



**EAST VILLAGE ASSOCIATION, INC. (EVA) Board of Directors Meeting  
Thursday, October 5, 2017 @ 5:00 p.m.**

Room 219 Thomas Jefferson School of Law, 1155 Island Ave.

\*The EVA Board may take action on any item on the agenda unless it is noted as an “Information Only” Item.

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- I. **Call to Order and Self-Introductions** James Haug, President
  - II. **Adoption of Agenda** Action
  - III. **Public Comment on Items *Not on the Agenda*** (2-minute limit per organization)
  - IV. **President’s Report: Administrative Items** [conflict of interest declarations and comments]
  - V. **Consent Items:**
    - a. Approval of Minutes Action
      - i. PROPOSED MOTION: Approval of Minutes from the September 7, 2017 Meeting of the Board of Directors of East Village Association, Inc.
    - b. Approval of Financial Reports Action
      - i. Balance sheet – August 31, 2017.
      - ii. Profit & Loss Statement – August 31, 2017.
    - c. Full Board: PROJECT PRIORITIZATION MATRIX, ASSOCIATION-GUIDING PRINCIPLES Action
      - i. PROPOSED MOTION: MATRIX APPROVAL.
    - d. Pre-Design Committee: 14<sup>th</sup> & COMMERCIAL: FATHER JOE’S EXPANSION Action
      - i. PROPOSED MOTION: PROJECT APPROVAL DENIED AND INVITED TO RETURN TO PRESENT FOR LATER APPROVAL CONTINGENT TO:
        - 1. CONFORMING TO THE 2016 CITY APPROVED 14<sup>TH</sup> STREET PROMENADE DESIGN AND THE EL NUDILLO (“THE KNUCKLE”) PROJECT DESIGN TO BE LOCATED AT THE INTERSECTION OF 14<sup>TH</sup> STREET, NATIONAL AVENUE, AND COMMERCIAL STREET;
        - 2. FOR FATHER JOE’S TO WORK IN GREATER COLLABORATION WITH EVA, AND OTHER EAST VILLAGE AFFILIATES TO EXPEDITE TEMPORARY TENT STRUCTURES, AND BEDS FOR THE HOMELESS POPULATION; AND
        - 3. TO ENCOURAGE THE CITY ATTORNEY AND SAN DIEGO POLICE DEPARTMENT TO ENFORCE STANDING LAWS.
    - e. Marketing Committee: WEBSITE REDESIGN, FYC LABS Action
      - i. PROPOSED MOTION: APPROVAL OF WEBSITE LAUNCH CONTINGENT UPON SUGGESTED CHANGES MADE IN COMMITTEE.
      - ii. PROPOSED MOTION: APPROVAL OF A FUTURE REQUEST FOR PROPOSAL (RFP) FOR A BUSINESS ATTRACTION AND RETENTION STRATEGY.

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Note: East Village Association, Inc. agendas, minutes, and background info are available at 1202 Market St. San Diego, M-F 8:30 a.m. to 5:00 p.m. for public viewing. Email [EVA@eastvillagesandiego.com](mailto:EVA@eastvillagesandiego.com) for copies. There is a nominal charge for paper copies. To request an alternative format, a sign language or oral interpreter for the meeting, please contact [EVA@EastVillageSanDiego.com](mailto:EVA@EastVillageSanDiego.com) or call 619.546.5636 at least 5 working days before the meeting for availability. Assistive Listening Devices (ALDs) may be made available for the meeting upon request.

**VI. \*Guest Presentations – if available/present** (suggested 3-minute limit per organization)

a. Marlo Woods, Community Liaison, San Diego Police Department	f. Adrian Granda, Office of County Board Supervisor Ron Roberts, Policy Advisor/Community Representative
b. Brad Richter, Assistant VP Planning, CIVIC San Diego	g. Nick Serrano, Office of Assembly Member Todd Gloria, Communications Director
c. Mark Robertson, City of San Diego, Deputy City Attorney	h. Michael Berry, San Diego Housing Commission
d. John Ly, City of San Diego, Mayor's Office, Director of Outreach	i. Lise Koerchegen, Vice President of External Affairs, Downtown San Diego Partnership, Clean & Safe Program
e. Brian Elliot, Office of Councilmember Chris Ward, Policy Advisor	

**VI. Presentations**

- a. Councilmember Chris Ward (District 3), Councilmember David Alvarez (District 8)
  - i. Update: City of San Diego, Select Committee on the Homeless.
  - ii. Update: City of San Diego, Homeless Policy Discussions.
- b. Presentation: Jason Bercovitch, Field Representative, Congressman Scott Peters (D-52<sup>nd</sup>), Mark Davis
  - i. Health Insurance Tax (HIT) legislative update / impact to the business community.
  - ii. Background: current state of legislation re: a Congressional extension.
- c. Presentation: Sunny Lee, EVA Program Manager
  - i. Lease Agreement between City of San Diego and East Village Association for 1452 G Street temporary "Dog Park" Activation.
  - ii. Background: project approved at July 6, 2017 Meeting of the Board of Directors of East Village Association, Inc.

**VII. Standing East Village Association Committee Updates**

- a. Pre-design Committee David Hazan
  - i. Discussion: Father Joe's Proposed Expansion at 14<sup>th</sup> & Commercial.
- b. Marketing/Outreach Committee James Haug
  - i. Discussion: Update on Website Launch.
  - ii. Discussion: 10 Barrel EVA Charity-Night Close-Out.
- c. Special Events Committee Todd Brown
  - i. Discussion: Annual Block Party.
- d. Parking and Transit Committee Harry Schwartz
  - i. Discussion: FY2018 Budget Approval.

**VIII. Executive Director Report**

Dora McCann Guerreiro

- a. "Resurrection" of the Community Issues Committee
  - i. Next Meeting Date: Wednesday, October 11<sup>th</sup> @ 12:30 Social Tap (address: 815 J St, San Diego, CA 92101).

**IX. Member Comments / Discussion**

--- Adjournment ---

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### **Past Events**

- September 15<sup>th</sup>: Parking Day

### **Upcoming Events**

- Month of October: Gaslamp Association / EVA "Hoptoberfest" Brewery Crawl
- October 12<sup>th</sup>: EVA Ungala Awards
- October 19<sup>th</sup>: Downtown Partnership Alonzo Awards Annual Dinner
- October 27<sup>th</sup>: Quartyard II Groundbreaking (*proposed*)
- October 29<sup>th</sup>: CicloSDias Bike Event
- October 28<sup>th</sup>: Monster Bash
- November 7<sup>th</sup>: Next EVA Board Meeting
- November 11-12<sup>th</sup>: Padres Pedal for the Cause

**Next EVA Board meeting scheduled**  
**Next meeting: November 5, 2017 at 5PM, Thomas Jefferson School of Law RM 219**  
**Please check date/time on [EastVillageSanDiego.com](http://EastVillageSanDiego.com)**

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