



REDWOOD CITY  
IMPROVEMENT  
ASSOCIATION

## District Identity and Signage Committee

**Date:** Wednesday, December 3, 2025

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

**Time:** 1:00 - 2:00 pm

### Agenda

#### 1. Call to Order & Introductions

Stacey Wagner, Kate Mosley  
Committee Co-Chairs

#### 2. Announcements, Public Comment

#### 3. Discussion Items

- Project Tracker
  - 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
  - Shall the Redwood City Improvement Association District Identity and Signage Committee 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
  - Shall the District Identity and Signage Committee recommend working with Mbailey Advisors and Christina Altman Designs on a redesign of [www.visitrwc.org](http://www.visitrwc.org), not to exceed \$22,000. **Action Item**
- RCIA Communications Proposal
  - Shall the District Identity and Signage Committee recommend working 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 Creative Strategies
  - PR & Social Media Update

#### 4. New Business

#### 5. Next Committee Meeting: Wednesday, January 7, 2026, 1:00 - 2:00 pm

**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.*