



**REDWOOD CITY  
IMPROVEMENT  
ASSOCIATION**

**District Identity and Signage Committee  
AGENDA**

**Date:** Tuesday, February 22, 2022

**Location:** Via [Zoom Video Conference](#)

**Time:** 12:00 – 1:00 pm

**1. Call to Order & Introductions**

Stacey Wagner and Don Gibson  
Committee Co-Chairs

**2. Announcements, Public Comment**

**3. Discussion Items**

- **Budget and Future Spends Discussion**
  - Branded Instagram Story GIFs
- **Olive Creative Strategies**
  - Meet Me in RWC Campaign Update
  - PR Update

**4. New Business**

**5. Next Committee Meeting:** Tuesday, March 22, 2022, 12:00 – 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 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.*