricardo Diaz’ patios. People are loving the umbrellas. Emails received on requests. A list is compiled for delivery and waiver to sign. Requested Brent Haskell to create an excel spreadsheet for tracking of the umbrellas and the 50 lb base. The umbrellas are a classy look – beige color with green logo. Fifteen umbrellas to be delivered as of today by 4:00 p.m. If there are any further questions ask Melinda for the process. Ricardo is to deliver and to stay within the boundaries.</p>	<p>9. No Action Taken</p>
<p>10. Other Committee Items</p>	<p>Melinda Pina asked the Committee to consider large potted plants in continuing the beautification process. Ricardo Diaz wants to extend outside of Greenleaf.</p> <p>Kristin Wiberg stated her and Edna Becerra are working on a newsletter with the first publication out later this month. Ricardo Diaz stated mockups received. Melinda asked about costs. Ricardo stated Board approved. Brent Haskell confirmed postage expense and lined budget item. Melinda asked if the Board is to approve</p>	<p>10. No Action Taken</p> <p>No Action Taken</p>



	<p>the content. Brent replied he does not believe so, sample approved. Edna stated the newsletter is a four panel with a letter from the President and Committee summaries. Editorial process ready for review. Ricardo stated goes to the Board and sent out before the quarter deadline. Kristin asked if the newsletter can be added to the DISI Special Meeting and go out with the election ballots. The newsletter was sent out to the Committee members during the meeting. Brent stated per the President, only one agenda item. Melinda wants to review the newsletter too.</p> <p>Andrew Yañez stated the Facebook protest expected to be solved in 6 – 8 weeks. Other brands are non-competing for online branding. There is a small window of opportunity. Implored Greenleaf Promenade advertising to assist foot traffic to help businesses. Edna Becerra wants to start social media on the banners. \$100.00 gets 30-mile radius. Brent Haskell reviewed the Brown Act compliance.</p>	<p>Brent Haskell asked the Committee if Willing to Add Spending on Social Media to the Agenda by Roll Call Vote. Yes = 4 No = 0 Excused = 1 Abstain = 0 Added as Agenda Item 11.</p>
<p>11. Discuss Social Media Spending for an Eight Week Period</p>	<p>Andrew Yañez asked about the social media budget. Edna Becerra stated there is no spending. There is now a tagline, imagery, costs depending call to action or tax at hand. Ben Pongetti asked about the vendor in San Diego. Edna took it over. Brent Haskell stated increase advertising. Edna stated \$500.00. Andrew stated a little too low. Billboards and Social Media budget discussed. Andrew stated start at \$1,000.00 directly on the Promenade.</p>	<p>11. Andrew Yañez Motioned to Approve \$1,000.00 a Month for Eight Weeks on Social Media Greenleaf Promenade Advertising. Melinda Pina 2nd. Brent Haskell Took Roll Call. Non opposed. No Further</p>



	Edna added when it becomes fatigued will rotate and start off big.	Discussion. Motion Approved.
12. Next DISI Meeting	The next regular scheduled meeting will be on Friday, August 7, 2020 at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.	12. No Action Taken
13. Adjournment	The meeting was adjourned at 10:16 a.m.	13. No Action Taken

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