



**Uptown Whittier Improvement Association
 District Identity and Streetscape Improvements (DISI) Committee
 GM Properties
 13305 Penn Street, Suite 200, Whittier, CA 90602
 Friday, July 12, 2019, 9:30 a.m.**

Present: Ricardo Diaz (Committee Chair), Ana Lilia Barraza, Kristin Wiberg, Conal McNamara, and Andrew Yanez

Absent: Irene McCallister, Melinda Pina, Christine Singer-Luna, Nick Teel,

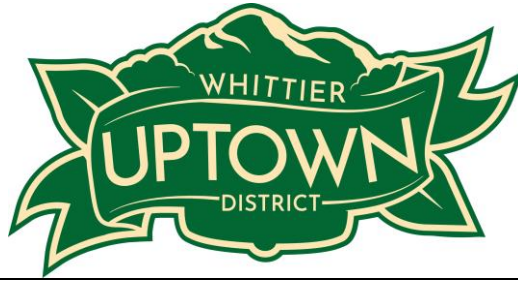
Guests:

Consultant: Brent Haskell and Stephanie Shamp – GM Properties

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Ricardo Diaz called the meeting to order at 9:36am	No Action Taken
2. Introduction of guests and announcements		No Action Taken
3. Public Comment		No Action Taken
4. Approval of the April 5, 2019 Meeting Minutes		Conal McNamara motioned to approve the April 5, 2019 minutes Ricardo Diaz 2nd. All in favor. None Opposed. Motion passed.
5. Approval of the June 7, 2019 Meeting Minutes		Conal McNamara motioned to approve the June 7, 2019

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



		minutes Ricardo Diaz 2 nd . All in favor. None Opposed. Motion passed.
6. Website Task Force	Ricardo Diaz went through the following items.	
a. Review	a. Edna Becerra’s report on the social media overview was reviewed and discussed on the top posts, insights, and upcoming content. UWIA should not just be focusing on the younger generation. The older generation should be taken into consideration as they have the time to be a part of an organization and have the money.	a. No Action Taken.
b. Confirm members	b. Ricard Diaz stated he has had 4 or 5 meetings with Ross Gile and Edna Becerra. Irene McCallister and Andrew Yanez attended a meeting. The Members are to confirm staying and continue working on gathering information for Edna. Ricardo is still seeking Committee Members. Kristin Wiberg questioned if the Committee wants to discuss reaching out and getting members. Ricardo updated Kristin on Board meeting status. Ricardo stated he is open to getting three members for DISI. Brent Haskell debriefed the DISI Committee on the requirements – Six months requirement for a Committee Member to be eligible for the Board. The Nomination Committee meeting is next week, Thursday, July 18 th . Brent does not foresee protocol changes.	b. Current Website Task Force Members are Ricard Diaz, Andrew Yanez, Irene McCallister, and Christine Singer-Luna. Tim Traeger and Don Lomont resigned.



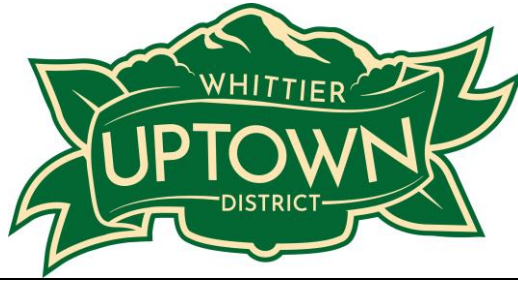
<p>c. Assign information gathering needed for content manager</p>	<p>c. Ana Lilia Barraza discussed organic and paid posts then went into property owner representation. Finding out what owner’s like or want and move forward with it. Andrew Yanez stated update video with animation and texts in terms of focusing on property owner. Further discussion on a community page versus owner page – Determine and focus. Video of putting up the twinkle lights, parklets setup, Ambassadors petting dogs, etc. Edna Becerra wants to attend a DISI meeting or Task Force Committee meeting that covers all bases. Kristin Wiberg is in agreement with Andrew Yanez but is not sure if UWIA is ready yet or if the survey is sufficient. Brent Haskell stated the Board discussed the Sidewalk Survey, that is driven by Aleco, was sent back to the Sidewalk Committee. Further discussion on DISI connecting with the Sidewalk Committee to add more survey questions before it is brought back to the Board. There was further discussion on the study abilities and capabilities. Andrew stated Frank Perez attended the July 11, 2019 Board Meeting and Frank stated he has a survey business and willing to do the survey in good faith and wants to promote other services. Discussion of interest and Andrew to provide Ricardo a business card of Frank’s. Brent Haskell provided the Aleco survey questions to the DISI Committee and debriefed status of the questions. Further survey discussion.</p>	<p>c. Ricardo Diaz to attend the July 26, 2019 Sidewalk Committee meeting and email Stephen Ortiz on the Aleco survey.</p>
<p>7. Billboard content / idea discussion</p>	<p>Ricardo Diaz thinks the prime locations for the billboards will be over the hill at Hacienda Heights, on the 605 freeway at</p>	<p>The DISI Committee to come to the next meeting with ideas on</p>



	<p>Whittier Boulevard or Beverly Boulevard and on the 60 freeway. Ricardo would like for the DISI Committee to present to the Board and the committee members to come to the next meeting with ideas on what to put on the billboard. Kristin stated impression ideas. Ricardo stated for two billboards. Andrew provided tips – the billboards are looked at for 3 to 4 seconds. Andrew recommends the logo with a faint picture, or the logo with typography next to it. Ana Lilia Barraza asked if UWIA has a tag line. Ana Lilia stated the theme and message should reflect the website and social media. The billboard should not look like it's on its own. Ricardo stated he wants the billboard to be the medium, not the message. Edna Becerra might be the person to reach out to and this should be able to convert from the billboard to the trash cans. Andrew stated an advertising budget needs to be established. Brent Haskell stated the committee needs to propose a budget based upon the parameters of the set percentage and the existing expenses. It should be done in August and presented in September to the Board for the annual budget review.</p> <p>Kiosk discussion and possibly working with UWA. Budget, expenses, funds, reserves, and percentages were discussed. Kristin liked the idea better to create the app or electronically. Research needs to be done. Conal McNamara discussed a possible branding program with UWIA, kiosk, benches, and seasonal displays. There is</p>	<p>what to put on two billboards to present to the Board of Directors.</p>
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	<p>an encroachment process and possibly an agreement between UWIA and the city. Further discussion on where, how big, revenue prospects, and UWIA initiating the process. Kristin stated she liked the idea UWIA in control but questioned why. Conal stated branding uptown and owned by UWIA started with the owner-based organization. Conal stated he like the billboard and kiosk idea. Andrew stated work in phases – Billboards, kiosks, benches, etc. Ana Lilia stated there needs to be a guideline. Kristin stated UWIA needs to do a plan and begin with a survey. Andrew stated the next meeting DISI Committee discuss budget and what is expected to be advertised for the year and do it.</p>	
<p>8. Campus Outreach Update</p>	<p>Ana Lilia stated she is working on Whittier and Rio Hondo. Banners/adds \$500.00. Register and have a table during their orientation with cards or QR codes that include discounts or freebies. Another option would be to have discounts with coffee shops or Boba to make it a lot more student orientated.</p>	<p>No Action Taken</p>
<p>9. Banner Program Initiative</p>	<p>Ricardo Diaz went through the following items.</p>	
<p>a. Whittier Blvd. corridor</p> <p>b. Philadelphia St. corridor</p> <p>c. Painter Ave corridor</p>		<p>a. – c. No Action Taken</p>



10. Other Committee Items	Ricardo Diaz is the liaison for Edna Becerra. Andrew Yanez stated a work or to do action list should be provided to Edna by way of a priority list on marketing and by every single committee.	10. Ricardo Diaz will work and discuss an action list with Edna Becerra.
11. Next DISI Meeting	The next regular scheduled meeting will be on Friday, August 2, 2019 at 9:30am at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.	11. No Action Taken
12. Adjournment	The meeting was adjourned at 10:44am	12. No Action Taken

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