

# Westwood Village Improvement Association

## GENERAL BOARD MEETING

Date: Thursday, October 20, 2022

Time: 8:30 a.m

Teleconference Meeting

Zoom Meeting Link: <https://us02web.zoom.us/j/85086090635>

Call in: (669) 900-9128 Meeting ID: 850 8609 0635

- I. **Roll Call**
- II. **Report from Board Chair** (no public comment permitted)
- III. **Report from Staff** (no public comment permitted)
- IV. **Committee Reports** (no public comment permitted)  
Revitalization and Identity Committee (met 10/12/22)
- 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 (9/29/22 Board Meeting and 10/12/22 R& I Committee Meeting)**
  - B. **Financial Statements for the Periods Ending 9/30/22**
  - 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 Brand Development & Marketing Strategy Consultant Selection** (15 min.)

The WVIA Board will hear a recommendation from the WVIA Revitalization and Identity Committee to contract with consultant Haines & Co. This item will include a brief presentation from Genevieve Haines and Clare Sebenius from Haines & Co. on their process for re-branding and marketing strategy services for the Westwood Village Business Improvement District.
  - B. **People St Plaza Project for Broxton Avenue** (15 min.)

The WVIA Board will hear a presentation from LADOT, People St Coordinator, DeJanea Williams, regarding the People St Plaza Project for Broxton Avenue.
  - C. **Discussion About Upcoming Meetings** (15 min.)

The WVIA Board will discuss hosting an Annual Membership Meeting on November 17, 2022 and considerations for returning to in-person meetings for the 2023 calendar year.
- 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.*