



**REDWOOD CITY  
IMPROVEMENT  
ASSOCIATION**

**(RCIA)  
Board of Directors  
Wednesday, March 13, 2019 – 12:00pm**

**Location:**

Redwood City-San Mateo County Chamber of Commerce,  
1450 Veterans Boulevard, Suite 125, Redwood City, CA 94063

**AGENDA:**

1. **Call to Order – President Don Gibson**
2. **Introductions**
3. **Approval of Minutes from February 13, 2019 Board of Directors** **Action Item**
4. **Public Announcements, Public Comment**
5. **Committee Updates:**
  - (Executive Committee)**
    - A. Accept the recommendation of RCIA Board Member Aaron Aknin former Assistant City Manager, City of Redwood City, representing the Property Owner percentage of the Board of Directors to Community percentage of the Board of Directors for the remainder of his term. **Action Item**
  - (SOBO Committee) Rosanne Foust & Gloria Arteaga**  
*Next Committee Meeting – April 2, 2019 – 11:00am*
    - A. **Bike Rack Muralist Finalists Revealed**
    - B. **Commercial Grade Umbrella Purchase**  
*Resolution: Shall the SOBO Committee and the President of the RCIA be authorized to spend up to \$20,000 for the purchase of 15 pink and 15 yellow 9-foot commercial grade umbrellas with new RCIA branding colors and logo imprint.* **Action Item**
  - (DISI Committee) Lori Lochtefeld and Don Gibson**  
*Next Committee Meeting – March 26, 2019 – Noon*
    - A. **New Marketing Materials**  
*Resolution: Shall the DISI Committee and the President of the RCIA be authorized to spend up to \$10,000 for new marketing materials for the RCIA's new Branding and Logo launched in January of 2019* **Action Item**
    - B. **PR Update – Olive PR**

**(Parking Management Committee) Ben Paul and Aaron Akin**  
*Next Committee Meeting – TBD*

6. **President's Report**
7. **Executive Directors Report**
8. **Other**
9. **Adjournment**
10. **Next Board Meeting: April 10, 2019**

**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.**