



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

13305 Penn Street, Suite 200, Whittier, CA 90602

TELECONFERENCE SPECIAL MEETING

Thursday, January 20, 2022, 8:30 a.m.

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

Absent:

Guests: Stephen Ortiz and Ginny Ball

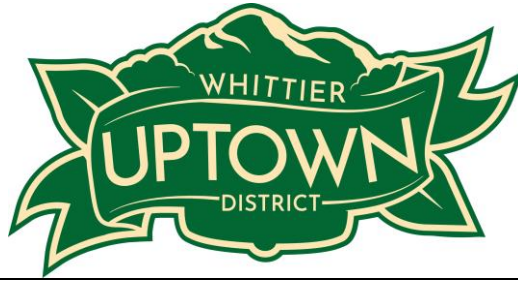
Consultant: Brent Haskell and Stephanie Shamp – GM Properties,
Edna Becerra – Content Manager,
Ross Gile – DigiCal

MINUTES:

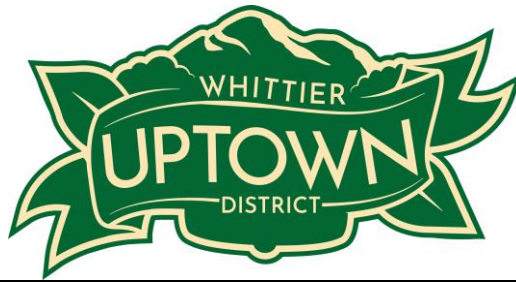
<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Pina called the meeting to order at 8:35 a.m.	1. No Action Taken
2. Roll Call / Introduction of Guests and Announcements	Brent Haskell took Roll Call.	2. No Action Taken
3. Public Comment	Brent Haskell stated Ginny Ball had Newsletter corrections as follows: <ul style="list-style-type: none">PIH should be <i>PIH Health</i> on the letterhead	3. No Action Taken

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

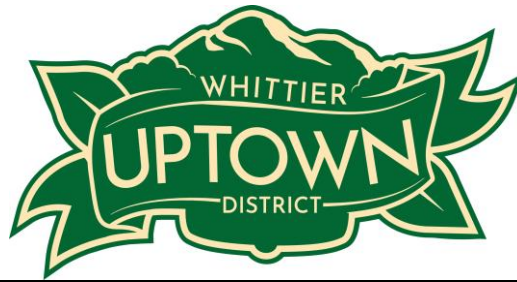
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	<ul style="list-style-type: none"> Andrew Pina is listed in the Minutes but when elected as DISI Committee Chair as Andrew Yañez, other places listed as Andrew Pina. It should say <i>Andrew Yañez (when elected), then Andrew (Yañez) Pina, and after that say Andrew Pina.</i> This is how it is done in genealogy records. 	
<p>4. Review, Discuss, and Approve the Draft Owner Newsletter to be Produced and Mailed Out by Acro Printing in January</p>	<p>The Public Comment transitioned to the discussion on corrections for the newsletter. Ginny Ball stated that Brent Haskell had mentioned that Secretary, Katie Galvin-Surbatovic is not listed in the newsletter. Ben Pongetti stated UWIA has five listed Committees and it should be four. Ben also commented that where it states Sidewalk, it should probably be Sidewalk Operations. The newsletter is to go out quarterly. Andrew Pina wants the Committee to address the editing, vote, then send the final version out to print. Melinda Pina wants the Board’s final review before publishing. Andrew stated all Committee Members to edit the newsletter and wants the next mailing to be on the agenda a month ahead of time so it goes out as scheduled. Ana Lilia Barraza wants to incorporate <i>interested membership</i> and the <i>UWIA website</i> into the newsletter in more than one location. Brent Haskell stated there is no need for action if the board is going to have final approval. Once completed the final</p>	<p>4. Brent Haskell to provide the DISI Committee Special Meeting Notice for Review, Discussion, and Approval of the Draft Owner Newsletter.</p>



	<p>version is going to be sent to the Board. Enda Becerra stated the newsletter corrections will be done today. Brent stated the next board meeting is on February 10th. Need to include in the agenda for posting, would like to have the revised newsletter by February 1st.</p>	
<p>5. Discuss Website Update for QR Code Landing Page, QR Code Placement Throughout the District, Review Pricing, and If a Decision is Reached Vote to Approve</p>	<p>Andrew Pina received a quote from Acro Printing Inc. Andrew forwarded the proposal to Brent Haskell during the meeting so Brent could forward to the people on the call as a handout. Further discussion on the estimate. Ross Gile is creating the QR Code and questioned the tracking. Edna Becerra stated she is tracking the analytics down to each sign and banner. Install in the same locations discussed. Ben Pongetti stated the existing banners on the poles are the better option for adding QR codes, UWIA needs City Hall’s approval with 30-days up on other banners. Ben thinks the cling-ons are the preferred method. The QR Code website should fully developed first so it performs as expected out of the gate. WUA has a business link on the website. Ross developed the link tree on the website, it is done, and the analytics are left. Shane Cadman asked about the URL. Ross replied UWIA.org-quick-link. Andrew thanked Ross for making the website viewing faster and phone-friendly. Melinda Pina stated WUA has a mobile application. Ross stated a third-party vendor was hired to develop it a few years</p>	<p>5. Brent Haskell to provide the DISI Committee Special Meeting Notice to Discuss QR Code Placement Throughout the District with Possible Links to the UWIA Website, Review Pricing, and If a Decision is Reached Vote to Approve</p>



	<p>ago. Andrew stated the links are there. Ana Lilia Barraza discussed putting a map on the website. Whittier College uses the model called Campus Bird. The cost is \$5,000.00 a year to maintain and each business description can be included. Ana Lilia can set up a demo at the next meeting. Andrew stated he would rather stay away as it is geared towards businesses. Ana Lilia asked if UWIA and WUA can work together. Andrew wants something of substance to provide to WUA first. Melinda informed the DISI Committee that both herself and Frank Rinaldi are putting in their due diligence to talk with the WUA President. Ben again stated the window clings are probably the better option because he does not know how well the QR code will scan from distance for the banners on the poles. Product and use discussed. Melinda wants to work something out before purchasing. Ben stated mailing the QR Code is an option or can walk on foot then offer to install the stickers. The QR Codes are ink on clear. Melinda wants the QR Code placement on the next meeting Agenda.</p>	
<p>6. Next DISI Meeting</p>	<p>The next regular scheduled meeting will be on Friday, February 4, 2022, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly telephonically.</p>	<p>6. No Action Taken</p>
<p>7. Adjournment</p>	<p>The meeting was adjourned at 9:17 a.m.</p>	<p>7. No Action Taken</p>

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