



**Uptown Whittier Improvement Association
 District Identity and Streetscape Improvements (DISI) Committee
 GM Properties
 13305 Penn Street, Suite 200, Whittier, CA 90602
 Friday, October 1, 2021, 9:00 a.m.**

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

Absent: Ana Lilia Barraza

Guests: Stephen Ortiz

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

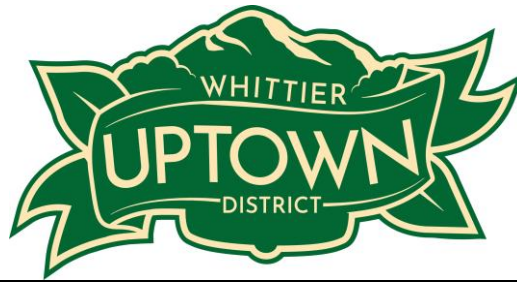
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Yañez called the meeting to order at 9:07 a.m.	1. No Action Taken
2. Roll Call / Introduction of Guests and Announcements	Brent Haskell announced Governor Gavin Newsom recently signed Assembly Bill AB361 to amend California’s open meeting law. It allows meetings to be held electronically if in a State of Emergency. City Council decided to move forward with AB361 every 30-days. UWIA will hold a special meeting regarding AB361 and the next Board meeting will be at the Community Center with a hybrid call in option.	2. No Action Taken
3. Public Comment	Brent Haskell stated no emails received for Public Comment.	3. No Action Taken

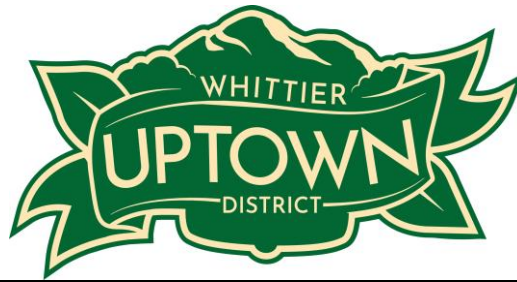
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



<p>4. Approval of the September 10, 2021 DISI Committee Meeting Minutes</p>	<p>Clarification made as follows:</p>	<p>4. Shane Cadman Moved to Approve the September 10, 2021 DISI Meeting Minutes. Ben Pongetti 2nd. All in Favor. Motion Passed.</p>
<p>5. Discuss and Approve the Winter Banners to be Used</p>	<p>Edna Becerra provided six sample winter banners with the sense of coziness and community warmth. Andrew Yañez and Melinda Pina liked the first set in light blue and pale red. Shane Cadman does not like the sweaters. Andrew likes the hearts but expressed some concerned about possible hand signs, wants a yellow background on the beanie banner, and a darker red background on the mugs banner. Nixing the sweater banner. In the future Andrew is to bring a laptop with Adobe to vote on.</p>	<p>5. Shane Cadman Motioned to Use the Five Sample Banners, Excluding the Sweater Banners, with the Background Color Changes. Melinda Pina 2nd. All in Favor. Motion Passes.</p>
<p>6. Discuss and Possibly Implement Advertising / PR Campaign for the District</p>	<p>Andrew Yañez reached out to a couple of vendors and only received a proposal from Hope Boat Productions. Andrew also looked into social media. Would like citizens to walk about Whittier. Melinda Pina agrees. Shane Cadman also agrees. Ben Pongetti asked about advertising placement. Andrew stated Instagram, Facebook, and YouTube. The purpose is to get the mom & pop value out there. Ben recommended to use the KTLA inserts from Katie Galvin-Surbatovic. Melinda Pina recommended to use the clips with David Ono and the blue mic segments. Andrew wants to include a media section in the UWIA website and when UWIA owns a segment, permission is not needed to post from owner of segments. Brent Haskell stated no need to do an RFP if</p>	<p>6. Tabled</p>



	<p>services / the agreement is not in excess of \$25k. Edna Becerra will reach out to the referral vendor. Shane expressed concerns with 30 second segments being too short. Andrew stated if there is no attention within 5 seconds then the viewer is done. Also looking to keep Whittier vendors for consideration if possible.</p>	
<p>7. Discuss and Possibly Approve Quotes for Production of the Newsletters to be Distributed to the Property Owners</p>	<p>Stephen Ortiz asked about content and how often it will go out. Andrew Yañez stated it has been established and to be mailed out quarterly and put on the website. Ben Pongetti stated in order to keep the lists as current as possible ask for current information, email and numbers, on each newsletter.</p>	<p>7. Tabled</p>
<p>8. Committee to Ask if there is a Volunteer to be the Vice Chair of the DISI Committee. If Someone Volunteers, then the Committee will Vote to Approve</p>		<p>8. Shane Cadman Volunteered and Voted in for Vice Chair.</p>
<p>9. 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</p>	<p>Andrew Yañez opened the floor for discussion. Melinda Pina feels it is a lofty expectation, not opposed, but feels this should be a group effort with the Chamber and WUA involvement. Stephen Ortiz suggests to have WUA in the DISI Committee and have the magazine/guide be self-paid thru advertisements. Shane Cadman agrees with Melinda and needs full buy-in and tracking with coupons. Andrew feels social media is key and the</p>	<p>9. Tabled</p>



	<p>emphasis is different from 20 to 50 years ago. Ben Pongetti stated with covid everyone has been trained to use QR codes. Ben recommends using the same concept for access or a link to an electronic magazine. Melinda would like to see a “click here” for coupons and discounts. Shane stated at the Ruth B. Shannon Center there are no more flyers. Staff was tired of throwing the flyers away. Impression hits can be viewed from QR codes. Andrew wants to test it out for a few months to see how it works. Andrew and Edna Becerra to work on a link tree action item for the next meeting.</p>	
<p>10. Discuss the Email Received from Kim Coronado of Soofa Digital Regarding Solar Powered Signs that Can Provide Information to the Public</p>	<p>On hold until the City Council’s Greenleaf Promenade permanency decision is made. GM to invite Kim Coronado to the next DISI meeting. Council extended the Promenade to February 1, 2022 and may extend further.</p>	<p>10. Tabled</p>
<p>11. Other Committee Items</p>		<p>11. No Action Taken</p>
<p>12. Next DISI Meeting</p>	<p>The next regular scheduled meeting will be on Friday, November 5, 2021 at 9:00a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602 or possibly telephonically.</p>	<p>12. No Action Taken</p>
<p>13. Adjournment</p>	<p>The meeting was adjourned at 9:58 a.m.</p>	<p>13. No Action Taken</p>

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