



**Uptown Whittier Improvement Association**  
**District Identity and Streetscape Improvements (DISI) Committee**  
**GM Properties**  
**13305 Penn Street, Suite 200, Whittier, CA 90602**  
**Friday, December 6, 2019, 9:30 a.m.**

**Present:** Ricardo Diaz (Committee Chair), Andrew Yañez (Vice-Chair), Ana Lilia Barraza, Melinda Pina, and Kristin Wiberg

**Absent:** Irene McCallister

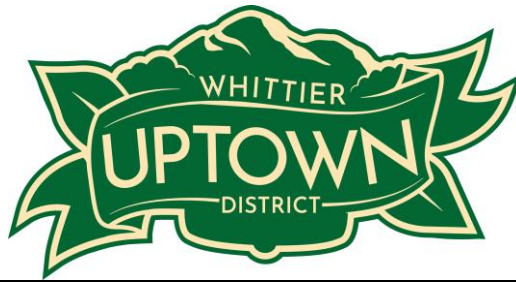
**Guests:**

**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 9:34 a.m.	<b>1. No Action Taken</b>
<b>2. Introduction of Guests and Announcements</b>		<b>2. No Action Taken</b>
<b>3. Public Comment</b>		<b>3. No Action Taken</b>
<b>4. DISI Membership – Committee Chair to add / remove Members if necessary</b>		<b>4. To be removed from the Agenda. The task has been completed.</b>
<b>5. Approval of the November 1, 2019 Meeting Minutes</b>		<b>5. Kristin Wiberg motioned to approve the November 1, 2019</b>

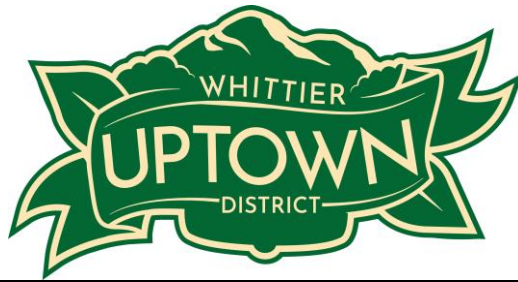
UPTOWN WHITTIER IMPROVEMENT ASSOCIATION



		<p><b>Meeting Minutes.</b>  <b>Melinda Pina 2<sup>nd</sup>.</b>  <b>None opposed. Motion passed.</b></p>
<p><b>6. Approve the 2020 calendar year schedule of DISI meetings</b></p>	<p>Ricardo Diaz asked Brent if he had made the change to the one date on the calendar. Brent replied yes. Ana Lilia asked if the meetings could be moved up to 9 a.m. Kristin Wiberg asked if it could be moved up to 8:30 a.m. Ricardo agreed with 9 a.m. start time.</p>	<p><b>6. Ana Lilia Barraza motioned to approve the 2020 DISI meeting calendar with a changed meeting start time of 9:00 a.m. Kristin Wiberg 2<sup>nd</sup>. No further discussion. Approved.</b></p>
<p><b>7. Freeway billboard package review and prepare a recommendation to present to the Board for approval</b></p>	<p>Ricardo Diaz announced he has scheduled a ride-a-long next week with the billboard vendor. The information packet has been sent to Ana Lilia Barraza and Kristin Wiberg. Locations considering 60 &amp; 605 North. Ana Lilia liked 605 North and South. Currently the only signs with available space are North of the 60 on the 605. Kristin Wiberg asked if Ricardo will get a sense of availability to Whittier next week. Ricardo stated DISI will look at one or two and measure with the limited inventory. Brent Haskell stated it is already on the Board Agenda as an Action Item. The item on the board agenda will just be noted that the DISI is not ready to present the proposal at this time. Andrew Yañez asked about location information. Ricard stated anyone welcome to ride-a-long. Ana Lilia wants to keep the wording simple like, "Come to Whittier". Ricardo reminded the Committee members the wording is a homework assignment. Further discussion on package pricing and</p>	<p><b>7. No Action Taken. Freeway billboard package review to be in the January 10, 2020 Agenda as an Action Item to discuss and approve.</b></p>



	<p>design integrated into pricing. Andrew stated it depends on the length of the Lease and the print is not the greatest because the billboard is so large and far away. Kristin stated she is interested in billboard samples. Ricardo stated he will ask the vendor to attend the next meeting and samples were provided in the first package. The conversation turned to banners. Melinda Pina asked if there has been talk with WUA assisting. Melinda likes the separate entity but the question may be brought up and she can see an argument. Ana Lilia would like to confirm WUA. Melinda asked if there is overlap. Ana Lilia understood from the city WUA started the banners. Ana Lilia stated she can ask if there is a conflict of interest with Olivia with the WUA since there will be a meeting on the banners. Kristin likes the idea UWIA having an independent project. Brent asked if Clear Chanel was the ride-a-long vendor. Ricardo replied yes.</p>	
<p><b>8. Follow up discussion regarding the mural on the parking structure</b></p>	<p>Ricardo Diaz stated he has not had communication with Marilyn. She received funds. Mural defaced and online financial assistant with Leyva. Melinda Pina asked within UWIA community. Leyva started a go fund me page and asked UWIA to also post. Edna Becerra thinks there could be problems with future postings asking for fundraising campaign and response UWIA has funds. Kirstin and Melinda concerned for contributions thru UWIA. Ricardo stated it is a slippery slope argument and people will get in line when handing out money. Ana Lilia thinks it is also promoting graffiti and would not like</p>	<p><b>8. Fundraising for the mural done. The goal of \$1,000.00 was met. No Action Taken.</b></p>



	<p>to see photos of graffiti on the website. Ana Lilia would rather post the refurbished mural on social media and the website and Andrew Yañez agreed.</p>	
<p><b>9. Kiosk Task Force update</b>  <b>10. Discuss owner Event/Social and establish a Task Force for planning – Melinda Pina</b></p>	<p>Melinda Pina discussed the value in building and UWIA is strongest at a Committee level. Melinda needs help. She wants the social to be elegant, with raffles, and business advertisements. March 14<sup>th</sup> is a discussed date, not finalized. Melinda needs help getting a venue and certain Board members should not financially benefit. Brent Haskell stated he needs to look at the ByLaws on conflicts of interest. Ana Lilia believes the schools do not benefit from Bon Appetite. Kristin Wiberg added not indirectly. Ricardo Diaz stated all are owners. Ricardo will let the restaurants know the food to donate. Melinda would rather pay. Better service and owners like to get services paid. Brent reviewed the Bylaws – Board Members shall not move or vote on a contract that benefits them. Ricardo stated he is open, but not opposed to another owner. Ana Lilia would like to make sure there is adequate space. Kristin stated she can help. Edna can help but cannot attend. It's her mom's 60<sup>th</sup> birthday. Ricardo stated he can help with food. Melinda stated she does not want the food to be central, she wants to bring in other foods. Invitations to property owners. Ana Lilia stated she can help. Kristin can follow up on electronic add. Andrew discussed security and add fees.</p>	<p><b>9. No Action Taken</b></p> <p><b>10. the Event/Social Task Force consists of Melinda Pina – Chair, Kristin Wiberg, Edna Becerra, Ricardo Diaz, Ana Lilia Barraza, and Andrew Yañez</b></p>



	<p>Melinda wants an RSVP count. Edna can assist with the invitations. Ricardo would like to include developers and contractors on the invite list. Andrew will assist. Ricardo reminded the Committee the Budget set aside \$15,000.00 and he will help.</p>	
<b>11. Other Committee Items</b>		<b>11. No Action Taken</b>
<b>12. Next DISI Meeting</b>	<p>The next regular scheduled meeting will be on Friday, January 10, 2019 at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.</p>	<b>12. No Action Taken</b>
<b>13. Adjournment</b>	<p>The meeting was adjourned at 10:19 a.m.</p>	<b>13. No Action Taken</b>

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