



**REDWOOD CITY
IMPROVEMENT
ASSOCIATION**

**District Identity and Signage Committee
AGENDA**

Date: Tuesday, May 24, 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

- **Project Tracker**

Project Management Fee for District Identity & Signage from January 2022 – April 2022. \$6,900 for 69 hours (see enclosed)

Action Item

- **Instagram GIFs Update and Discussion**

- **Placemaking Identity Signage and Spring/Summer Banner Updates**

- **Olive Creative Strategies**

- PR Update

4. New Business

5. Next Committee Meeting: Tuesday, June 28, 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.*