



**Uptown Whittier Improvement Association**  
**District Identity and Streetscape Improvements (DISI) Committee**  
**GM Properties**  
**13305 Penn Street, Suite 200, Whittier, CA 90602**  
**Friday, August 7, 2020, 9:00 a.m.**  
**Teleconference**

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

**Absent:** Jim Dunkelman (Whittier College)

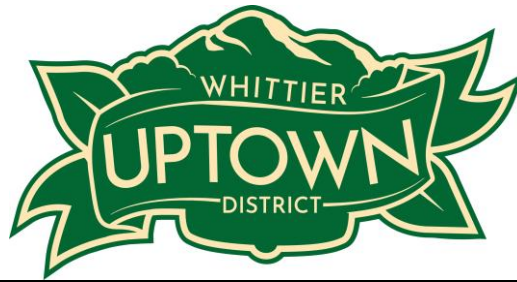
**Guests:** Ginny Ball

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

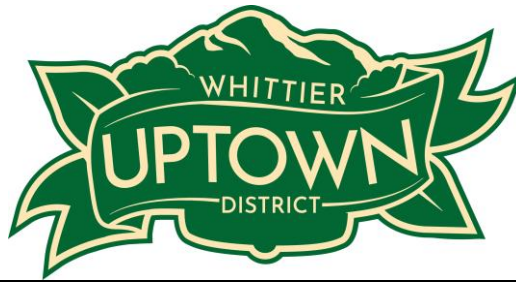
**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Call to Order</b>	Ricardo Diaz called the meeting to order at 9:03 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 read email, dated 7/21, from Robert Robles with Beacon Media News and email, dated 6/29, from Julie Ledesma with Greenleaf Guardian. Discussion of the advertising proposal will be added to the September agenda.	<b>3. No Action Taken</b>
<b>4. DISI Membership – Committee Chair to Add / Remove Members If Necessary</b>		<b>4. No Action Taken</b>

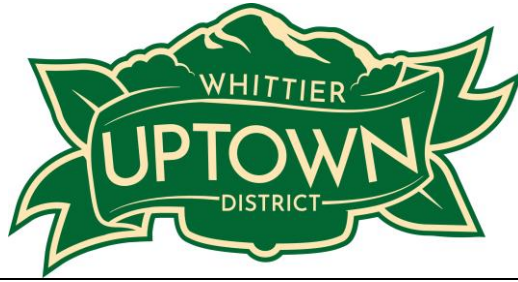
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



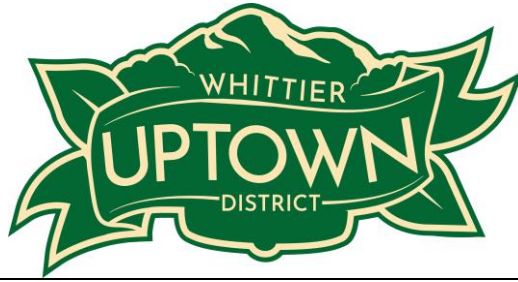
<p><b>5. Approval of the July 10, 2020 DISI Meeting Minutes</b></p>	<p>Corrections need to be made as follows:</p>	<p><b>5. Ricardo Diaz Motioned to Approve the July 10, 2020 DISI Meeting Minutes. Andrew Yañez 2<sup>nd</sup>. Brent Haskell Took Roll Call. No Further Discussion. Motion Passes.</b></p>
<p><b>6. Banner Update – Discuss Steps and Documents Needed to Get Banners Placed on the Light Poles along Philadelphia Street</b></p>	<p>Kristin Wiberg provided the UWIA Street Banner Project Information Sheet, as of 8/6. Kristin went thru the key points and obtained city requirements. Further discussion on using Whittier vendors, costs, request for waiver of city fees, and changing the banners twice annually to attract attention. Ben Pongetti stated the request to waive fees needs to be made at the Council Meeting. Request should be in writing from the UWIA. Discussion went into holiday banners to be put up for first install. To keep the banners non-holiday. Melinda Pina requested a timeline for the next banners for March 2021. November meeting review next banner arrangements and vote. Tagline stays. Edna Becerra to brainstorm and bring back to the DISI Committee. Ricardo Diaz wants to keep the Banner Update on the Agenda.</p>	<p><b>6. Edna Becerra and Kristin Wiberg to write a letter to the City Council to request waiver of fees and submit with the banner application. Melinda Pina to review letter prior to submittal.</b></p>
<p><b>7. Approve Banner Styles</b></p>	<p>Committee discussion on what banners to repeat and what banners not to repeat.</p>	<p><b>7. Ricardo Diaz Motioned to approve the banner styles and asked that Edna Becerra send the DISI Committee a Survey Monkey to decide which banners to</b></p>



		repeat. Melinda Pina 2 <sup>nd</sup> . All in favor. Motion Passes.
<b>8. Approve the Quarterly Report to the Property Owners to Present to the Board for Board Approval Before Mailing</b>	Edna Becerra stated no updated version from the last meeting. To work on October and need a process to continue with a meeting summary and quarterly report. Needs the go ahead to be printed on tabloid sheet and mailed self-contained. Included in the budget with blessing. Brent Haskell went over what the Board approved - quarterly mailings and the format. The Board to review the format content and DISI to ensure within budget. Melinda Pina wants to include verbiage for interested members to join. Funds from Public Relations or Member Relations. Andrew Yañez to attend the next Board meeting to discuss and present to the Board.	<b>8. Ricardo Diaz Motioned to Expand on the Existing DISI Approved Quarterly Report Content and Add Newsletter Content for Board Approval and Send Out Quarterly Upon DISI Committee Review. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</b>
<b>9. Discuss and Approve a Draft of the 2020 – 2021 DISI Committee Budget to be Presented to the Board for Review at their September 10<sup>th</sup> Meeting</b>	Discussion on not a lot of change in allocation of funds and what web site design funds are for. Will continue with the same format since consistent. Ricardo Diaz asked when the fiscal year ends. Brent Haskell replied November 30 <sup>th</sup> and the draft needs to be presented at the September meeting since the next DISI Meeting is moved back due to the Labor Day holiday. The Board to review the draft budget, make recommendations, and the DISI Committee to submit for final approval in the October Board meeting.  Accomplishments discussed: <ul style="list-style-type: none"> <li>• Coordinated and publicized owner mixer,</li> <li>• Initiated a banner program,</li> </ul>	<b>9. Ricardo Diaz Motioned to Present the Draft Budget to the Board with the listed Accomplishments and Goals. Melinda Pina 2<sup>nd</sup>. Brent Haskell Took Roll Call. All in Favor. Motion Passed.</b>



	<ul style="list-style-type: none"> <li>• Negotiated billboard contract,</li> <li>• Increased social media at various sites,</li> <li>• Purchased and loaned out umbrellas,</li> <li>• Worked with WUA and City to approve the promenade for outside dining and retail,</li> <li>• Created a marketing tagline – Meet Me in Uptown,</li> <li>• Created a quarterly newsletter</li> </ul> <p>Goals discussed:</p> <ul style="list-style-type: none"> <li>• Develop kiosks,</li> <li>• Seasonal banner program,</li> <li>• Continue Promenade development – Expand Bright &amp; Comstock and make inviting. Also expand lights &amp; corridors,</li> <li>• Continue the mixer with property owners,</li> <li>• Continue the billboard program,</li> <li>• Develop new strategies for member and community involvement</li> </ul>	
<p><b>10. Discuss Umbrellas and Bases Purchased for the Greenleaf Promenade (Distribution, Lists, Waivers, etc.)</b></p>	<p>Melinda Pina reviewed the UWIA umbrella user list. Need to get the waivers from businesses in line item #22 &amp; 23. Frank with WUA assisted with referrals. Lots of social media attention. Ricardo Diaz stated he is impressed the umbrellas and stands are of high quality. Melinda stated all are accounted for but one and the business owner in line item #3 has a broken umbrella that they broke because they most likely didn't install it correctly in the stand.</p>	<p><b>10. No Action Taken</b></p>
<p><b>11. Other Committee Items</b></p>		<p><b>11. No Action Taken</b></p>



<b>12. Next DISI Meeting</b>	The next regular scheduled meeting will be on Friday, September 11, 2020 at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.	<b>12. No Action Taken</b>
<b>13. Adjournment</b>	The meeting was adjourned at 10:49 a.m.	<b>13. No Action Taken</b>

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