

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

**Zoom Link:** <https://us02web.zoom.us/j/84842802597>

**Call in: (669) 900-9128 Meeting ID: 848 4280 2597**

**Wednesday, November 2, 2022**

**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. **Revitalization and Identity Committee Regular Meeting** (5 minutes)  
*The Committee will determine regular meeting dates and times for 2023.*
  - B. **WVIA Brand Development & Marketing Strategy Update** (15 minutes)  
*The Committee will hear an update from Haines & Co. regarding their proposed timeline and next steps.*
  - C. **Westwood Village Plaza Surface Treatment and Naming** (30 minutes)  
*The Committee will revisit the discussion to determine the final surface treatment palette and discuss naming options for the Westwood Village Plaza.*
5. **Adjournment**

**This agenda is available in alternate format upon request by calling (310) 470-1812**