

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

Zoom Link: <https://us02web.zoom.us/j/85044894808>

Call in: (669) 900-9128 Meeting ID: 850 4489 4808

Monday, March 8, 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 Digital Marketing Campaigns** (30 minutes)
The Committee will discuss the presentation from WVIA website vendor Saltwater Software regarding the creation of a Westwood Village customer loyalty program.
 - B. **WVIA Contracts for Operations Vendors** (20 minutes)
The Committee will discuss the contracts for Clean and Safe vendor Block by Block and Westwood Village Farmers Market operator Farmer Mark.
5. **Adjournment**

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