

Westwood Village Improvement Association

GENERAL BOARD MEETING

Date: Thursday, February 17, 2022

Time: 8:30 a.m.

Teleconference Meeting

Zoom Meeting Link: <https://us02web.zoom.us/j/85480819909>

Call in: (669) 900-9128 Meeting ID: 854 8081 9909

I. Roll Call

II. Report from Board Chair (no public comment permitted)

III. Report from Staff (no public comment permitted)

IV. Committee Reports

Revitalization and Identity Committee (met February 3, 2022)

Executive Committee (met February 9, 2022)

V. Public Input: Board will hear public comment on items not on the agenda that are within the subject matter and jurisdiction of the Westwood Village Improvement Association. Please note that public comment is limited to 2 minutes for each individual.

VI. Consent Calendar

A. Approval of Minutes (1/20/21 Board Meeting)

B. Financial Statements for the Periods Ending 12/31/21 and 1/31/22

C. Information Items: Board Attendance Report

D. Continuation of AB 361

VII. Open Session Agenda Items – All Items May Result in Board Action (please note that public comment is limited to 2 minutes per individual item)

A. WVIA Council District 5 Candidate Forum (20 min.)

The WVIA Board will consider a recommendation from the WVIA Executive Committee to invite all CD5 candidates to participate in one WVIA Zoom Forum on Thursday, March 17th in which the candidates are asked to introduce themselves and identify their most pressing issues concerning Westwood Village, and then asked the same series of questions in a snake format in which the candidate answering a question first, will answer their next question last and continuing through all proposed questions. Questions will be sent to the candidates in advance.

B. WVIA-Sponsored Council District 5 Candidate Forums/Debates (30 min.)

The WVIA Board will consider a recommendation from the WVIA Executive Committee to sponsor a CD5 candidate forum/debate after the June 2022 primary and to ask UCLA for their partnership and to ask the North Westwood Neighborhood Council to serve as a co-sponsor. The WVIA should also have an active role in determining the questions, format, and programming for any forums/debates in which the WVIA is asked to serve as a co-sponsor.

C. Revitalization and Identity Committee Goals (20 min.)

The WVIA Board will hear the goals of the WVIA Revitalization and Identity Committee. They are:

- Affecting Homelessness Review (Q1)
- Ambassador Program RFP (Q1)

- Arts Development Projects in the District (Q1)
- Art in Vacant Storefront (Hammer, etc) (Q1)
- Broxton Ave. Over-the-Street Lighting Program (Q1)
- Events in the District (Q2)
- Holiday Promotions, Decorations, Planning (Q2)
- Plaza Launch/Plaza Programming (Q2)
- Westwood Village Farmers Market Operator RFP (Q2)
- Brand Identity Refresh (Q3)
- Marketing and Communications Audit (Q3)
- Stakeholder Outreach and Survey (Q3)
- Tree Lighting in the District (Q3)
- Westwood Village Rewards Loyalty Program (Q3)
- Pop-Up/Incubator Facilitation (Q4)

VIII. Adjourn

As a covered entity under Title II of the Americans with Disabilities Act, The Westwood Village Improvement Association does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting (310) 470-1812.