



East Village Association, Inc.
Landmark Sign Committee Minutes
Wednesday, July 12, 2017 11:00 a.m. Copa Vida
905 J Street, San Diego, CA 92101

1. Called to Order: 11:10 a.m.
2. Present: Brendan Foote, David Malmuth, Todd Blakesley, David Hazan, Crystal Stasch, Claudine Scott, Glenna Gasper

Staff: Sunny Lee, Dora McCann Guerreiro
3. Public Comment - None
4. Brendan Foote, Chair, comments/changes to order of agenda

Action Items

5. Brendan Foote, Chair
 - a. Tecture - Lots of good inspiration/conceptual ideas from around the world, we need them to select some of them that they might want to build. Get more specific. We need a direct correlation between their inspiration and what they intend on building and furthermore a connection between what they intend on building and the budget. They need to tighten up their numbers as it relates to specific concepts that they are generating internally. They can draw inspiration from their idea boards, for instance, we like the vertical arrows - so if we like those, and they do too, what does that look like in terms of costs, etc. They need to show us how some of their design ideas might translate into actual EV sign opportunities.
 - b. Basile - very comprehensive proposal, the committee respects the cohesive design theme, but we would like variety. We like the warehouse sign idea, but don't want everything to be brick and steel. Expand on the idea, add some variety and color to the design concepts.
 - c. Less+More - need more specific direction - didnt include any real sign ideas for EV, also didnt touch on the budget and costs per concept. Who is designing, fabricating and installing? We need a clear understanding of what they can do and which member of their team will be doing what. Although we like some of their art ideas, and they may be useful for a future art based project, this is a sign program, so they need to dial in the proposal a bit.
 - d. Ron/Scott - Who is doing what on their team? Can they expand on how their designs fit with the EV neighborhood. Strike the Buh Bye idea and replace with something else. Expand on materials, etc. Have they evaluated whether those signs can actually be placed where they propose? For instance, do they know if a Fault Line Park sign installation is even feasible? Expand proposal to include some local market research and talk about how particular designs will talk to the culture of the EV.
 - e. Ask all firms to present at the next meeting, August 15, 2017 at FIDM.
8. Member News – None
9. Adjourned: 11:45 a.m.
Minutes prepared by: Sunny Lee