



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

**Board of Directors Meeting
Wednesday, February 8, 2023
Time: 12:00 – 1:00 pm**

Location: Via [Zoom Video Conference](#)

AGENDA:

1. **Call to Order – President Gloria Arteaga**
2. **Introductions**
3. **Approval of Minutes from January 11, 2023 Board of Directors** **Action Item**
4. **Public Announcements, Public Comment**
5. **Committee Updates:**
 - **Executive Committee** - President Gloria Arteaga
 - Accept the resignation of board member Alex Khojikian, Interim Community Development Director, City of Redwood City, and appoint Simon Vuong, Economic Development Manager, City of Redwood City, to the Board of Directors. **Action Item**
 - **DISI (District Identity and Signage Committee)**
 - *Next Committee Meeting – February 14, 2023 – 12:00pm*
 - Committee Co-Chairs: Don Gibson and Stacey Wagner
 - **Website VisitRWC.org Redesign**
 - Resolution: Shall the Board of Directors and the President of the Redwood City Improvement Association accept the District Identity and Signage Committee recommendation 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 PR
 - Olive PR Rebranding
 - PR and Social Media Report
 - New PR Campaign to highlight area within CBID
 - **SOBO (Sidewalk, Operations and Beautification Committee)**
 - *Next Committee Meeting – February 14, 2023 – 12:00pm*
 - Committee Co-Chairs: Rosanne Foust & Nancy Radcliffe
 - Note Special meeting date with District Identity and Signage and Sidewalk, Operations and Beautification Committees

- **Parking Management Committee**

Next Committee Meeting – March 13, 2023 – 9:00am

Committee Chair: Henry Sears

- Outdoor Business Activity Program Update

6. President's Report

- Once the COVID State of Emergency is lifted, expected to occur on February 28, 2023, agencies like the Redwood City Improvement Association, will no longer have the necessary authority to hold AB 361 virtual meetings as a result of COVID-19.

7. Executive Directors Report

8. New Business

9. Other

10. Adjournment

11. Next Board Meeting: Wednesday, March 8, 2023

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.*