



**Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties**

13305 Penn Street, Suite 200, Whittier, CA 90602

TELECONFERENCE MEETING

Friday, November 5, 2021, 9:00 a.m.

Present: Andrew Pina (Committee Chair), Ana Lilia Barraza, Melinda Pina, and Ben Pongetti

Absent: Shane Cadman (Vice-Chair)

Guests:

Consultant: Stephanie Shamp – GM Properties,

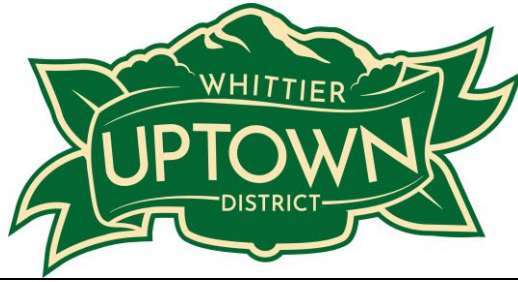
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Pina called the meeting to order at 9:02 a.m.	1. No Action Taken
2. Roll Call / Introduction of Guests and Announcements	Stephanie Shamp took Roll Call.	2. No Action Taken
3. Public Comment	Stephanie Shamp stated no emails were received for Public Comment.	3. No Action Taken
4. Approval of the October 1, 2021, DISI Committee Meeting Minutes	Clarification made as follows:	4. Melinda Pina Motioned to Approve the October 1, 2021, DISI Meeting Minutes. Ana Lilia Barraza 2nd. All in Favor. Motion Passes.

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



<p>5. Discuss Advertising / PR Possibilities if More Than One Proposal is Available for Review</p>	<p>Andrew Pina had exchanged emails with Brent Haskell and no additional estimates were received. Andrew asked if anyone had an estimate or knows of any company. Andrew did not want the one submitted to be the only option. The media budget, social media video segments, and the Hope Boat Productions proposal were discussed.</p>	<p>5. Tabled</p>
<p>6. Discuss and Possibly Approve Quotes for Production of the Newsletters to be Distributed to the Property Owners</p>	<p>The newsletter production is with Edna Becerra. The action items at the last meeting are to get quotes and put them to print. Melinda Pina will contact Edna, Sir Speedy, and Acro Printing Inc. for quotes. Ana Lilia Barraza wants to look for other Whittier printing companies. The property owners' addresses are on file. Costs discussed. Andrew Pina stated the cost is more to turn on and run 250 pieces. Stephanie Shamp stated there are 150 mailings on the owners' lists. GM does the mailings. Ana Lilia Barraza will reach out for the print quote. Both Andrew and Edna to discuss together.</p>	<p>6. No Action Taken</p>
<p>7. Discuss QR Code Placement Throughout the District, Review Pricing, and If a Decision is Reached Vote to Approve</p>	<p>Andrew Pina stated the idea is for the QR codes to be either 3x5 or 2x4 in areas around the district. Ben Pongetti would like to see the QR codes on the street banners, and owner merchandise windows, so many feet apart. The City Council decided the Greenleaf Promenade to be a hybrid design which will allow access for emergency vehicles and for special events like a parade. There will be emergency access bollards. Working on a design with a consultant and getting it flushed out with Council after the</p>	<p>7. No Action Taken</p>



	<p>approved construction drawings. Andrew's concern is if the QR codes are on business windows they are mistaken for menus. Andrew wants them to stand out and consist of maps of the district and connect to the UWIA website. Advertising directly with separate video and social media posts. Melinda Pina would like to incorporate the Ambassadors for escorting to automobile purposes. Andrew likes the idea of a one-touch access number. Ben stated the QR is the end of the process, which is the final element. Ana Lilia Barraza wants the UWIA logo to be placed in the center of the QR code. Edna should have the ability to create it. Something simple, effective, and the ability to link other things including WUA. Melinda wants a fill gap but not similar to WUA. Andrew wants Edna Becerra and Ross Gile to work together and Stephanie is to inform them to attend the next meeting. Ben recommends for the QR code to be a part of the permanent Promenade and to not waste money by having to redo it.</p>	
<p>8. Other Committee Items</p>		<p>8. No Action Taken</p>
<p>9. Next DISI Meeting</p>	<p>The next regular scheduled meeting will be on Friday, December 3, 2021, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly telephonically.</p>	<p>9. No Action Taken</p>
<p>10. Adjournment</p>	<p>The meeting was adjourned at 9:44 a.m.</p>	<p>10. No Action Taken</p>

Minutes were taken by Stephanie Shamp with GM Properties.