



**Uptown Whittier Improvement Association**  
**District Identity and Streetscape Improvement (DISI) Committee**  
**Whittier Historical Society**  
**6755 Newlin Ave., Whittier, CA 90601**  
**Wednesday, May 9<sup>th</sup>, 2018, 12:00 Noon**

**Present:** Tim Traeger, Ricardo Diaz, Melinda Pina, Gabriella De La Cerda, Jim Dunkelman, Don Lomont, Stephen Ortiz, Katie Galvin-Surbatavic, Ben Pongetti, Kristin Wiberg

**Absent:**

**Guests:** Carla Lowinger, Rick Elias, Andrew Yanez, Frank Medina, Carol Crosby

**Consultant:** Marco Li Mandri, Ryan Huffman – New City America

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	Tim called the meeting to order at 12:04pm	<b>No Action Taken</b>
<b>2. Approval of March 14<sup>th</sup>, 2018 Minutes</b>	Tim reviewed the March 14 <sup>th</sup> , 2018 DISI Committee Minutes.	<b>Jim moved and Stephen seconded the approval of the March 14<sup>th</sup>, 2018 minutes with one name spelling change. The minutes were approved unanimously.</b>
<b>Overview of Tasks</b>	Marco went through the following items:	
<b>3a. Review of Budget</b>	Marco went over the DISI Budget for FY 2018.	<b>No Action Taken</b>
<b>3b. PR Firm Update</b>	Marco announced that the PR Contract was approved. Olive Creative Strategies will start May 15 <sup>th</sup> , 2018 and will be paid	<b>No Action Taken</b>

	\$2,500 for May. They will continue in June at the agreed full monthly rate of \$5,000.	
<b>3c. RFP for website development, responses for review, need to hire website content manager</b>	<p>Marco reviewed the need for a content manager to work with the website developer. Good Citizen emailed over a snapshot of what they could offer. It was an enough content to fill the website that included 30 pages, 5-9 photos on the cover page in a slide show format, 9 tabs, calendar, map, links, and navigation bar. They asked for \$6500 for the first six weeks and \$1500 a month for one year. It will look very upscale. Discussion followed and it was determined to put an RFP out for a content manager.</p> <p>Discussion Followed.</p>	<b>Don moved and Gabriella seconded for a content manager RFP to be released with a not to exceed \$2500 a month for 12 months. The RFP will go out on May 21<sup>st</sup> and will be due June 8<sup>th</sup>. The motion was approved unanimously. Marco will email to Tim and Tim will distribute to the committee.</b>
<b>3d. Application of Logo</b> <b>1. Letterhead</b> <b>2. Trash Can Placards</b> <b>3. Banners</b> <b>4. Vests</b> <b>5. Other</b>	<p>Marco discussed different items that the LOGO will need to be used on.</p> <ol style="list-style-type: none"> <li>1. Marco will take the logo and apply it to Letterhead.</li> <li>2. Marco passed around examples of trash can placards.</li> <li>3. Katie will send Marco the street poll banner policy.</li> <li>4. The vests for Coastal will be orange with the UWIA Logo.</li> <li>5. The Coastal Truck will have the logo on it.</li> </ol>	<b>Don moved to make the primary colors of the logo green and beige, the top non-cursive writing logo that was selected at the last Board meeting. The motion was approved unanimously. The logos colors can be altered for special events on a case by case basis.</b>
<b>4. Other</b>	<p>Tim opened the floor for public comment and announcements.</p> <ol style="list-style-type: none"> <li>a. Marco observed the Friends of Uptown Art Walk and discussed the idea of the DISI Committee teaming up to help this event. Ricardo will reach out to the owner and invite them to the next Committee meeting.</li> <li>b. Marco asked Frank to provide the DISI Committee with a master calendar of events.</li> <li>c. Marco announced the Public Open House on June 13<sup>th</sup> and 4:30pm.</li> </ol>	<b>No Action Taken</b>

	d. Marco passed out an example of a walking map and discussed how the nearby hotels were lacking brochures to assist visitors on what to do, where to shop, and where to eat.	
<b>5. Next DISI Meeting</b>	The next meeting will be on June 13 <sup>th</sup> , at 12:00 noon.	<b>No Action Taken</b>

**Minutes taken by Ryan Huffman, consultant.**