



Uptown Whittier Improvement Association
District Identity and Streetscape Improvements (DISI) Committee
GM Properties
13305 Penn Street, Suite 200, Whittier, CA 90602
Wednesday, October 17, 2018, 11:00 a.m.

Present: Tim Traeger, Kristin Wiberg, Melinda Pina

Absent: Patricia De La Cerda / Gabriella De La Cerda-Lim, Ben Pongetti / Conal McNamara , Andrew Yanez

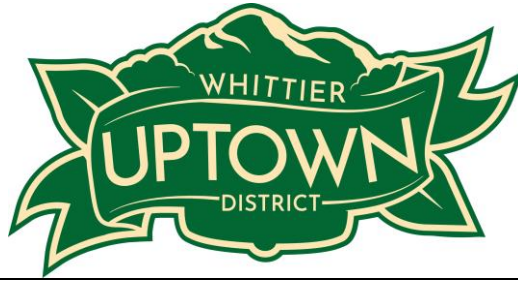
Guests: Edna Becerra, Ben Greer

Consultant: Brent Haskell, Stephanie Shamp – GM Properties, Lauren Spinelli – Olive

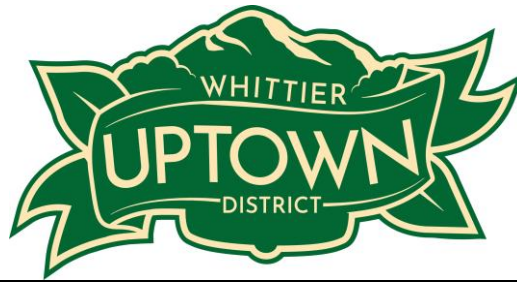
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Tim called the meeting to order at 11:18 a.m.	No Action Taken
2. Introduction of guests, announcements		No Action Taken
3. Public Comment		No Action Taken
4. Approval of September 19, 2018 Special Meeting Minutes		No Action Taken
5. Committee tasks:	Tim Traeger and Melinda Pina went through the following items:	

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<p>a. New member approval, distinguished guests from committee members, determine which Board are guests vs. committee members</p>		<p>No Action Taken</p>
<p>b. Web design and content manager update – RFP’s from Geocentric, BBMD and Digital</p>	<p>It was discussed the RFP’s cannot be obtained so Melinda Pina contacted Marco to obtain the RFP’s. Edna Becerra stated she was part of the content manager bid and was aware the RFP’s for web design and content manager were placed in a DropBox.</p>	<p>Edna Becerra sent the drop box to Tim Traeger.</p>
<p>c. Trash can signage update with Gabriella and Andrew; and d. Update on signage for no trespassing, discussion if the Committee would like to approve a vendor and submit a written report for to the Board for consideration.</p>	<p>Kristin Wiberg stated she would like to see only trash can signs. Melinda Pina stated she would like to see uniformity and ambassador support.</p>	<p>Melinda Pina asked Tim Traeger to go thru the City Department of Public Works and run specs to see if UWIA is on the right track for submittal and ask what are the city requirements. The total trash cans have been counted. A morning walk thru for No Loitering signs needs to be done to also have a count on record.</p>
<p>e. Committee to prepare a written report for presentation to the Board for</p>	<p>Melinda Pina discussed this is a public at large community event. It is the first event UWIA will be putting their name out there and with a big name company. This will draw other communities and bring feelers</p>	<p>Tim Traeger asked Melinda Pina to write a report for submittal to the Board.</p>



<p>consideration of a \$4,000.00 contribution towards the Buckle-up for Love Campaign cobranding event with Ford Motor Company</p>	<p>out there in addition, will bring all organizations and city services to partner and come together as a community i.e. library, fire department, police department. In giving, back this benefits the community, not necessarily the UWIA. Should UWIA choose not to go with Ford Motor Company, Ford will cobrand with someone else within the community. Kristin stated it is a good pilot idea.</p>	
<p>f. Discussion re: UWIA banners - season vs. non, banner content, placement, size, potential right of way issues, lit or not, and timing of banners to submit a written proposal to the Board for Approval</p>	<p>Melinda asked if the old hardware can be removed through the city. Tim Traeger stated he is going to meet with the city contact on the banners. Ben Greer stated the hardware is the city's. They may not be open to removing the hardware. Edna Becerra stated they just ordered college banners. Size slightly smaller and price lower but she is willing to provide their vendor contact information.</p>	<p>Tim Traeger will contact Edna Becerra on the college's banner vendor.</p>
<p>6. Olive Creative Strategies Update</p>	<p>Tim Traeger went through the following items.</p>	
<p>a. Olive Update</p>		<p>No Action Taken</p>
<p>b. How can Olive dispel social media misinformation re: WUA receiving credit for sidewalk and street cleaning.</p>	<p>Olive would like to come up with a pre-approved content/described response with UWIA.</p>	<p>No Action Taken</p>
<p>c. Discussion re: Olive's posts</p>	<p>Olive stated social media is all owner content. Since there is no UWIA media it</p>	<p>No Action Taken</p>



<p>promoting businesses to establish guidelines on how the businesses being selected and making sure all businesses are being promoted are selected and making sure all businesses that want to be promoted are done so prior to any business being repeated.</p>	<p>is all user content. Olive finds what have already been posted and gives credit to the original posting. Olive also chooses to post high quality photos. Olive can request these high-quality photos direct from those less than.</p>	
<p>d. The 3-month Facebook trial ends in October. Committee to decide if the UWIA should continue Facebook advertising. If decided to continue the Committee needs to put the recommendation in writing to present to the Board.</p>	<p>Professional photographers can take and post. Olive can do at an additional cost, which is called a Lifestyle Photo Shoot. Olive stated the advertising budget was approved at \$300.00 per month.</p>	<p>Tim Traeger tabled with Lifestyle photo shoot fee and information to present to the Board. Lauren to provide by Friday, 11/9.</p>
<p>7. Other Committee Items.</p>		<p>No Action Taken</p>
<p>8. Next DISI Meeting</p>	<p>The next regular scheduled meeting will be on Wednesday, November 14, 2018 at 11:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602.</p>	<p>No Action Taken</p>



9. Adjournment	The meeting was adjourned at 12:13pm	No Action Taken
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Minutes taken by Brent Haskell and Stephanie Shamp with GM Properties.