



**Uptown Whittier Improvement Association
 District Identity and Streetscape Improvement (DISI) Committee
 Whittier Historical Society
 6755 Newlin Avenue, Whittier, CA 90601
 Wednesday, September 12, 2018, 11:00a.m.**

Present: Tim Traeger, Melinda Pina, Ben Pongetti, Andrew Yanez, Gabriella De La Cerda-Lim, Jim Dunkelman

Absent: Carla Ramsing Lowinger, Stephen Ortiz, Patricia De La Cerda

Guests: Don Lomont, Kristin Wiberg

Consultant: Brent Haskell, Stephanie Shamp – GM Properties, Cree Jones – Oliver PR

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Tim called the meeting to order at 11:10am	No Action Taken
2. Approval of July 25, 2018 and August 15, 2018 Minutes	Kristen amended her name - Kristin	Gabriella moved and Tim seconded the approval of the July 25, 2018 minutes as amended and August 15, 2018 minutes. The minutes were approved with 1 abstain.
3. Introduction of guests, announcements	Melinda discussed New Board from Annual Meeting so new Committee membership needed. Tim has the final decision to approve or deny a member. Any person can be a member. Andrew recommended consistent meetings.	1. Tim Traeger, 2. Melinda Pina, 3. Ben Pongetti (for Conal) with City of Whittier, 4. Andrew Yanez,

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		<p>5. Gabriella DeLa Cerda (for Patricia CeLa Cerda), and</p> <p>6. Kristin Wiberg with Whittier College volunteered.</p> <p>Tim accepted all volunteers.</p>
Overview of Tasks	Tim and Melinda went through the following items:	
5a. Content Manager RFP	Tim stated Stephen Ortiz is not present to discuss his email titled "Subjects for Discussion".	Tabled for next scheduled meeting.
5b. Holiday decorations	<p>Tim stated standard holiday double-sided banners are to be red with white snowflakes and "Holiday" print. Pricing \$125 - \$150 per banner to install and remove, \$200 per banner to install with hardware, \$35 per banner, and a total of 48 banners to be installed. Further discussion on making the banners green with uptown Whittier logo and other banners that could be up longer. Kristin would like the funds spent elsewhere. Andrew stated costs cheaper with quantity and request vendor to work with the committee on costs. Jim stated this vote is per city approved. Melinda would like to see more uptown logo. Melinda recommended to let the city decide and continue to address yearly expenditures.</p>	<p>Jim moved to table banners outside of holiday banners.</p> <p>Melinda 2nd. Motioned passed.</p>
5c. Presentation by "Branding is Social, Inc.	Melinda spoke on behalf of the Buckle Up for Love sponsors with Ford. Further discussion on a great opportunity to co-brand w/UWIA. The Campaign starts in November promoting safety starting with Buckle up for Love, education activities with kids & key stake holders for food in small quantity to draw people in on the grassy lot. It's a feel-good event. Cost is	<p>Tim motioned to allocate \$4,000 for Buckle Up for Love.</p> <p>Melinda 2nd. All in favor. Motion passed to present to the Board.</p>

	<p>\$8,000. Melinda is to get with the city to assist in cost and Ford wants to know commitment, confirmation & funds. There will be promotion costs with months of exposure. The event is Saturday, November 17th. If vote to approve, then she will present it to the board for approval. Gabriella expressed concern on complaints of another event taking place. Melinda stated the complaints are of street closures. Brent stated to bring your concern to the table with city cost contribution. Kristin asked how it works. Melinda stated the UWIA logo next to Ford and \$8,000 applied to booth rentals, etc. She will be in collaboration with Ford on booth setup, etc. and if okayed she will take this to Jose & Roberto at Buckle up for Love. Andrew requested an Ambassador’s booth.</p>	
5d. Signage	<p>Tim stated Gabriella submitted sign estimates from Crocker Signs – see attached. Installation not included. It was brought up that Marco Li Mandri was to provide fees at cost but nothing further was discussed. Further discussion on providing the signs and having the property owner install. Trash can installation possibly by banner installer with direction. Ben recommended to discuss with city public works department before ordering signs. Don recommended getting an estimate in writing from Marco.</p>	Gabriella and Andrew volunteered to handle signage.
5e. Art Show	<p>Tim stated Marilyn Brenegar is not present to discuss, in collaboration, promoting the monthly night show.</p>	No Action Taken
3b. PR Firm Update	<p>Cree gave an update on the Social media strategy. She would like to discuss the Brown Act at the next meeting – Agenda. Don asked who answers comments. Cree stated Olive does and whenever necessary</p>	Don requested Olive to provide a monthly report at the next scheduled meeting on public questions and

	will ask for Melinda’s assistance when needed. Kristin inquired what happens if anything nasty gets posted. Cree stated Olive erases it but all other posts remain. Cree also stated the company keeps replies positive and informative.	comments in order to find a solution to the repetitive questions and inquiries.
6. Other Committee Items.	Tim brought to the table DISI Annual Budget due to the city 10/15 without delay. Discussion of task force to handle but too short of a turn-a-round in order to complete the budget by the required deadline.	Special Meeting scheduled Wednesday, September 19, 2018 to approve the DISI 2019 fiscal year budget and present it to the UWIA Board for approval at October 11, 2018 Board Meeting.
7. Next DISI Meeting	The next meeting will be on Wednesday, October 17, 2018.	No Action Taken
8. Adjournment	The meeting was adjourned at 12:30pm	No Action Taken

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