



**Uptown Whittier Improvement Association**  
**District Identity and Streetscape Improvements (DISI) Committee**  
**GM Properties**  
**13305 Penn Street, Suite 200, Whittier, CA 90602**  
**Friday, September 6, 2019, 9:30 a.m.**

**Present:** Ricardo Diaz (Committee Chair), Ana Lilia Barraza, Kristin Wiberg, and Melinda Pina (President)

**Absent:** Irene McCallister, Conal McNamara, Christine Singer-Luna, and Andrew Yanez

**Guests:**

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

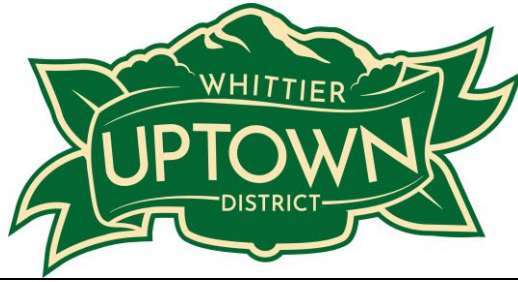
**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Ricardo Diaz called the meeting to order at 9:32am	<b>No Action Taken</b>
<b>2. Introduction of guests and announcements</b>		<b>No Action Taken</b>
<b>3. Public Comment</b>		<b>No Action Taken</b>
<b>4. Approval of the July 12, 2019 Meeting Minutes</b>	<p>No quorum to approve the minutes.</p> <p>Corrections need to be made as follows:</p> <p>6.c. Strike out – UWIA has an attorney, now convert to stuff.</p> <p>6.c. Correct – Edna Becerra wants to attend a DISI meeting or Task Force Committee meeting that covers all bases.</p>	<b>Approval of the July 12, 2019 Meeting Minutes tabled to the next scheduled meeting.</b>

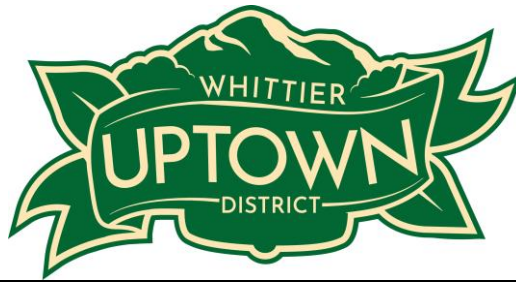
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



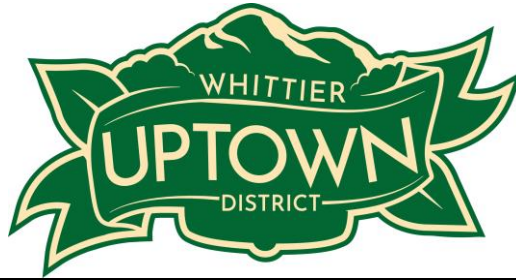
<p><b>5. Committee to appoint a Vice Chair in order to conduct meetings in the absence of the Chair.</b></p>	<p>No quorum to appoint a Vice Chair.</p> <p>Melinda Pina asked Ricardo Diaz if he plans to stay on as Chair. Ricardo stated yes.</p>	<p><b>Committee to appoint a Vice Chair in order to conduct meetings in the absence of the Chair tabled to the next scheduled meeting.</b></p>
<p><b>6. Discuss the progress report and 2019 – 2020 DISI Committee budget</b></p>	<p>Brent Haskell stated the Board meeting is scheduled October 10<sup>th</sup>. City compliance is October 15<sup>th</sup>. DISI needs to approve and finalize by the October 10<sup>th</sup> meeting since DISI is to help with a portion of the full budget and take back as a homework assignment the Progress Report and reflect. Kirstin Wiberg asked UWIA did not spend \$198,604.00 of the budget allocated to DISI in 2018. Brent stated \$35,950.00 is the carryover from last year. Ricardo Diaz stated \$4,800.00 was Olive, which is removed + \$14,600.00 = \$19,400.00. \$464,727.00 + \$19,400.00 = \$484,127.00 is the rough number. DISI is 35% for the 2019 Budget. The surplus is \$6,300.00 Brent stated the Fiscal Year is November 30<sup>th</sup>. Ricardo stated he would like to list the Progress Report first. Mission items on the Management District Plan discussed. Kristin and Ricardo agreed to keep these items and allocate others. Line item allocations and classifications further discussed for the committee, including fixed costs:  Administration – No Change - \$4,800.00  Content Mgt. – \$25,200.00  Public Relations/Social Media - \$6,000.00 for advertisement  Website Maint. – Ross Gile - \$2,400.00</p>	<p><b>Approval of the progress report and 2019 – 2020 DISI Committee Budget tabled to the next scheduled Meeting.</b></p> <p><b>Internship Release Forms needed and tabled.</b></p>



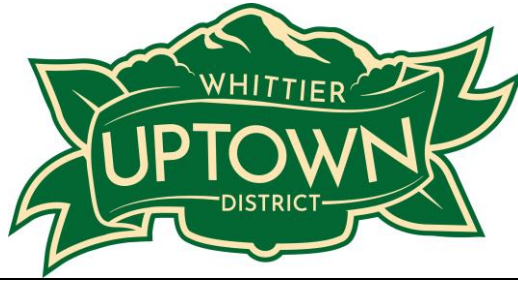
	<p>Edna recommends adding just in case. Ana Lilia Barraza asked if DISI should add an advertisement line item. Ricardo agreed, add Advertising line item. Memberships / Chamber - \$125.00 Brent stated the Chamber membership is a once a year \$125.00 fee. Melinda Pina stated she believes it is based on a percentage. Ricardo asked if the committee wants to keep Logo / Branding open. Melinda stated Sidewalk and DISI budgeting should be split/shared on this line item. Also, no overlap with WUA so discussion with Frank Medina is necessary. Ana Lilia asked if WUA controls the banners. Melinda stated they were originally but nothing has been established. Need to talk more with Mark St. Julien since he went to the WUA Annual Meeting. Logo was discussed and Melinda stated a draft was created by Andrew Yanez with Mina De La Cerda and Gabriella De La Cerda-Lim sisters. Ricardo asked for numbers. No response. Kristin asked about the survey. Brent stated it is on hold at this time. The survey was done by Aleco and it's on Aleco to handle it. Melinda stated she is not comfortable with a vendor creating a survey. Stephen Ortiz and Ricardo Diaz are to discuss items not survey. Brent stated the survey is geared towards business owners, not property owners. Melinda stated Ross Gile discussed putting the survey on the website. Ana Lilia Barraza stated the survey should not be on the website but online on a separate link. Ana asked how many property owners. Brent stated 143</p>	
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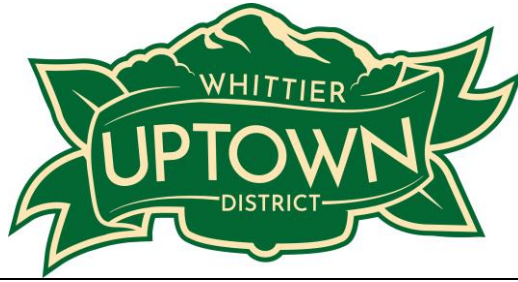
	<p>and 210 parcels and UWIA has a little over half the emails. Kristin stated the committee doesn't have the time. Melinda stated Member Relations line item.</p> <p>Banner Program change to Advertising. Logo / Branding - \$10,000.00</p> <p>Website Design change to Website Development. Separate from Website Maintenance. Kristin asked where are we at on the map of the district. Ana Lilia stated not working on it at this time. Ross Gile services were discussed, Website Development - \$3,000.00 and Correct Web Site Maintenance - \$2,400.00 + \$6,300.00 = \$8,700.00</p> <p>Kristin asked if the Website Development and the Website Maintenance should be two separate line items. Brent stated yes. Member Relations &amp; Special Events line items. Melinda stated she likes the public relations line item and would like to continue or be a part of it - Not organizing but sponsoring. Ricard stated DISI is trying to get other business owners involved. Ana Lilia agrees and stated she is confused on the mission. Melinda stated what UWIA needs is help and involvement at this time.</p> <p>Special Events - \$10,000.00  Survey / Member Relations - \$15,000.00  Unassigned - \$40,000.00</p> <p>Melinda stated awnings with logos. She would like to see it in both budgets and uniformed awnings with the UWIA logo along with WUA placement &amp; logo. Edna asked who does UWIA go to, to get the authorization. Melinda stated the city is</p>	
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	<p>on board and waiting on UWIA to start. Create awning program and push it. UWIA to pay half. Melinda offered an awning contact and the vendor also installs window film. Budget and logo branding. Stick with it and barrel thru. Kristin asked about the kiosk. Melinda stated the kiosk was incorporated into the Street Scape plan.</p> <p>Adjust Content Management to \$27,000.00.</p> <p>Adjust Content Management again to \$6,300.00 + \$1,800.00 = \$8,100.00</p> <p>Adjust Special Events to \$15,000.00</p> <p>Adjust Unassigned to \$36,000.00</p> <p>Adjust Unassigned again to \$34,000.00</p> <p>Adjust Advertising to \$50,000.00</p> <p>Adjust Public Relations / Social Media to \$10,000.00 + \$12,600.00 = \$22,600.00</p> <p>RECAP:</p> <p>Administration = \$ 4,800.00</p> <p>Advertising = \$50,000.00</p> <p>Logo / Branding = \$10,000.00</p> <p>Memberships = \$ 125.00</p> <p>Public Relations/ Social Media = \$22,600.00</p> <p>Content Mgt. = \$ 8,100.00</p> <p>Special Events = \$15,000.00</p> <p>Website Dev. = \$ 3,000.00 (New Item)</p> <p>Website Maint. = \$ 8,700.00</p> <p>Member Relations = \$15,000.00 (New Item)</p> <p><u>Unassigned</u> = \$34,000.00</p> <p>Total = \$171,325</p>	
	<p>Progress Report discussed.</p>	



	<p>DISI hired Content Manager Started the campus outreach program but WUA started a student outreach with student discounts so UWIA needs to look at a different direction. Ricardo would like to see booths at orientation and an internship program. Ana Lilia stated parents are not at orientation. There is an app called SnapTown that can be helpful to UWIA. Adds in the student newspaper and at Rio Hondo Career Center. Guidance on student Release Forms needed. Ana Lilia asked who to contact. Ricard stated on the Board level. Table this item.</p>	
<p><b>7. Content Management</b></p>	<p>Ricardo Diaz went through the following items.</p>	
<p><b>a. Placing a watermark on the Agenda when a meeting is cancelled</b></p> <p><b>b. Creating separate pages for current vs. past Agendas and Minutes</b></p> <p><b>c. Determining best way to forward and post minutes to the website</b></p>	<p>c. Edna Becerra stated currently the minutes, photos, etc. are on her hard drive. Edna would like a UWIA hard drive or cloud service. Costs and differences between the two discussed. \$1,200.00 per year added into the budget. The cost for both the hard drive and cloud service \$1,300.00 for the first year.</p>	<p><b>a. Edna Becerra will work on the watermark with Ross Gile</b></p> <p><b>b. Agendas and Minutes are to remain in order</b></p> <p><b>c. Brent Haskell will forward the minutes.</b></p>



<p><b>d. Determining best way to post content from other Committees</b></p> <p><b>e. Other</b></p>		<p><b>d. Determining best way to post content from other Committees Tabled.</b></p> <p><b>e. No Action Taken</b></p>
<p><b>8. Other Committee Items</b></p>		<p><b>8. No Action Taken</b></p>
<p><b>11. Next DISI Meeting</b></p>	<p>The next regular scheduled meeting will be on Friday, October 4, 2019 at 9:30am at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.</p>	<p><b>11. No Action Taken</b></p>
<p><b>12. Adjournment</b></p>	<p>The meeting was adjourned at 11:02am</p>	<p><b>12. No Action Taken</b></p>

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