



REDWOOD CITY IMPROVEMENT ASSOCIATION

Board of Directors Meeting

Date: Wednesday, December 10, 2025

Time: 12:00 - 1:00 pm

Location: 255 Shoreline Drive, Suite 150, Redwood City, CA 94065

AGENDA:

1. Call to Order – President Mark Nadim
2. Roll Call/Introductions
3. Approval of Minutes from November 12, 2025, Board of Directors
Action Item
4. Public Announcements, Public Comment
5. Committee Updates:
 - Executive Committee
President Mark Nadim
 - Expenses Reimbursement
Annual expenses reimbursement to Chamber San Mateo County for Operating Expenses of the Redwood City Improvement Association for January 2025 – December 2025. \$25,000 (see enclosed).
Action Item
 - 2025-2026 Administration / Corporate Operations Budget
(Fiscal Year December 1, 2025 – November 30, 2026)
Action Item
 - 2025-2026 Contingency / Fees / Taxes / Insurance / Legal Services Budget
(Fiscal Year December 1, 2025 – November 30, 2026)
Action Item
 - DISI (District Identity and Signage Committee)
Next Committee Meeting – January 7, 2026 – 1:00 pm
Committee Co-Chairs: Stacey Wagner and Kate Mosley
 - Project Tracker
Resolution: Shall the Redwood City Improvement Association Board

of Directors authorize the Project Management Fee for District Identity and Signage Committee from September 2025 – November 2025. \$11,800.00 for 59 hours (see enclosed).

Action Item

- **Seasonal Arch Activation**

Resolution: Shall the Redwood City Improvement Association authorize the District Identity and Signage Committee to approve the purchase and installation of 2 additional arches with seasonal decor in Zones 1 and 2 not to exceed \$8,000.00.

Action Item

- **Website Redesign**

Resolution: Shall the Redwood City Improvement Association authorize the District Identity and Signage Committee to work with MBailey Advisors and Christina Altman Designs on a redesign of www.visitrwc.org, not to exceed \$22,000.

Action Item

- **RCIA Communications Proposal**

Resolution: Shall the Redwood City Improvement Association authorize the District Identity and Signage Committee to work with MBailey Advisors on content creation, newsletter copywriting, and Annual Report development, not to exceed \$12,000.00 for the fiscal year of December 1, 2025 – November 30, 2026.

Action Item

- **Olive Public Relations**

- PR and Social Media Report

- **SOBO (Sidewalk Operations and Beautification Committee)**

Next Committee Meeting – January 7, 2026 – 11:30 am

Committee Co-Chairs: Nancy Radcliffe and Paul Gadow

- **Project Tracker**

Resolution: Shall the Redwood City Improvement Association Board of Directors authorize the Project Management Fee for Sidewalk Operations and Beautification Committee from September 2025 – November 2025. \$5,400.00 for 27 hours (see enclosed).

Action Item

- **Approval of New Flowers**

Resolution: Shall the Redwood City Improvement Association Board authorize the Sidewalk Operations, Beautification and Order Committee to purchase of new winter flowers for the 13 flower planters in Zones 1 and 2, not to exceed \$3,500.00.

Action Item

- **Parking Management Committee**

Next Committee Meeting - January 7, 2025 - 10:30 am

Committee Co-Chairs: Gloria Arredondo and Veronica Klein

6. New Business
7. Executive Director's Report
8. President's Report
9. Adjournment
10. Next Board Meeting: Wednesday, January 14, 2026, 12:00pm - 1:00pm

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 255 Shoreline Drive, Suite 150, Redwood City, CA 94065. 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*