

Westwood Village Improvement Association

GENERAL BOARD MEETING

Date: Thursday, February 16, 2023

Time: 8:30 a.m

Teleconference Meeting

Zoom Meeting Link: <https://us02web.zoom.us/j/86069709219>

Call in: (669) 900-9128 Meeting ID: 860 6970 9219

- 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)
Planning and Mobility Committee (met February 1, 2023)
Revitalization and Identity Committee (met February 8, 2023)
- 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 (1/19/23 Board Meeting, 2/1/23 Planning and Mobility Committee, 2/8/23 Revitalization and Identity Committee)**
 - B. **Financial Statements for the Period Ending 12/31/22 and 1/31/23**
 - C. **Information Items: Board Attendance Report**
- 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** (30 min.)
The WVIA Board will hear a presentation from Haines & Co. regarding the re-branding and marketing strategy for Westwood Village.
 - B. **WVIA 2023 Goals and Priorities** (15 min.)
The WVIA Board of Directors will discuss the goals and priorities of the WVIA for 2023.
 - C. **WVIA Board Sub-Committee Assignments** (15 min.)
The WVIA Board will populate WVIA sub-Committees.
- 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.