

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

Westwood Village Improvement Association  
10866 Wilshire Blvd., Suite 360  
Los Angeles, CA 90024

Thursday, January 23, 2025  
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. **California Wildfire Disaster** (15 minutes)  
*The Committee will discuss crisis management and business recovery for Westwood Village related to the recent California wildfire disaster.*
  - B. **Updating the Westwood Village Retail Strategy** (15 minutes)  
*The Committee will hear a presentation from the Anderson School of Management representatives for developing retail strategies to enhance near-term prospects and long-term viability of Westwood Village's retail uses.*
  - C. **Revitalization and Identity Committee Goals** (30 minutes)  
*The Committee will determine its goals for 2025*
5. **Adjournment**

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