

**WESTWOOD VILLAGE
IMPROVEMENT ASSOCIATION
REVITALIZATION AND IDENTITY COMMITTEE
REGULAR MEETING**

Zoom Link: <https://us02web.zoom.us/j/81174846432>

Call in: (669) 900-9128 Meeting ID: 811 7484 6432

Tuesday, January 26, 2021

8:30 A.M.

1. **Roll Call**
2. **Staff Report**
3. **Public Input** (Public comment on items not on the agenda that are within the subject matter and jurisdiction of the Committee. Please note that public comment is limited to 2 minutes for each individual.)
4. **Agenda Items**
 - A. **Westwood Business Support through Communications, Promotions, and Public Relations** (30minutes)
The Committee will hear an update from Staff regarding existing efforts to support Westwood Businesses, plus discuss further opportunities.
 - B. **Westwood Direct Mail Campaign** (30minutes)
The Committee will discuss potentially creating a direct mail campaign to Westwood residents to support Westwood businesses.
5. **Adjournment**

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