

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

Zoom Link: <https://us02web.zoom.us/j/81227502070>

Call in: (669) 900-9128 Meeting ID: 812 2750 2070

Tuesday, February 11, 2021

8:30 A.M.

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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 Digital Marketing Campaigns** (45 minutes)  
*The Committee will hear a presentation from WVIA website vendor Saltwater Software regarding the creation of a Westwood Village customer loyalty program.*
  - B. **Westwood Business Improvement District Ambassador Program Hours of Operation** (20 minutes)  
*The Committee will discuss the hours of operation of the Westwood Business Improvement District Ambassador Program.*
5. **Adjournment**

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