



Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Friday, December 4, 2020, 9:00 a.m.

Present: Ricardo Diaz (Committee Chair), Andrew Yañez (Vice-Chair), Melinda Pina, and Ben Pongetti

Absent: Ana Lilia Barraza (Whittier College)

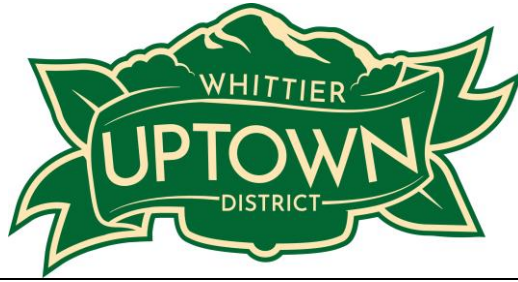
Guests: Milt Pate

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

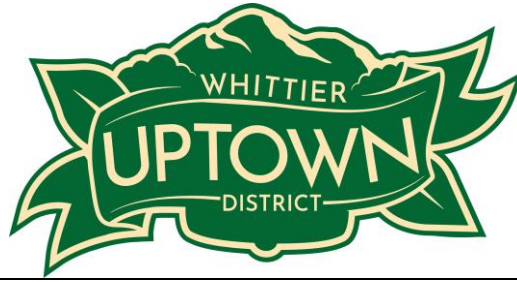
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Ricardo Diaz called the meeting to order at 9:00 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 November 6, 2020 DISI Meeting Minutes	Clarification of minutes made as follows: Others informed Melinda Pina the green banners looked hidden in the trees.	5. Ricardo Diaz Motioned to Approve the November 6, 2020 DISI Meeting Minutes.

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



		Melinda Pina 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.
6. Banner Update on 2021 Project	The seasonal sample banner options provided by Edna Becerra before the meeting were discussed. Fonts should possibly be uniform, smaller, and in white. Possibly come up with some guidelines to be used for making banners. Stay away from green banners. “Meet Me In Uptown” should be strong and bold and the consistent message. Logo to be secondary. Ricardo Diaz will follow up with Edna Becerra and the Committee will decide at the next meeting.	6. No Action Taken
7. Discuss Ideas for the Greenleaf Promenade, Beautification / Branding Ideas	WUA is starting to work on branding. The UWIA Task Force consisting of Melinda Pina, Stephen Ortiz, and Jim Dunkelman is attempting to have a meeting with WUA. Frank Rinaldi is to observe. Melinda requested input for this meeting. Ben Pongetti expressed his concern and wants something cohesive. Ricardo Diaz, Kristin Wiberg, and Brent Haskell agree. Incorporate “Meet Me In Uptown” and use all logos – WUA, UWIA, and the Chamber. The UWIA logo was originally setup to represent the district not UWIA. UWIA is not on the logo. Using only the UWIA logo and copyright documentation discussed. Ben wants UWIA to come up with the lists of agreed use for the logo. Andrew Yañez agrees. Milt Pate is not in agreement with sharing profits if any derived from the logo / branding. The	7. No Action Taken



	meeting is to be determined. Melinda will relay discussion at the meeting with WUA.	
8. Update on UWIA Polo Shirts for Board Members, Committee Members, and Advisors	Polo shirts, if approved by the board, would be for everyone who works under UWIA. Edna Becerra has a temporary shirt for public photo identification purposes. The shirts are to go under Branding or Marketing in the Budget.	8. Tabled
9. Other Committee Items		9. No Action Taken
10. Next DISI Meeting	The next regular scheduled meeting will be on Friday, January 8, 2020 at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602 or possibly telephonically.	10. No Action Taken
11. Adjournment	The meeting was adjourned at 9:39 a.m.	11. No Action Taken

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