



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

13305 Penn Street, Suite 200, Whittier, CA 90602

TELECONFERENCE MEETING

Friday, March 4, 2022, 9:00 a.m.

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

Absent:

Guests: Frank Rinaldi, Shane Kenny with CampusBird (aka Concept3D)

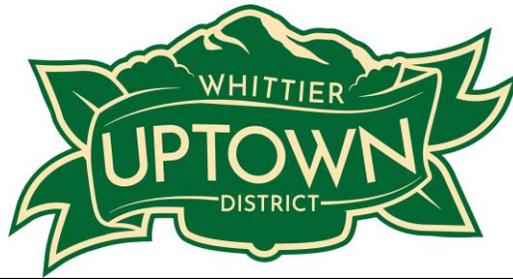
Consultant: Edna Becerra – Content Manager
Brent Haskell and Stephanie Shamp – GM Properties

MINUTES:

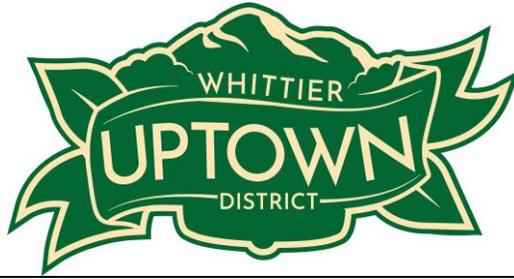
<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Andrew Pina called the meeting to order at 9:03 a.m.	1. No Action Taken
2. Roll Call / Introduction of Guests and Announcements	Brent Haskell took Roll Call.	2. No Action Taken
3. Public Comment	Brent Haskell stated there were no emails received for public comment.	3. No Action Taken
4. Approve the February 4, 2022 DISI Committee Meeting Minutes		4. Melinda Pina Motioned to Approve the February 4, 2022 DISI Committee

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

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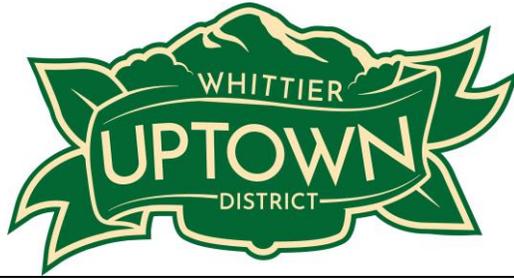
		Meeting Minutes. Ana Lilia Barraza 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.
5. Social Media Update from Edna Becerra with Updates on Relevant Statistical Data and Spending	Edna Becerra stated Instagram is the stronghold with a 16% increase in beauty shots around town. This month's shots were more colorful. Andrew Pina wants to start looking into TikTok. Secure a domain for branding. It is currently not populated. Edna stated it is cost-effective and open for paid ads. Andrew will collect the data. Edna does not have a platform.	5. No Action Taken
6. Discuss the QR Code Placement Throughout the District with Possible Links to the UWIA Website. Review Banner Concepts with QR Codes and Location of Those Banners then Review Pricing. If a Decision is Reached Vote to Approve.	Edna Becerra stated the banners are being switched. The spring banners are backup. Andrew Pina wants to track the analytics. Edna stated there are four spring banners damaged and reprinting with the QR Code. Placement locations were discussed. Edna is happy with the quick links for the QR Code. Andrew is okay with the edits.	6. Shane Cadman Moved to Put the QR Code Replacement Link to a Quick Link on the Website. The QR Code Banners are to go along Philadelphia Street. The Cross Streets are Greenleaf Avenue, Bright Avenue and Comstock Avenue. Ana Lilia Barraza 2nd. Brent Haskell Took Roll Call. All in Favor. Motion Passes.
7. Discuss CampusBird, Now Known as Concept3D, Interactive Map	This zoom meeting was set up through Whittier College requesting Shane Kenny with Concept3D for attendance. Shane Kenny asked what is UWIA looking to get out of the application. Andrew Pina provided a narrative about UWIA and	7. No Action Taken



<p>Options for Maps Linked to QR Codes</p>	<p>owner representation. Possible maps and software for the district may be beneficial. Edna Becerra stated she also works at Whittier College and believes it will be helpful to explore. The President, Frank Rinaldi, and Vice-President, Melinda Pina, of UWIA made introductions. Frank wants uptown to be seen as a vibrant and viable destination. A sense of family and community. Shane Cadman wants to continue working with organizations to keep people interested and get people to their location. Shane Kenny can put it all in the map, include a walking tour guide around uptown. Andrew wants something more. Edna stated with Concept3D there is a different way to mark the routes – incorporate landmarks, show the convention center, etc. Frank stated the example cities Shane Kenny is showing are destinate points. Whittier is not a destination point. Further discussion on how to get people in the area, including Whittier residents, to come to uptown. Ana Lilia Barraza pointed out that people can explore places online and what uptown has to offer. Frank wants to determine the benefits of the map. Ana Lilia stated UIWA needs marketing in conjunction with this application. Shane Kenny to work with the DISI Committee to develop a narrative and provide some direction. Melinda Pina likes the walking tour. Melinda asked if the businesses provide pictures. Shane Kenny replied the businesses can either provide or upload. Edna stated her department can maintain the interface and can internally do the</p>	
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	<p>work. Melinda stated UWIA can provide the service as a revenue stream for businesses to consider if they want to pay for their business to be on the map. Edna wants the DISI Committee to consider categories that can be added, removed, turned on, or off and promote real estate. Something to connect to with the QR code and mobile-friendly. If this map does not work then UWIA will still need a map. This allows versatility for example, holiday maps. Melinda would like for the property owners to look at and post vacancies at no charge for the owners as they already would have bought into this but UWIA can charge the businesses. Edna stated both property owners and business owners need to work together. UWIA has the capacity. Costs discussed. Shane K estimated the initial set up to cost between \$15,000 - \$25,000 depending on who does some of the ground work. Shane K estimated \$1,500.00 - \$2,000.00 would be the monthly hosting fee. Shane Cadman gets where Frank is coming from and hopes word of mouth increases. The walking tour is the same as the driving tour. Further discussions on discounts because the UWIA is a non-profit or other benefits when using the map. Edna discussed URL codes. Frank wants to offer a list for Halloween or Easter hunts. Shane Kenny stated it can be incorporated. Melinda wants to incorporate a restaurant wait line. Shane Kenny stated it can also be incorporated. Andrew stated as long as the program can open an API can use with a filter box. This can be a very powerful</p>	
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	<p>tool. Andrew wants to set up a follow up meeting with Shane Kenny with Concept3D to figure out different aspects to integrate. Frank stated UWIA needs to bring the City onboard, whatever the City would like to show. Andrew asked about singular or plural access. Shane Kenny replied access would be at UWIA's direction. Can limit what is seen in the package. Will email the next meeting and provide a clear concept. Brent Haskell informed Shane Kenny if he would like to see the uptown district there is a map of it on the UWIA website.</p>	
8. Other Committee Items		8. No Action Taken
9. Next DISI Meeting	<p>The next meeting will be on Friday, April 1, 2022, at 9:00 a.m. at GM Properties, 13305 Penn Street, Suite 200, Whittier, CA 90602, or possibly via teleconference.</p>	9. No Action Taken
10. Adjournment	<p>The meeting was adjourned at 10:17 a.m.</p>	10. No Action Taken

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