



# REDWOOD CITY IMPROVEMENT ASSOCIATION

## District Identity and Signage Committee

**Date:** Wednesday, March 6, 2024

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

**Time:** 1:30 – 2:30 pm

### Agenda

#### 1. Call to Order & Introductions

Stacey Wagner and Kate Mosely  
Committee Co-Chairs

#### 2. Announcements, Public Comment

#### 3. Discussion Items

- **Project Tracker**

*Project Management Fee for District Identity and Signage Committee from December 2023 – February 2024. \$6,200.00 for 31 hours (see enclosed).*

Action Item

- **Olive Creative Strategies**

- PR Update

- **2024 PR Strategy and Campaign Discussion**

- Olive's Report
- CGI Digital Banner Program

#### 4. New Business

#### 5. Next Committee Meeting: Wednesday, May 1, 2024, 1:30 – 2:30pm

**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.*