



**Uptown Whittier Improvement Association**  
**District Identity and Streetscape Improvements (DISI) Committee**  
**GM Properties**  
**13305 Penn Street, Suite 200, Whittier, CA 90602**  
**Friday, October 4, 2019, 9:30 a.m.**

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

**Absent:** Melinda Pina

**Guests:**

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

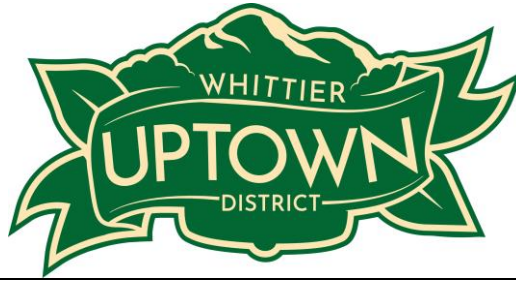
**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Ricardo Diaz called the meeting to order at 9:44 a.m.	<b>1.No Action Taken</b>
<b>2. Introduction of guests and announcements</b>		<b>2. Ricardo Diaz removed Irene McCallister, Conal McNamara / Ben Pongetti, Christine Singer-Luna and Andrew Yanez from the committee. Those that would like to continue to be a Committee Member would need to attend the next meeting and make the request to be reinstated.</b>

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



<p><b>3. Public Comment</b></p>		<p><b>3. No Action Taken</b></p>
<p><b>4. Approval of the July 12, 2019 DISI Meeting Minutes</b></p>	<p>Corrections need to be made as follows:          6.c. Strike out – UWIA has an attorney, now convert to stuff.          6.c. Correct – Edna Becerra wants to attend a DISI meeting or Task Force Committee meeting that covers all bases.</p>	<p><b>4. Ricardo Diaz motioned to approve the July 12, 2019 Meeting Minutes as corrected. Kristin Wiberg 2<sup>nd</sup>. All in favor. None opposed. Motion passed.</b></p>
<p><b>5. Approval of the September 6, 2019 DISI Meeting Minutes</b></p>		<p><b>5. Ricardo Diaz motioned to approve the September 6, 2019 Meeting Minutes. Kristin Wiberg 2<sup>nd</sup>. All in favor. None opposed. Motion passed.</b></p>
<p><b>6. Committee to appoint a Vice Chair in order to conduct meetings in the absence of the Chair.</b></p>		<p><b>6. Committee tabled to appoint a Vice Chair in order to conduct meetings in the absence of the Chair to the next scheduled meeting.</b></p>
<p><b>7. Approve the DISI Progress Report to be presented to the UWIA Board for their approval</b></p>	<p>Accomplishments – Discussion on concrete items.          Website Launch          Content Manager Hiring          Campus Outreach          Social Media Campaign / Audience Impression Growth          Buckle-up For Love – N/A previous year          Logo – N/A was previous year          Goals –</p>	<p><b>7. Ricardo Diaz moved to list the Accomplishments:</b></p> <ul style="list-style-type: none"> <li>• Website Launch</li> <li>• Hiring Content Mgr.</li> <li>• Campus Outreach</li> <li>• Social Media Campaign Audience Growth</li> </ul> <p><b>Ana Lilia Barraza 2<sup>nd</sup>. Motion Passed.</b></p>



	<p>Billboard Campaign, start 1/2020, cost \$2-10,000.00 Banner Program and work with WUA, UWIA Participation and Member Outreach. Further discussion on how to approach. Continue engagement with members and develop a marketing strategy. Ricardo Diaz to attend the Sidewalk meeting October 25<sup>th</sup> with Edna Becerra to discuss website content and a survey.</p>	<p><b>Ricardo Diaz motioned to approve the Goals as discussed. Ana Lilia Barraza 2<sup>nd</sup>. None opposed. Motion approved.</b></p>
<p><b>8. Approve the 2019 – 2020 DISI Committee budget to be presented to the UWIA Board for their approval</b></p>	<p>Ricardo Diaz would like to move \$30,000.00 from Unassigned to Banners.</p>	<p><b>8. Ricardo motioned to approve the 2019 – 2020 DISI Committee Budget:</b>  <b>Administration = \$ 4,800.00</b>  <b>Advertising = \$50,000.00</b>  <b>Logo / Branding = \$10,000.00</b>  <b>Memberships = \$ 125.00</b>  <b>Public Relations/ Social Media = \$22,600.00</b>  <b>Content Mgt. = \$ 8,100.00</b>  <b>Special Events = \$15,000.00 (New Item)</b>  <b>Website Dev. = \$ 3,000.00 (New Item)</b>  <b>Website Maint. = \$ 8,700.00</b>  <b>Member Relations = \$15,000.00 (New Item)</b>  <b>Banners = \$30,000.00</b></p>



		<p>Unassigned =  <u>\$ 4,000.00</u>  <b>Total</b>  <b>=\$171,325</b>  <b>Ana Lilia Barraza 2<sup>nd</sup>.</b>  <b>None opposed.</b>  <b>Approved.</b></p>
<b>9. Other Committee Items</b>	<p>Kristin Wiberg would like the committee members to update or summarize one another on the other UWIA meetings. Ricardo Diaz stated the minutes for each of the meetings are posted on the website for public viewing.</p> <p>Brent Haskell stated the DISI Committee should consider UWIA polo shirts for the Board Members and Committee Members.</p>	<p><b>9. No Action Taken</b></p> <p><b>No Action Taken</b></p>
<b>10. Next DISI Meeting</b>	<p>The next regular scheduled meeting will be on Friday, November 1, 2019 at 9:30am at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.</p>	<b>10. No Action Taken</b>
<b>11. Adjournment</b>	<p>The meeting was adjourned at 10:23 a.m.</p>	<b>11. No Action Taken</b>

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