



## REDWOOD CITY IMPROVEMENT ASSOCIATION

### Board of Directors Meeting

**Date:** Wednesday, October 8, 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
  - Welcome our new Board Members Ben Paul and Ashley Quintana
3. Approval of Minutes from September 10, 2025 Board of Directors
4. Public Announcements, Public Comment
5. Executive Director's Report
  - Fiscal Year December 1, 2025 – November 30, 2026, Redwood City Improvement Association Budget
6. Committee Updates:
  - Executive Committee - President Mark Nadim
    - 2025 - 2026 Committee Chair/Co-Chair Appointments
      - Sidewalk Operations, Beautification and Order
      - District Identity and Signage
      - Parking Management
  - Parking Management Committee

*Next Committee Meeting – November 5, 2025 – 10:30 am*

    - Committee Updates
      - Pedestrian Mall Bollards
  - SOBO (Sidewalk Operations and Beautification Committee)

Action item

Action item

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*Next Committee Meeting – November 5, 2025 – 11:30 am*

- Committee Updates
  - Art Kiosk
  - Pianos
- **DISI (District Identity and Signage Committee)**  
*Next Committee Meeting – November 5, 2025 – 1:00 pm*
  - Committee Updates
    - Corner Seasonal Activations
    - Holiday Carolers
    - Flower Planters
  - **Olive Public Relations**
    - PR and Social Media Report
    - Influencer Partnership

**7. President's Report**

**8. Adjournment**

**9. Next Board Meeting: Wednesday, November 12, 2025**

**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.*