



**East Village Association, Inc.  
Marketing Outreach Committee Meeting  
Thursday, February 2, 2017 4:00 p.m.**

Thomas Jefferson School of Law Room 219, 1155 Island Ave, San Diego, CA 92101

1. Called to order By Robert Weichelt at 4:03 p.m.
2. Committee Self-Introductions
  - a. Present: Kirsten Kessler, Robert Weichelt, Chris Sohaey, Crystal Stasch, Joni Incrocci, Carolyne Porter, Simon Andrews, MyMy Lu, Ronda Coyle
  - b. Staff: Sunny Lee
3. Sunny Lee, EVA Programs Update
  - a. Wild Wednesday – Update on paid advertising
  - b. Landmark Sign FUN-draiser at East Village Tavern + Bowl, February 23, 2017
    - i. Looking for sponsorships
  - c. East Village Opening Day Block Party Weekend, April 7 & 8, 2017
  - d. Landmark Sign Update
    - i. M. Lu & C. Sohaey agreed to lead fundraising initiatives
4. Friends of Central Library, Central Library, Library Foundation Update – Not Present
5. Kirsten Kessler, Alchemy Event Services – SILO @ Makers Quarter update
  - a. 10 Barrel Brewing should be opening in the spring
  - b. If anyone is interested in hosting an event at SILO, please contact Kirsten
6. Trong Dinh, next EVA Social in first quarter – discuss date/time/location
  - a. C. Stasch & R. Weichelt will take over planning the socials
  - b. Next social in March. Potential location – Regus
7. Member News
  - a. J. Incrocci – Princess Project, donate used prom dresses for girls in need. Next event will be the Make a Wish Fashion with a Passion event.
  - b. C. Stasch – Urbana is hosting a Super Bowl party on February 5, 2017, and Urbana's 2<sup>nd</sup> birthday party on February 25, 2017 at 5PM
  - c. M. Lu – Cox launched security of businesses – now providing alarm and camera service for businesses
8. Adjourned: 4: 39 p.m.