



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

**13305 Penn Street, Suite 200, Whittier, CA 90602**

**TELECONFERENCE MEETING**

**Friday, December 3, 2021, 9:00 a.m.**

**Present:** Andrew Pina (Committee Chair), Shane Cadman (Vice-Chair), Ana Lilia Barraza, Melinda Pina, and Ben Pongetti

**Absent:**

**Guests:** Milt Pate

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

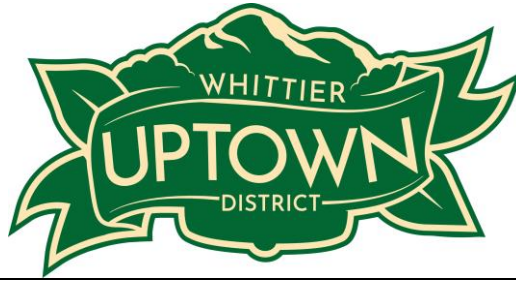
**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Call to Order</b>	Andrew Pina called the meeting to order at 9:05 a.m.	<b>1. No Action Taken</b>
<b>2. Roll Call / Introduction of Guests and Announcements</b>	Brent Haskell took Roll Call.	<b>2. No Action Taken</b>
<b>3. Public Comment</b>	Brent Haskell stated no emails were received for Public Comment.	<b>3. No Action Taken</b>
<b>4. Approval of the November 5, 2021, DISI Committee Meeting Minutes</b>	Corrections / clarification made as follows:	<b>4. Shane Cadman Moved to Approve the November 5, 2021, DISI Committee Meeting Minutes. Ana Lilia</b>

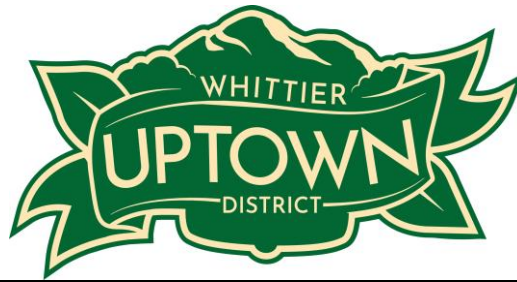
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



		<b>Barraza 2<sup>nd</sup>. All in Favor. Motion Passes.</b>
<b>5. Approve the 2022 Calendar Year DISI Committee Meeting Schedule</b>		<b>5. Ana Lilia Barraza Motioned to Approve the 2022 Calendar Year DISI Committee Meeting Schedule. Shane Cadman 2<sup>nd</sup>. Brent Haskell Took Roll Call. Four Approved and 1 Abstained. Motion Passes.</b>
<b>6. Update on Winter Banners.</b>		<b>6. Winter banners are up.</b>
<b>7. Social Media Update from Edna Becerra with Updates on Relevant Statistical Data and Spending</b>	Edna Becerra is looking for a little direction. Andrew Pina wants statistics and solid engagement. Targeting use was discussed and next month, actual ads will be posted. Women over 45 boosting on Instagram and there is a problem on Facebook. Both social media outlets are to have the boosting next month. Ad post spending spread discussed. Currently, it is \$500.00 per month and Edna feels is adequate. Shane Cadman stated the key market area is women 45 years and up and it shows in the stats. Andrew will continue to use analytical tools.	<b>7. No Action Taken</b>
<b>8. Discuss Advertising / PR Possibilities if More Than One Proposal is Available for Review</b>	Andrew Pina connected with MBA Public Affairs marketing. Brent Haskell informed the DISI committee that MBA declined on sending a proposal at this time. Andrew did not feel comfortable using the one he presented, who is also a work client. Andrew wants the committee's opinion on	<b>8. No Action Taken</b>



	<p>the vendor for video production whose proposal was \$5,000.00 to produce four videos. The videos were categorized 1) younger age, 2) middle age, 3) night scene, 4) family scene, and will be in both English and Spanish. Ana Lilia Barraza wants referrals and other estimates. Andrew can get sample reels. The Committee can add to the Agenda to obtain estimates for next month. Ana Lilia stated that has already been attempted and we haven't received any. Ana Lilia wants to move ahead with the process. Brent Haskell to inform Hope Boat they are in consideration and to send a reel. If there is any other vendor known the committee is to inform Andrew and Brent. If acceptable an Action Item is to be listed on the agenda to vote to move forward.</p>	
<p><b>9. Discuss and Possibly Approve Quotes for Production of the Newsletters to be Distributed to the Property Owners</b></p>	<p>Edna Becerra and Andrew Pina made several attempts to connect between the committee meetings without success. Edna has an ACRO Printing Inc. estimate for a total of \$1,010.70 breakdown as follows:</p> <ul style="list-style-type: none"> <li>° \$597.74 for qty. 200, 8.5" x 11" newsletters that are 8-page booklets, 2-sided.</li> <li>° \$177.50 qty. 200 address labels mailing, 4 -6 business days, service.</li> <li>° \$156.00 for qty. 200 first-class postage stamps at \$ .078 each.</li> <li>° \$79.46 tax.</li> </ul> <p>Andrew would like the newsletters to be put in a folder to have electronically. Shane Cadman stated \$20 per year or \$5.00 per quarter for one mailing for</p>	<p><b>9. Shane Cadman Motioned for ACRO Printing Inc. to Mail the UWIA Newsletter in January 2022 to the Property Owners. Ana Lilia Barraza 2<sup>nd</sup>. Brent Haskell Took Roll Call. All in Favor. Motion Passes.</b></p>



	<p>return of knowledge and information is worthwhile. The mailing was discussed. Andrew wants to start in January 2022 to set a precedence. Shane agreed. Approval process discussed. Edna to send before the end of the year for review and approval to print.</p>	
<p><b>10. Discuss QR Code Placement Throughout the District, Review Pricing, and If a Decision is Reached Vote to Approve</b></p>	<p>The landing page on a link to the district was discussed that also includes a link to Facebook and Instagram and a link to the Ambassadors for a phone call. Edna Becerra requested the list so both Edna and Ross Gile can work together for the next meeting. Ross was absent. Andrew Pina stated the landing page needs to be created to make the QR code. The QR code print could be window clings. Smaller for windows and larger for the k-rails.</p>	<p><b>10. No Action Taken</b></p>
<p><b>11. Discuss Possible Links and Updates to the UWIA Website</b></p>	<p>Ideas of maps and linking locations to the Instagram account and the UWIA website. Edna Becerra would like to consider adding a calendar of events, non-WUA. Ross Gile maintains whittierevents.com – draw it to that. Shane Cadman agrees. Build on what already exists. It is a good platform. Andrew Pina will contact Ross Gile.</p>	<p><b>11. No Action Taken</b></p>
<p><b>12. Other Committee Items</b></p>	<p>Edna Becerra confirmed the next set of banners will be pulled out of storage. Andrew Pina wants Edna to provide a picture of the next set of approved banners for Committee reference. Shane Cadman and Melinda Pina are okay with re-using the banners from storage.</p>	<p><b>12. No Action Taken</b></p>



	<p>Brent Haskell stated the Content Manager 3-year contract is coming up and with it being greater than \$25,000.00, and Edna is a little over that, the RFP process needs to take place. The Committee needs to ask the Board if they want the attorney to prepare the RFP and a Task Force needs to be established of 2 – 4 individuals. The Task Force Consists of Andrew Pina and Melinda Pina. Ana Lilia Barraza and Shane Cadman declined due to a conflict of interest. Ben Pongetti stated he can review but not solicit proposals.</p>	
<p><b>13. Next DISI Meeting</b></p>	<p>The next regular scheduled meeting will be on Friday, January 7, 2021, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly telephonically.</p>	<p><b>13. No Action Taken</b></p>
<p><b>14. Adjournment</b></p>	<p>The meeting was adjourned at 9:49 a.m.</p>	<p><b>14. No Action Taken</b></p>

**Minutes were taken by Stephanie Shamp with GM Properties.**