



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

District Identity and Signage Committee

Date: Wednesday, September 3, 2025

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

Time: 1:00 - 2:00 pm

Agenda

1. Call to Order & Introductions

Stacey Wagner, Kate Mosley
Committee Co-Chairs

2. Announcements, Public Comment

3. Discussion Items

- **Corner Seasonal Activations**

Shall the Redwood City Improvement Association District Identity and Signage Committee approve the cost for the construction and installment of the first activation arch in Zone 1 by J&A Maintenance, not to exceed \$2,000.00.

Action Item

- **Corner Seasonal Activations**

Shall the Redwood City Improvement Association District Identity and Signage Committee approve the cost for the decorations on the activation arch in Zone 1 by Balsam Hill, not to exceed \$5,000.00.

Action Item

- **Holiday Carolers**

Shall the Redwood City Improvement Association District Identity and Signage Committee recommend a spend for Holiday Carolers for up to 4 days in November/December to stroll through downtown Redwood City, not to exceed \$2,780.00.

Action Item

- **RCIA Logo on Planter Boxes**

Shall the Redwood City Improvement Association District Identity and Signage Committee approve the cost for the RCIA logo to be installed on the planter boxes by J&A Maintenance, not to exceed \$6,500.00.

Action Item

- **Project Tracker**

Project Management Fee for the District Identity and Signage Committee from May 2025 – August 2025. \$14,400 for 72 hours (see enclosed).

Action Item

- **Olive Creative Strategies**

- PR Update

4. New Business

5. Next Committee Meeting: Wednesday, November 5, 2025, 1:00 - 2:00 pm

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.*