



(RCIA)
Board of Directors
Wednesday, October 10, 2018 – Noon

Location:
Redwood City-San Mateo County Chamber of Commerce,
1450 Veterans Blvd. Ste. 125, Redwood City, CA 94063

AGENDA:

1. **Call to Order – Vice President Lori Lochtefeld**
2. **Introductions**
3. **Approval of Minutes from September 12th Board of Directors Meeting** *Action Item*
4. **Public Announcements, Public Comment**
5. **Committee Updates:**
 - (**Executive Committee**) Vice President Lori Lochtefeld
 - a. **2019 Committee Chair/Co-Chair Appointments**
 - Sidewalk Operations and Beautification *Action Item*
 - District Identity and Signage *Action Item*
 - Parking Committee *Action Item*
 - (**SOBO Committee**) Eric Lochtefeld & Angela Rezab
Next Committee Meeting – November 6 – 11:00am
 - a. RCIA Branding Deep Dive with Olive Creative Strategies and FourFin Creative
 - (**DISI Committee**) Lori Lochtefeld and Don Gibson
Next Committee Meeting – October 30 – Noon
 - a. PR Update by Olive Creative Strategies
 - (**Parking Management**) Aaron Aknin & Ben Paul
Next Committee Meeting – TBA
 - a. Update on Downtown Redwood City Parking Guidance System Design Project with Walker Consultants
6. **Executive Directors Report**
 - a. 2018 Redwood City Improvement Association Budget
(RCIA Fiscal Year - December 1, 2018 – November 30, 2019) *Action Item*

7. **President's Report**
8. **Other**
9. **Adjournment**
10. **Next Board Meeting: November 14, 2018**

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 1450 Veterans Boulevard, Suite 125, Redwood City, CA 94063. 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 Amy Buckmaster, Executive Director (650.362.5017) at least 48 hours prior to the meeting.