



**REDWOOD CITY  
IMPROVEMENT  
ASSOCIATION**

**District Identity and Signage Committee  
AGENDA**

**Date:** Tuesday, January 31, 2023

**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**

- **Website VisitRWC.org Redesign**

*Resolution: Shall the DISI Committee make a recommendation to the Redwood City Board of Directors to invest in a full redesign and optimization of the VisitRWC.org website using current webmaster SDA Creative, not to exceed \$4,000.00.*

**Action Item**

- **Olive Public Relations**

- PR/Social and Pinecone the Elf Updates

- **Public Relations and Social Media Revisit and Goal Setting**

*Matthew Van Court, Senior Account Executive, Olive Public Relations  
Cree Jones, Marketing Consultant, Cree Jones Consulting*

**4. New Business**

**5. Next Committee Meeting:** Tuesday, February 28, 2023 @ 12:00pm – 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.*