



**East Village Association, Inc.  
Board of Directors Meeting  
Thursday, April 6, 2017 5:00 p.m.**

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

1. Called to order: 5:02 p.m.
2. Present: Randy Rivera, Jon Gordon, Robert Weichelt, Claudine Scott, Glenna Gasper, James Haug, Jerry Navarra, David Hazan, Todd Brown, Mike Madigan  
Absent: Tod Firotto, Simon Andrews, Trong Dinh, Brendan Foote, Michael Hormozi,  
Staff: Sunny Lee
3. Public Comment – None
4. President’s Report: Administrative Items [conflict of interest declarations and comments] - None
5. Guest Presentations
  - a. Marlo Woods, Community Liaison, San Diego Police Department.
    - i. Coffee with a Cop, Thursday, March 23, 2017 at Halcyon went very well. Thank you to all that attended.
    - ii. Would like to have the next block party in East Village
    - iii. Update on trash collection
  - b. Mark Robertson, Deputy city Attorney - Not present
  - c. John Ly, Director of Outreach, Mayor’s Office, City of San Diego – Not present
  - d. Roberto Alcantar, Director of Community Outreach, Councilmember Chris Ward
    - i. Will be moving on to a new position with the ACLU. Congratulations Roberto. Molly Chase will take over for Roberto.
    - ii. April 27, 2017 – Community coffee at Halcyon, 5PM
  - e. Kathleen Brand, Project Manager, EV Green Park, Civic San Diego
    - i. EV Green is moving ahead with the construction documents and is on schedule
    - ii. 14<sup>th</sup> Street is moving forward.
    - iii. Urban Greening Grant has become available and may assist with the 2<sup>nd</sup> block of the 14<sup>th</sup> St. Promenade.
  - f. Alonso Vivas, VP of Executive Director, Downtown San Diego Partnership, Clean & Safe program
    - i. 10<sup>th</sup> Avenue tree lights are being removed
    - ii. Family unification program is up to 1094 families reunited
    - iii. Homeless count went up, but beds were not active during March and number is still down from previous year
  - g. Robert Weichelt, Downtown Community Planning Council and East Village Residents Group
    - i. DCPC meets on April 19, 2017
      1. Elections concluded last week
    - ii. EVRG meets May 18, 2017, 6-8PM
    - iii. J. Navarra requested that R. Weichelt look into the DCPC homelessness committee
  - h. Representative, San Diego Housing Commission
    - i. New programs will be proposed
      1. Homelessness prevention, landlord engagement, rapid rehousing, new permanent supportive housing
    - ii. M. Madigan asked requested about wrap around services and recovery treatment
6. Informational item: Joan Wojcik, East Village Residents Group
  - a. Petition to provide homeless services throughout the San Diego region

7. James Haug, Marketing/Outreach Committee update
  - a. EVA Socials + Workshops
    - i. Next EVA social will be held June 15<sup>th</sup> at Bottega Americano
    - ii. Still planning workshops
  - b. EVA Socials + Workshops
    - i. Will be planned soon by committee, still looking for topics
  - c. Rebranding: Digital Marketing Sub-Committee
    - i. Meeting will be held on Thursday, April 20, 2017 at FIDM, 9AM and will focus on rebranding the EVA website and phone app
  
8. Glenna Gasper, Special events Committee update
  - a. Opening Day Block Party Weekend update
    - i. Requested volunteers for block party. J. Navarra volunteered.
  - b. Jana McLeod, Neighborhood 10<sup>th</sup> Anniversary Block Party, June 17, 2017 – Moved from consent agenda to action item

*Motion: M. Madigan made a motion to provide a letter of support for the Neighborhood 10<sup>th</sup> Anniversary Block Party. D. Hazan seconded. Motion passed unanimously.*

- c. Consent agenda items
  - i. Dustin Fuller, request for support letter for the San Diego County Fair Cattle Drive, June 3, 2017
  - ii. Natalia Mendez, request for support letter for the Rock 'n' Roll marathon, Sunday, June 4, 2017
  - iii. James Gomes, request for letter of support for the 10 Barrel Brewing Block Party, May 27, 2017
  - iv. Jamie Miller, Public Right of Way (PROW) permit: Union Cowork

*Motion: M. Madigan moved to approve consent agenda items. T. Brown seconded. Motion passed unanimously.*

- d. The board thanks G. Gasper and T. Brown for their work on the Opening Day Block Party Weekend.

9. David Hazan, President
  - a. EVA Goal Setting Meeting update
    - i. Currently exploring other options to the landmark sign project and will report next month
    - ii. Rebranding website and app
    - iii. Banner program RFP
      1. Banner RFP has gone out to select a new street banner program vendor
      2. Maintenance of banners will be performed this week for torn banners only.
  - b. Executive Director update
    - i. Committee needs to be formed to put out the RFQ for a new Executive Director. May be put on hold until board elections are complete.

10. Tod Firotto, Treasurer – not present

11. Member Comments – None

12. Sunny Lee, EVA updates
  - a. FY2018 Parking Funds Budget update
    - i. FY2018 budget has been revised
  - b. EVA Board Elections, May 11, 2017 at Mission Brewery
    - i. Appetizers provided by Bub's at the Ballpark
  - c. EVA's Pilot Pre-paid Parking Card update – Continuing program for now

- d. 2017 Wild Wednesdays update
  - i. Program is complete and will get follow up from participating businesses for improvements
- e. IDA Forum, March 14-16, 2017, Long Beach – Recap
  - i. See recap email sent previously

13. Adjourned: 6:24 p.m.

Minutes prepared by: Sunny Lee