



**UPTOWN WHITTIER IMPROVEMENT ASSOCIATION  
DISTRICT IDENTITY & STREETScape IMPROVEMENTS (DISI)  
COMMITTEE  
MEETING AGENDA**

Friday, Apr 4, 2025 8:30 AM

**LOCATION**

DoubleTree Hotel  
7320 Greenleaf Ave,  
Whittier, CA 90602

**ONLINE VIA ZOOM**

<https://us06web.zoom.us/j/89905914350?pwd=6rKYonemqsDpQilGrIP1uSaaaeWLHk.1>  
Meeting ID:899 0591 4350 Passcode: UWIA-DISI

**COMMITTEE MEMBERS**

Debra Legan (Chair)  
Trese Childs (Vice Chair)  
Joshua Canada, Ph.D.  
Ben Pongetti  
Alyson Tietze

**STAFF**

Yvonne Connolly, District Manager  
(562) 686-9165 [Yvonne@uwia.org](mailto:Yvonne@uwia.org)

*(Please note that agenda items may be reordered during the meeting at the discretion of the body.)*

1. **Call to Order:** Debra Legan, Chair
2. **Roll Call:** Yvonne Connolly, District Manager
3. **Public Comment** - The public is invited to address the District Identity Committee regarding any item of business. Speakers must limit their comments to three minutes. Pursuant to State law, the Committee cannot take action or express a consensus of approval or disapproval on any oral communications that do not appear on the printed agenda.
4. **Approval of Minutes:** Friday, Mar 7, 2025 District Identity Committee Meeting
5. **Financial Report:** Discuss last month's reconciliation, budget versus YTD actuals, and other financial updates
6. **Agenda Items - All items may result in Committee Action**
  - A. **Brand Manager Report:** The Merino Group
  - B. **Update:** UWIA Brand Redesign Committee
  - C. **Update:** Easter in Uptown
  - D. **Recommendation to the Board:** Brand Manager Contract  

*The UWIA's agreement with The Merino Group (Brand Manager) ends June 1, 2025. The committee must decide to extend, issue an RFP, or move to a short term month-to-month agreement*
  - E. **Recommendation to the Board:** Uptown Whittier Film Festival Sponsorship
7. **Other Committee Items/Board Member Comments:** Members are invited to discuss other items not listed in this agenda; however, the Committee is prohibited from taking action on such items but may refer the matter to staff for a report or ask that a specific item be placed on a future agenda.
8. **Next UWIA District Identity Committee Meeting date:** Friday, May 2, 2025 8:30 AM at the DoubleTree Hotel 7320 Greenleaf Ave, Whittier, CA 90602.
9. **Adjournment:** \_\_\_\_\_

**BROWN ACT:** Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at the meeting location designated for the Board meeting. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify [admin@uwia.org](mailto:admin@uwia.org) or call (562) 686-9165.