



**REDWOOD CITY
IMPROVEMENT
ASSOCIATION**

**District Identity and Signage Committee
AGENDA**

Date: Tuesday, September 28, 2021

Location: Via [Zoom Video Conference](#)

Time: 12:00 – 1:00 pm

1. Call to Order & Introductions

S. Wagner and D. Gibson
Co-Chairs

2. Announcements, Public Comment

3. Discussion Items

A. Project Tracker

Project Management Fee for District Identity & Signage from January 2021 – August 2021. \$20,800 for 208 hours (see enclosed)

Action Item

B. Banner Update and Marketing Discussion

(i.e., marketing ideas, etc.)

C. Olive Creative Strategies

PR Update

4. New Business

5. Next Committee Meeting: Tuesday, October 26, 2021, 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.*