



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

Board of Directors Meeting
Wednesday, October 11, 2023
Time: 12:00 – 1:00 pm

Location: 255 Shoreline Dr. Suite 150, Redwood City, CA 94065

Agenda:

1. **Call to Order – President Gloria Arteaga**
2. **Roll Call/Introductions**
3. **Approval of Minutes from September 13, 2023 Board of Directors** **Action Item**
4. **Public Announcements, Public Comment**
5. **New Business**
 - **Welcome Interim Assistant City Manager Patrick Heisinger**
Introduction and Update on the Outdoor Business Activity Permit Program
6. **Committee Updates:**
 - **(Executive Committee) President Gloria Arteaga**
 - **Fiscal Year December 1, 2021 – November 30, 2022 Report of Independent Auditor and Financial Statements** **Action Item**
 - **2023-2024 Committee Chair/Co-Chair Appointments** **Action Item**
 - Sidewalk Operations, Beautification and Order
 - District Identity and Signage
 - Parking Management Committee
 - **SOBO (Sidewalk, Operations and Beautification Committee)**
**Next Committee Meeting – November 1, 2023 – 3:00pm*
Committee Co-Chairs: Nancy Radcliffe
 - Update on Current Approved Project Spends
 - **DISI (District Identity and Signage Committee)**
**Next Committee Meeting – October 31, 2023 – 12:00pm*
Committee Co-Chairs: Don Gibson and Stacey Wagner
 - **Hamilton Tree Lighting Partnership with the City of Redwood City**
Shall the Redwood City Improvement Association DISI Committee recommend a partnership with the City of Redwood City to restring the lights on the two large Hamilton Trees, not to exceed \$25,000.00. **Action Item**

- **Holiday Carolers**
*Shall the Redwood City Improvement Association DISI Committee recommend a spend for Holiday Carolers for up to 3 days in November/December to stroll through downtown Redwood City, not to exceed \$2,100.00. **Action Item***

- **Project Tracker**
*Project Management Fee for District Identity & Signage from April 2023 – August 2023. \$8,500 for 85 hours (see enclosed). **Action Item***

- Olive PR
 - PR and Social Media Report

- **Parking Management Committee**
Next Committee Meeting – November 13, 2023 – 9:00am
Committee Chair: Henry Sears

No Update

7. President's Report

8. Executive Directors Report

- Fiscal Year December 1, 2023 – November 30, 2024 Redwood City Improvement Association Budget **Action Item**

9. Adjournment

10. Next Board Meeting: Wednesday, November 8, 2023

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.*