



Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, September 11, 2020, 9:00 a.m.

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

Absent: Jim Dunkelman and Melinda Pina

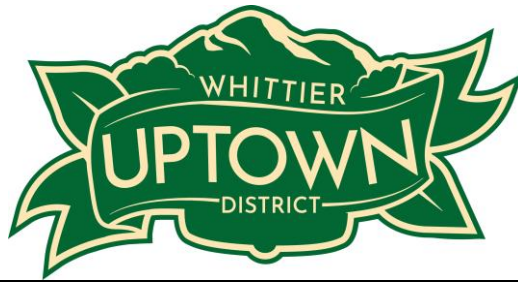
Guests: Milt Pate

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

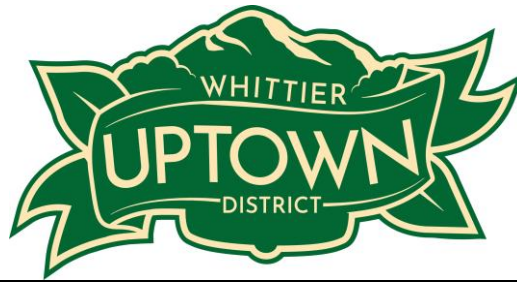
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Ricardo Diaz called the meeting to order at 9:04 a.m.	1. No Action Taken
2. Roll Call	Brent Haskell took roll call.	2. No Action Taken
3. Public Comment	Brent Haskell stated an email, dated 9/9, from Alison White with Lamar Advertising, Los Angeles representative, was received. Ricardo Diaz stated will discuss advertisement option with Agenda Item 10.	3. No Action Taken
4. DISI Membership – Committee Chair to Add / Remove Members If Necessary		4. Jim Dunkelman was removed from the committee because he has work commitments that do not allow him to participate. Jim D

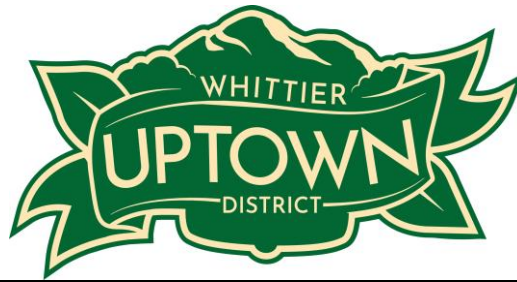
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



		<p>can ask to become a member at any time should his work schedule change. Ana Lilia Barraza, with Whittier College, is Already on the Committee.</p>
<p>5. Approval of the August 7, 2020 DISI Meeting Minutes</p>	<p>Corrections need to be made as follows:</p>	<p>5. Ana Lilia Barraza Motioned to Approve the August 7, 2020 DISI Meeting Minutes. Ben Pongetti 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</p>
<p>6. Discuss and Approve the 2020 – 2021 DISI Committee Budget / Progress Report to be Presented to the Board for Board Approval</p>	<p>Brent Haskell discussed the DISI Committee has the option to defer to the next scheduled meeting on 10/2 since the Board will have a meeting on 10/8. Ricardo Diaz stated DISI Committee is ready to move forward and opened the floor for questions and discussion. Brent H stated in a conversation he had with Frank Rinaldi, that Frank questioned the advertising metrics. Seeing more people from surrounding areas and non-Whittier residents. Edna Becerra stated the information was included in the last two months report, and provided a brief analysis. Increase on the Greenleaf Promenade from Google search. The Billboard will need a couple of months of analysis to determine effectiveness but might be leading traffic to the Website. There are not any more metrics. UWIA is</p>	<p>6. Ben Pongetti Motioned to approved the 2020 – 2021 DISI Committee Budget / Progress Report with the Added Goal to Continue to Monitor the Metrics for Online and Billboard Campaign. Ana Lilia Barraza 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</p>



	<p>not selling products or merchandise. Ricardo would like to add to the goals: Continue to monitor the metrics for online and billboard campaign.</p>	
<p>7. Approve Banner Styles to be Repeated</p>	<p>No Comments or questions. The survey was discussed. Kristin Wiberg stated all banners repeat twice. Discussing two banners repeating a third time. Will schedule in the future a second walk.</p>	<p>Ricardo Diaz Motioned to Repeat the Beer Banner and the Ice Cream Banner. Ana Lilia 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</p>
<p>8. Banner Update – Review Location Map, Discuss Banner Sizes, Banner Vendors, Installation Vendors and if in Agreement Approve Vendor(s) and Banners</p>	<p>Kristin Wiberg provided the UWIA Street Banner Project Information Sheet, as of 9/10. Kristin went thru the key points – questioned using a vendor or the city. Savings costs of two months with a vendor. Two vendor services are done from beginning to end and recommended The Card Master. Ricardo Diaz agreed and wants to work with a vendor previously used by the WUA and is familiar with Whittier and the requirements by the City. Ricardo likes that some brackets are already in place with adjusted costs for brackets already there. Ricardo also stated some lights cannot be done due to being historical and tree trimming.</p>	<p>8. Ricardo Motioned to Use The Card Master. Ana Lilia Barraza 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</p>
<p>9. Discuss and Approve the Content for the Quarterly Report to be Mailed to the Property Owners</p>	<p>Edna Becerra stated she wants to include a paragraph on the quarterly report to the property owners. Brent Haskell stated the DISI Committee does not need Board approval for content prior to sending. The Committee is to approve the content and Melinda Pina will review prior to the quarterly report going out. Ben Pongetti wants to include a billboard picture in the</p>	<p>9. Ricardo Diaz Motioned to Approve the Quarterly Report Format. Melinda Pina to Review and Approve the Content. Ben Pongetti 2nd. Brent Haskell Took Roll Call.</p>



	newsletter and a notice of the new parking structure coming soon – the 2 nd or 3 rd week of January. Ben will confirm date and forward onto Edna. Ricardo Diaz approved the format. Melinda Pina to approve content.	All in Favor. Motion Passes.
10. Discuss Advertising Options with the Greenleaf Guardian and Beacon Media News.	Ricardo Diaz stated not interested in something new with advertising at this time. Ricardo would like to focus on the kiosks for now. Ana Lilia Barraza agrees. No further discussion.	10. No Action Taken
11. Other Committee Items	Ricardo Diaz stated he is aware Ana Lilia Barraza, Enda Becerra and Kristin Wiberg are working hard to get things done. Thanked the Committee for their efforts and acknowledged they all work well together.	11. No Action Taken
12. Next DISI Meeting	The next regular scheduled meeting will be on Friday, October 2, 2020 at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602 or possibly telephonically.	12. No Action Taken
13. Adjournment	The meeting was adjourned at 9:51 a.m.	13. No Action Taken

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