



**REDWOOD CITY  
IMPROVEMENT  
ASSOCIATION**

**District Identity and Signage Committee  
AGENDA**

**Date:** Tuesday, October 29, 2019

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

**Time:** Noon – 1:00pm

**1. Call to Order & Introductions**

S. Wagner and D. Gibson  
Co-Chairs

**2. Announcements, Public Comment**

**3. Discussion Items**

- A. 2020 District Identity and Signage Budget
- B. Olive Creative Strategies
  - PR Update
  - Polling Update
  - Video Update
- C. Marketing Discussion

**Action Item**

**4. Next Committee Meeting:** Tuesday, November 26, 2019, Noon – 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.*