

WESTWOOD VILLAGE
IMPROVEMENT ASSOCIATION
REVITALIZATION AND IDENTITY COMMITTEE
REGULAR MEETING

Zoom Link: <https://us02web.zoom.us/j/82291035110>

Call in: (669) 900-9128 Meeting ID: 822 9103 5110

Wednesday, January 11, 2023

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. **WVIA Preliminary Brand Audit & Opportunity Analysis** (45 minutes)
The Committee will hear a presentation from Haines & Co. regarding the re-branding and marketing strategy for Westwood Village.
 - B. **Revitalization and Identity Committee Goals** (15 minutes)
The Committee will determine its goals for 2023
5. **Adjournment**

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