

Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, September 10, 2021, 9:00 a.m.

Present: Andrew Yañez (Committee Chair), Shane Cadman, Melinda Pina, and Ben Pongetti

Absent: Ana Lilia Barraza

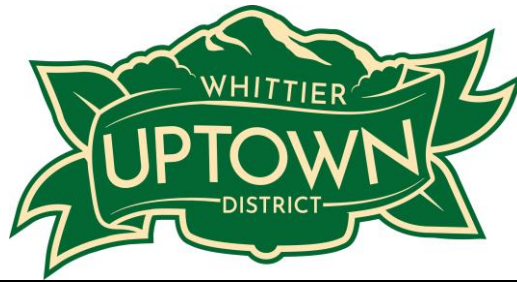
Guests: Milt Pate

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

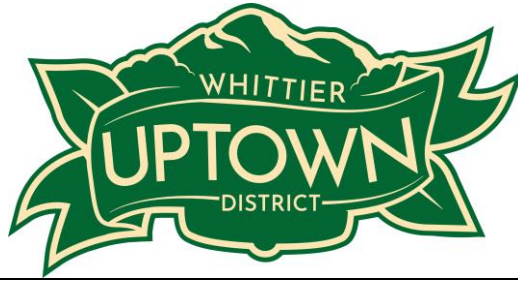
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Yañez called the meeting to order at 9:01 a.m.	1. No Action Taken
2. Roll Call	Brent Haskell took roll call.	2. No Action Taken
3. Public Comment	Brent Haskell stated no emails received for Public Comment. Brent also stated at the Annual Board Meeting on September 9 th Ricardo Diaz stepped down and Andrew Yañez was voted in as Chair.	3. No Action Taken
4. Approval of the August 6, 2021 DISI Committee Meeting Minutes	Clarification made as follows:	4. Shane Cadman Moved to Approve the August 6, 2021 DISI Meeting Minutes. Andrew Yañez 2nd. Brent Haskell Took Roll

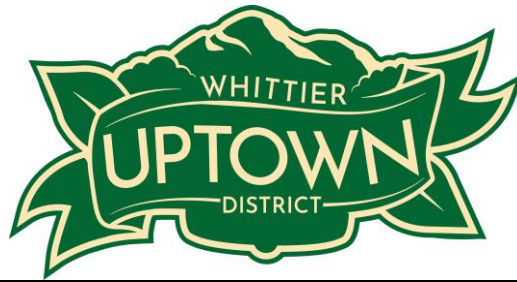
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



		<p>Call. All in Favor. Motion Passed.</p>
<p>5. Discuss Progress Report and Establish the 2021 – 2022 DISI Committee Budget to be Presented to the UWIA Board for their Approval.</p>	<p>Brent Haskell stated the accomplishments and goals from last year are attached to the progress report. The fiscal year is between December 1, 2021 and November 30, 2022. Andrew Yañez questioned the approved \$500.00 monthly spending of the social media. Surplus retained and wants to focus on social media with the attention on the Greenleaf Promenade. Andrew opened the floor for Committee opinions on signage. Melinda wants to see skateboarding and loud exhaust signage clearly marked in the uptown area and no alley parking. Signage can come out of Logo and Branding. Andrew questioned city requirements. Ben Bongetti likes the efforts but recommends to hold back until the permanence of the Promenade to have a more comprehensive understanding with the Committee and to work with the City. Andrew liked the idea of revisiting billboards. Ben stated to be cautious when the money sits too long. It can become an issue. Andrew wants to possibly pursue social media in Spanish. Shane and Melinda in agreement. Wants to look into video spots between 2 and 3 minutes and 30 to 60 seconds before year end and continue onto next year. Further discussion on vendors to reach out to. A UWIA credit card may be needed.</p> <p>DISI Accomplishments: ✓ Seasonal banners installed</p>	<p>5. Shane Cadman Moved to the Goals and DISI Accomplishments as Listed. Andrew Yañez 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passed.</p>



	<ul style="list-style-type: none"> ✓ Branding at the Greenleaf Promenade ✓ Continuing social media exposure and engagement ✓ Purchased and provided member polo shirts <p>DISI Goals:</p> <ul style="list-style-type: none"> ✓ Continue the created newsletter that is designed to be mailed out ✓ Continue to promote the Greenleaf Promenade ✓ Continue the social media & banner campaign ✓ Through social media create Coastal sidewalk cleaning and graffiti removal exposure ✓ Through social media create Ambassador exposure ✓ Continue to tie in “Meet Me in Uptown” with UWIA <p>Edna to provide updated quotes on the newsletters for the next meeting. Further discussion on issues about posting graffiti and dirty sidewalks, solving, and addressing the matters. For example, informing the owners UWIA assists in removing the graffiti and has a vendor do quarterly sidewalk cleaning. Andrew would like to come up with a fluff piece on Coastal and the Ambassadors with an Action Item on the Agenda to approve the campaign. Shane Cadman asked if the budget can be reallocated within the year. Brent Haskell stated yes with Board approval.</p>	
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6. Update on the Fall Banners	The fall banners are to be up in the next few days.	6. No Action Taken
7. Discuss Magazine / Guide for the Uptown District and Determine if the Idea / Concept Should be Presented to the Board for Further Discussion / Consideration Before Proceeding at the Committee Level	Ricardo Diaz and Ana Lilia Barraza were working on the magazine/guide project together. It is not known if Ana Lilia is working on the proposal.	7. Tabled
8. Other Committee Items		8. No Action Taken
9. Next DISI Meeting	The next regular scheduled meeting will be on Friday, October 1, 2021 at 9:00a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602 or possibly telephonically.	9. No Action Taken
10. Adjournment	The meeting was adjourned at 9:54 a.m.	10. No Action Taken

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