



East Village Association, Inc.
Marketing/Outreach Committee Minutes
Thursday, March 2, 2017 3:00 p.m. Moniker Warehouse
705 16th Street, San Diego, CA 92101

1. Called to Order – 3:08 p.m.
2. Present: James Haug, Joni Incrocci, Kirsten Kessler, Jeremy Cicernos, Todd Blakesley, Trong Dinh, Justin Fortier
Guests: Amanda Damewood, Rachel Edelman, Joe Dominguez
Staff: Sunny Lee
3. Public Comment
 - a. T. Blakesley, Fringe Festival
 - i. Proposed a walking mystery show through East Village
 - ii. Would like EVA to assist with finding venues and promote on website/online. Committee agreed to assist.
4. James Haug comments/changes to order of agenda

Action Items

5. Amanda Damewood, Code for America
 - a. Explanation of City of San Diego Economic Development tool and how it works. Requested marketing committee use pilot portal and offer feedback. Once portal is complete an update and training will be available.
6. Sunny Lee, EVA Programs update
 - a. Wild Wednesday
 - b. Landmark Sign FUN-draiser at East Village Tavern + Bowl, March 16, 2017
 - i. R. Weichelt will host a happy hour for board and committee members from 5P-7P
 - c. East Village Opening Day Block Party Weekend, April 7 & 8, 2017
 - i. Need assistance with sponsors
 - d. Landmark Sign Update
 - i. Need assistance with sponsors
 - e. EVA Board Elections, May 11, 2017
 - i. Location TBD, potential location is 10 Barrel Brewing
7. Justin Fortier, FYC Labs
 - a. Breakfast/Lunch Workshop ideas
 - i. Louis Nava - Improving your Google Listing
 - ii. Suggested 1st Thursday breakfasts
 - iii. J. Haug requested workshops other than tech for future ideas
8. Friends of Central Library, Central Library, Library Foundation Update – Not Present
9. Kirsten Kessler, Alchemy Event Services – SILO @ Makers Quarter update
 - a. 10 Barrel is opening at the end of March. Still looking to hire.
 - b. Smarts Farms is available as an event space.

c. Open House San Diego, March 25 - 26, 2017

10. Robert Weichelt or Crystal Stasch, next EVA Social – discuss date/time/location – Not present
11. Member News
 - a. J. Dominguez, Ride Play TV
 - i. Gave information about program that provides advertisement in UBER/Lyft vehicles. Each month a nonprofit is featured free of cost.
12. Adjourn – 3:47 p.m.