



**REDWOOD CITY  
IMPROVEMENT  
ASSOCIATION**

**Combination Committee Agenda:**

**Sidewalk Beautification and Order Committee  
District Identity and Signage Committee**

**Date:** Tuesday, February 14, 2023

**Location:** Via [Zoom Video Conference](#)

**Time:** 12:00 – 1:00 pm

**1. Call to Order & Introductions**

Rosanne Foust, Nancy Radcliffe  
Stacey Wagner and Don Gibson  
Committees' Co-Chairs

**2. Announcements, Public Comment**

**3. Discussion Items**

- **Public Relations and Social Media Goal Setting**  
*Matthew Van Court, Senior Account Executive, Olive Public Relations*  
*Cree Jones, Marketing Consultant, Cree Jones Consulting*

**4. Committee Actions**

- **Sidewalk Beautification and Order Committee**
  - ***Initiate a Series of Interactive Art Pieces***
    - Resolution: Shall the SOBO Committee make a recommendation to the Redwood City Improvement Association Board of Directors to purchase and install two (2) oversized Adirondack chairs for installation, one in each Zone 1 and Zone 2 of the CBID, not to exceed \$7,000.00.  
**Action Item**
    - Resolution: Shall the SOBO Committee make a recommendation to the Redwood City Improvement Association Board of Directors to purchase two (2) used pianos for use in each Zone 1 and Zone 2 of the CBID, not to exceed \$6,000.00.  
**Action Item**

- **District Identity and Signage Committee**

- **Purchase Signage**

Resolution: Shall the DISI Committee make a recommendation to the Redwood City Improvement Association Board of Directors to purchase customized paint, signs, installation hardware, and additional marketing materials to support the installation of the Interactive Art throughout the CBID, not to exceed \$3,000.00.

**Action Item**

- **Seasonal Flag Campaign**

Resolution: Shall the DISI Committee make a recommendation to the Redwood City Improvement Association Board of Directors to create and purchase new flags and hardware to install on the street poles throughout the CBID, beginning in the 2600 Block of Broadway, not to exceed \$10,000.00.

**Action Item**

## **5. New Business**

- 6. Next SOBO Committee Meeting:** Tuesday, March 7, 2023 @ 11am – 12:00pm  
**Next DISI Committee Meeting:** Tuesday, March 28, 2023 @ 12pm – 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.*