



**Uptown Whittier Improvement Association
 District Identity and Streetscape Improvements (DISI) Committee
 GM Properties
 13305 Penn Street, Suite 200, Whittier, CA 90602
 Friday, November 6, 2020, 9:00 a.m.**

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

Absent: Ricardo Diaz (Committee Chair)

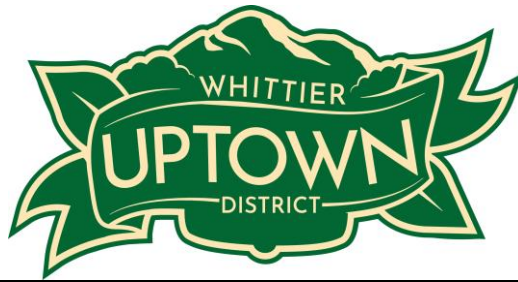
Guests:

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

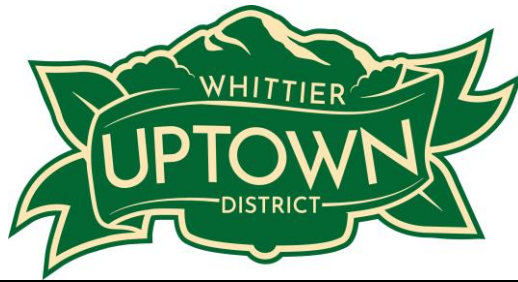
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Yañez called the meeting to order at 9:02 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. No public comment from the floor.	3. No Action Taken
4. DISI Membership – Committee Vice-Chair to Add / Remove Members If Necessary		4. No Action Taken
5. Approval of the October 2, 2020 DISI Meeting Minutes	Corrections need to be made as follows:	5. Melinda Pina Motioned to Approve the October 2, 2020 DISI Meeting Minutes.

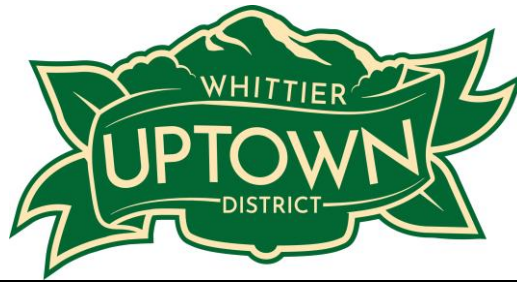
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



		Ben Pongetti 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.
6. Discuss and Approve the 2021 Calendar Year Schedule of Meetings for the UWIA DISI Committee	Brent Haskell stated the DISI meetings are on the first Friday of the month except for January, July and September, where the first Friday of those months is the start of a holiday weekend.	6. Melinda Pina Motioned to Approve the 2021 Calendar Year DISI Meeting Schedule. Ana Lilia Barraza 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.
7. Billboard Update – Ricardo Diaz		7. Tabled
8. Banner Update – Kristen Wiberg	Kristin Wiberg stated no updated needed. The project is considered complete. The Banners have been up a little over a month, the accounts are paid, and totals provided on the UWIA Banner Project sheet. Melinda Pina has been informed the banners look hidden in trees (colors blend in with trees) and requested new color schemes for future banners to stand out. Andrew Yañez wants the designs for 2021 to be planned out. Brent stated the budget for the banners in 2021 is \$30,000.00 so they can be changed out approximately three times. Change out for the 1st set March with spring banners, 2 nd set July with Summer banners, and 3 rd set November with winter banners. Graphics vs. photography for future banners discussed. Kristen stated she loved the current banners. Setup better for pedestrians vs. drivers. Use same font and word placement – Meet Me in	8. No Action Taken



	<p>Uptown. No pictures, just graphics. Brent Haskell to send an email to Edna with the task and copy Andrew and Ricardo Diaz.</p>	
<p>9. Discuss Ideas for the Greenleaf Promenade, Beautification / Branding Ideas</p>	<p>Andrew Yañez stated he heard all good news at the Pico Rivera council meeting regarding the Greenleaf Promenade. Melinda Pina stated there are issues with loud music, parking in alleys, drinking outside designated area and motorcycles parking on the sidewalk. Brent Haskell went over the Sidewalk Task Force project – the task force had a meeting on Monday and the Sidewalk Operation Committee is having a special meeting after the DISI meeting on the violations to determine if it should be brought before the Board, at their next meeting, to allow a Board member to hold a meeting with the City and WUA. Andrew stated DISI willing to assist and communicate. Kristin Wiberg will promote family environment via social media. Andrew wants to include Edna Becerra on the social media project. Ben Pongetti would like to use Aleco to ask the businesses to lower the music. Melinda stated there was additional patrol thru WUA on election night and doesn't know how much Aleco can do. There are only two unarmed individuals. Requested Aleco to take a lot of pictures and videos. Gathering information for all to discuss and work on solutions. Ben discussed the alcohol permit with conditional use permit, abusing the system, with CUP restrictions in place could cause businesses to lose their CUP. Kristin Wiberg stated the Los Angeles County</p>	<p>9. No Action Taken</p>



	Public Health website cited locations, which are listed on the dashboard.	
10. Discuss the idea of UWIA Polo Shirts for Board Members and Committee Members	Andrew Yañez stated overdue and much needed. Melinda Pina stated she liked it for identification purposes. Andrew will take on the project. There were no volunteers. Brent Haskell to ask Frank Medina with WUA where they get their shirts. Ana Lilia Barraza will provide the Whittier College vendor information to Brent.	10. No Action Taken
11. Other Committee Items		11. No Action Taken
12. Next DISI Meeting	The next regular scheduled meeting will be on Friday, December 4, 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 9:50 a.m.	13. No Action Taken

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