



**East Village Association – District Identity & Placemaking (DIP) Committee
Thursday, April 4, 2024, at 2:00pm
UCSD Park & Market (1100 Market Street #321)**

- 1. Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair**
- 2. Non-Agenda: Public Comment & Announcements**
- 3. Minutes from March 7, 2024, Meeting** *Action Item* P. 2 - 4
- 4. Events**
 - a. East Village Block Party Postponed - Update
- 5. Public Relations, Promotions, Fundraising & Councils**
 - a. Olive Public Relations Status Report P. 5 - 10
 - b. East Village Subdistrict Workshopping Time Frame *Action Item* P. 11 - 14
- 6. Old Business**

It is the practice of the EVA to formally request that an item under Old Business be pulled from the Agenda and placed on a future Agenda for Discussion and/or Action.
- 7. Next Meeting: Thursday, May 2, 2024, at 3:00pm
UCSD Park & Market (1100 Market Street #321)**
- 8. Adjournment** *Action Item*

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at meeting location and on the EVA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Ethan Olsen at 619-546-5636 or via email at ethan@newcityamerica.com at least 48-hours prior to the meeting.



East Village Association - District Identity & Placemaking (DIP) Committee
Thursday, March 7, 2024, at 2:00pm
UCSD Park & Market (1100 Market Street #321)

PRESENT: Robyn Spencer, Justin Navalle, Manny Rodriguez, Davis Newton, Hasan Ahmed, Gerry Granados

STAFF: Dominic Li Mandri, Ethan Olsen, Chris Gomez, Eleanor Lazar

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair	1. The meeting was called to order by the EVA Asst. District Manager, Ethan Olsen at 3:06pm. The District Identity & Placemaking (DIP) Committee gave round table introductions.	1. No action taken
2. Non-Agenda: Public Comment Introductions and Announcements	2. Nothing to report.	2. No action taken
3. Minutes from February 1, 2024 Meeting	3. The minutes from February 1, 2024, were reviewed.	3. Manny Rodriguez moved to accept the February 1, 2024, minutes. Robyn Spencer seconded the motion. Justin Navalle abstained. Motion passed.
4. Confirmed Events a. East Village Block Party on Opening Weekend / Justin & Robyn	4.a. Robyn Spencer & Justin Navalle announced that the East Village Block Party on Opening Weekend will now be held on Saturday, March 30, 2024, from 10:00am to 4:30pm. Robyn provided an update on event sponsors and Justin provided an update on	4.a. No action taken

EAST VILLAGE ASSOCIATION

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	entertainment expectations. The consensus is that the 2024 East Village Block Party should be a great community-oriented event to ring in the 2024 MLB Season and welcome the return of the San Diego Padres to the East Village.	
<p>5. Public Relations, Promotions, Fundraising & Councils</p> <p>a. Olive Public Relations Status Report / Eleanor Lazar</p> <p>i. TelevisaUnivision as Spanish Radio Media Partner / Ethan Olsen</p>	<p>5.a. Eleanor Lazar gave an update on Olive’s public relations activities in the East Village.</p> <p>5.a.i. Ethan Olsen reported that TelevisaUnivision has contacted EVA Staff in regards to being the official Spanish Media Partner for the East Village Block Party on Opening Weekend 2024. Ethan noted that there is not significant Spanish Media that would be of conflict in the general East Village area. Ethan reported that DIP can authorize staff to work with TelevisaUnivision for future East Village event opportunities.</p>	<p>5.a. No action taken</p> <p>5.a.i. Robyn Spencer moved to approve staff to negotiate and work with TelevisaUnivision in future EVA events. Hasan Ahmed seconded the motion. Motion passed unanimously.</p>
<p>6. Tecture Wayfinding Signage Project / Chris Gomez & Ethan</p>	<p>6. Chris Gomez reported that projected expenses for the Tecture wayfinding signage project continue to escalate. Chris reported that there was discussion of withdrawing the concept for 10 freestanding poles in the right of way and resorting back to hanging the signs on buildings.</p> <p>Chris encouraged the Committee to pursue an alternative path of potentially 1 – 3 art displays with multiple signs on each post. These posts could be placed within Fault Line Park or Quartyard upon further deliberation at the Task Force level.</p>	<p>6. Robyn Spencer moved to create a Tecture Task Force to determine project direction. Justin Navalle seconded the motion. Motion passed unanimously.</p>
<p>7. World Design Capital 2024 Community-Oriented Grant – Update / Dominic Li Mandri</p>	<p>7. Dominic reported that EVA Staff has applied to the World Design Capital (WDC) 2024 Community Oriented Grant for \$25,000. Dominic reported staff expects to receive a year or nay by March 15, 2024 at the earliest.</p> <p>Dominic alluded to potential EVA public art and mural related activations/events presuming EVA receives the grant.</p>	<p>7. No action taken.</p>

8. Citylight Website Public Art Widget Addition / Chris	<p>8. Chris reported that a widget can be added to the EVA Website to include murals and public art found across the East Village district. Chris noted that this would be \$600 for the addition of the widget.</p>	<p>8. Davis Newton moved to authorize staff to move forward with the \$600 public art widget if EVA does not receive the WDC grant. Justin Navalle seconded the motion. Motion passed unanimously.</p>
9. East Village Sponsorship Guide / Chris	<p>9. Chris announced that EVA staff has compiled an East Village Sponsorship Guide outlining and describing all EVA events held in the neighborhood for the 2024 calendar year. Chris noted that the Sponsorship Guide features information on the general demographic of event attendees, a biography of each event, and statistics of audience reach.</p> <p>Chris encouraged the Committee to share the Sponsorship Guide and reported that the goal of the guide is to assist with the underwriting of EVA community events moving forward.</p> <p>Robyn Spencer expressed her gratitude towards EVA staff for creating such a document.</p>	<p>9. No action taken</p>
10. Old Business	<p>10. Nothing to report.</p>	<p>10. No action taken</p>
11. Next District Identity & Placemaking (DIP) Committee Meeting	<p>11. The next EVA District Identity & Placemaking (DIP) Committee will be held on Thursday, April 4, 2024, at 2:00pm.</p>	<p>11. No action taken</p>
12. Adjournment	<p>12. Meeting adjourned.</p>	<p>12. Manny Rodriguez moved to adjourn the meeting. Davis Newton seconded the motion. Motion passed unanimously.</p>

Minutes taken by: Ethan Olsen, New City America.



EVA DI&P Meeting
PR Agenda
Thursday, April 4, 2024

PITCHING

Current/Upcoming Focus

- Women's History Month Spotlight
- East Village Block Party (Short Leads)
- Why the Padres Home Neighborhood is one to Watch (National)
- Best Dog Friendly Spots in East Village | Pamper your Pooch in Time for National Pet Day

WRITING

Current/Upcoming

- San Diego Downtown News April Article
- San Diego Downtown News May Article
- Why the Padres Home Neighborhood is one to Watch (National)
- Best Dog Friendly Spots in East Village | Pamper your Pooch in Time for National Pet Day

Women's History Month Spotlight

SECURED COVERAGE

- **3/22 secured online coverage on CBS 8**
 - Online run of segment that featured Blackmarket Bakery and Tailored Hair in East Village
- **3/22 secured broadcast coverage on CBS 8 (News at 8:00 am)**
 - Segment featured Blackmarket Bakery and Tailored Hair in East Village
- **3/22 secured broadcast coverage on CBS 8 (News at 8:00 am) - teaser**
 - Teaser featured Blackmarket Bakery and Tailored Hair in East Village
- **3/22 secured broadcast coverage on CBS 8 (News at 8:00 am) - teaser**
 - Teaser featured Blackmarket Bakery and Tailored Hair in East Village
- **3/22 secured broadcast coverage on CBS 8 (News at 7:00 am)**
 - Segment featured Blackmarket Bakery and Tailored Hair in East Village
- **3/22 secured broadcast coverage on CBS 8 (News at 7:00 am) - teaser**
 - Teaser featured Blackmarket Bakery and Tailored Hair in East Village
- **3/22 secured broadcast coverage on CBS 8 (News at 7:00 am) - teaser**
 - Teaser featured Blackmarket Bakery and Tailored Hair in East Village
- **3/22 secured broadcast coverage on CBS 8 (News at 6:00 am) - teaser**
 - Teaser featured Blackmarket Bakery and Tailored Hair in East Village
- **3/19 secured broadcast coverage on KUSI (News at 6:00 pm)**
 - Segment featured an interview with Café L'Opera in East Village for Saint Patrick's Day offerings

- **3/11 secured broadcast coverage on ABC 10 (News at 4:00 pm) – teaser**
 - Teaser featured women owned businesses including Tailored Salon in East Village for International Women’s Day
- **3/11 secured broadcast coverage on ABC 10 (News at 4:00 pm)**
 - Segment featured women owned businesses including Hey Sugar in East Village for International Women’s Day
- **3/11 secured broadcast coverage on ABC 10 (News at 4:00 pm) – teaser**
 - Teaser featured women owned businesses including Hey Sugar in East Village for International Women’s Day
- **3/11 secured broadcast coverage on ABC 10 (News at 4:00 pm)**
 - Segment featured women owned businesses including Tailored Salon in East Village for International Women’s Day
- **3/11 secured broadcast coverage on ABC 10 (News at 4:00 pm) – teaser**
 - Teaser featured women owned businesses including Tailored Salon in East Village for International Women’s Day

East Village Block Party on Opening Weekend (Long Leads)

SECURED COVERAGE

- **3/27 secured online coverage on San Diego Tourism Authority**
 - Weekend roundup featured the East Village Block Party
- **3/27 secured online coverage on San Diego Magazine**
 - Weekend roundup featured the East Village Block Party
- **3/26 secured online coverage on San Diego Family Magazine**
 - Article featured the East Village Block Party, including details of the event, in a spring break activities
- **3/26 secured online coverage on FOX 5 / KUSI**
 - Article featured the East Village Block Party, including details of the event
- **3/26 secured online coverage on Yahoo! News**
 - Syndicated FOX 5 / KUSI News article that featured the East Village Block Party, including details of the event
- **3/26 secured online coverage on SoCal Pulse**
 - Weekend Roundup featured the East Village Block Party, including details of the event
- **3/26 secured online coverage on Pub Club**
 - Article featured the East Village Block Party, including an interview with Ethan regarding details of the event
- **3/26 secured online coverage on CBS 8**
 - Online share of segment that featured Block Party including interviews with Ethan and vendors
- **3/26 secured broadcast coverage on CBS 8 (News at 8:00 am)**
 - Segment featured Block Party including interviews with Ethan and vendors
- **3/26 secured broadcast coverage on CBS 8 (News at 8:00 am) - teaser**
 - Teaser featured Block Party including interviews with Ethan and vendors
- **3/26 secured broadcast coverage on CBS 8 (News at 8:00 am) - teaser**
 - Teaser featured Block Party
- **3/26 secured broadcast coverage on CBS 8 (News at 7:00 am)**
 - Segment featured Block Party including interviews with Ethan and vendors
- **3/26 secured broadcast coverage on CBS 8 (News at 7:00 am) - teaser**
 - Teaser featured Block Party including interviews with Ethan and vendors
- **3/26 secured broadcast coverage on CBS 8 (News at 7:00 am) - teaser**

- o Teaser featured Block Party
- **3/26 secured broadcast coverage on CBS 8 (News at 6:00 am) - teaser**
 - o Teaser featured Block Party
- **3/25 secured online coverage on ABC 10**
 - o Online share of segment that featured Block Party including interview with Tavern + Bowl
- **3/25 secured online coverage on Yahoo! News**
 - o Syndicated ABC 10 article that featured Block Party including interview with Tavern + Bowl
- **3/25 secured online coverage on Yahoo! Finance**
 - o Syndicated ABC 10 article that featured Block Party including interview with Tavern + Bowl
- **3/25 secured broadcast coverage on ABC 10 (News at 5:00 pm) - teaser**
 - o Teaser featured Block Party including interview with Tavern + Bowl about bustling business for Opening Day
- **3/25 secured broadcast coverage on ABC 10 (News at 5:00 pm)**
 - o Segment featured Block Party including interview with Tavern + Bowl about bustling business for Opening Day
- **3/25 secured broadcast coverage on ABC 10 (News at 5:00 pm) - teaser**
 - o Teaser featured Block Party including interview with Tavern + Bowl about bustling business for Opening Day
- **3/25 secured broadcast coverage on ABC 10 (News at 4:00 pm) - teaser**
 - o Teaser featured Block Party including interview with Tavern + Bowl about bustling business for Opening Day
- **3/25 secured broadcast coverage on ABC 10 (News at 4:00 pm)**
 - o Segment featured Block Party including interview with Tavern + Bowl about bustling business for Opening Day
- **3/25 secured broadcast coverage on ABC 10 (News at 4:00 pm) - teaser**
 - o Teaser featured Block Party including interview with Tavern + Bowl about bustling business for Opening Day
- **3/25 secured broadcast coverage on FOX 5 (News at 1:00 pm)**
 - o Segment featured Block Party including interview with Robyn and Niko
- **3/25 secured broadcast coverage on FOX 5 (News at 1:00 pm) - teaser**
 - o Teaser featured Block Party including interview with Robyn and Niko
- **3/25 secured online coverage on San Diego Reader**
 - o Article featured the East Village Opening Weekend Block Party, including details of the event, in weekend roundup
- **3/25 secured online coverage on San Diego Union-Tribune**
 - o Article featured the East Village Block Party, including details of the event, in a roundup of community events
- **3/24 secured print coverage in San Diego Union-Tribune**
 - o Article featured the East Village Block Party, including details of the event, in a roundup of community events
- **3/22 secured online coverage on Hispanos Unidos**
 - o Article featured the East Village Block Party, including an interview with Ethan about what attendees can expect and what is new this year
- **3/22 secured newsletter coverage on There San Diego**
 - o Newsletter featured the East Village Block Party
- **3/22 secured newsletter coverage on DoSD**

- o Newsletter featured the East Village Block Party
- **3/20 secured online coverage on San Diego Sun**
 - o Article featured the East Village Block Party, including details of the event
- **3/18 secured newsletter coverage on There San Diego**
 - o Newsletter featured the East Village Block Party
- **3/11 secured online coverage on PubClub.com**
 - o Story featured an interview with Ethan Olsen about the East Village Block Party on Opening Weekend
- **3/8 secured online coverage on There San Diego**
 - o Article featured the East Village Block Party, including details of the event
- **3/8 secured newsletter coverage on There San Diego**
 - o Newsletter featured the East Village Block Party
- **3/8 secured online coverage on There San Diego**
 - o March roundup featured the 12th Annual East Village Block Party
- **3/5 secured online coverage on FOX 5/KUSI News**
 - o Article featured the East Village Block Party, including details of the event
- **3/5 secured online coverage on Yahoo! News**
 - o Syndicated article that featured the East Village Block Party, including details of the event
- **3/1 secured print coverage in Presidio Sentinel**
 - o Article featured the East Village Block Party, including details of the event
- **3/1 secured online coverage on Presidio Sentinel**
 - o Article featured the East Village Block Party, including details of the event
- **3/1 secured newsletter coverage on DoSD**
 - o Newsletter featured the East Village Block Party in a list of Things To Do in March
- **3/1 secured newsletter coverage on There San Diego**
 - o Newsletter featured the East Village Block Party
- **3/1 secured print coverage in San Diego Family Magazine**
 - o Monthly events roundup featured the East Village Opening Weekend Block Party, including details of the event

SECURED INTEREST

- **3/8 secured interest with Modern Luxury**
 - o Interested in attending and sharing on socials
- **3/7 secured interest with KPBS**
 - o Will run an online story and would also like to set up an interview with Ethan and some

Black History Month Spotlight

SECURED COVERAGE

- **3/6 secured print coverage in San Diego Union-Tribune**
 - o Article featured updates on new business ventures from Boutique Vino in East Village including an interview with Justus
- **3/5 secured online coverage on San Diego Union-Tribune**
 - o Article featured updates on new business ventures from Boutique Vino in East Village including an interview with Justus

Other

SECURED COVERAGE

- **3/26 secured broadcast coverage on FOX 5 (News at 9 am)**

- Segment featured spring workout tips from Red Effect in East Village
- **3/26 secured broadcast coverage on FOX 5 (News at 9 am) - teaser**
 - Teaser featured Red Effect in East Village
- **3/26 secured broadcast coverage on FOX 5 (News at 7 am)**
 - Segment featured spring workout tips from Red Effect in East Village
- **3/19 secured newsletter coverage on San Diego Uptown/Downtown News**
 - Newsletter included contributed article that featured the East Village Opening Weekend Block Party, including details of the event
- **3/18 secured online coverage on San Diego Uptown/Downtown News**
 - Contributed article featured the East Village Opening Weekend Block Party, including details of the event
- **3/1 secured print coverage in San Diego Uptown/Downtown News**
 - Contributed article featured the East Village Opening Weekend Block Party, including details of the event

SOCIAL MEDIA

Recap & Highlights

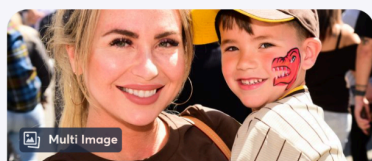
- Gained 254 new followers
- Earned 165K impressions on social posts
- Earned over 3.2K engagements on social posts (31% increase)
- Promoted East Village Block Party
- Promoted holidays and happenings such as International Women’s Day, St. Patrick’s Day, National Puppy Day, and the opening of the renovated Gallagher Square at Petco Park

SOCIAL MEDIA ANALYTICS (Last 30 days as of March 27)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	127	6,750	1,977	126,628
 EastVillageSD	127	11,561	1,238	38,398

Top content - Facebook (Based on engagement rate per reach)

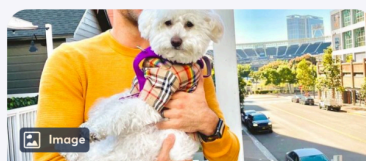
Best performing content published during the selected period.



Feb 26, 2024 · East Village San Diego

The East Village Block Party on Opening Weekend is the perfect...

Reach	9,620
Engaged users	1,349
Clicks	654
Other clicks	835
Engagement rate per reach	14%
Engagement rate per impression	11.3%



Mar 23, 2024 · East Village San Diego

Paws up for National Puppy Day! Show your furry friend some extra...

Reach	280
Engaged users	12
Clicks	3
Other clicks	0
Engagement rate per reach	4.3%
Engagement rate per impression	4.2%



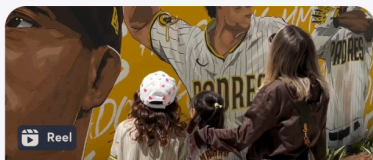
Mar 20, 2024 · East Village San Diego

Spring has arrived, and with it comes the countdown to the East Village...

Reach	440
Engaged users	18
Clicks	3
Other clicks	1
Engagement rate per reach	4.1%
Engagement rate per impression	4.1%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Mar 26, 2024 · EastVillageSD

Ready to experience the ultimate ballpark upgrade? 🌟 Join us in...

Reach	1,917
Comments	2
Likes	198
Saves	3
<u>Engagement</u>	281
<u>Engagement rate per reach</u>	14.7%
<u>Engagement rate per impression</u>	13.6%



Feb 26, 2024 · EastVillageSD

The East Village Block Party on Opening Weekend is the perfect...

Reach	2,566
Comments	3
Likes	166
Saves	14
<u>Engagement</u>	244
<u>Engagement rate per reach</u>	9.5%
<u>Engagement rate per impression</u>	8.2%



Mar 7, 2024 · EastVillageSD

Let's celebrate the start of baseball season in style! 🌟 Join us at the...

Reach	1,322
Comments	0
Likes	110
Saves	9
<u>Engagement</u>	162
<u>Engagement rate per reach</u>	12.3%
<u>Engagement rate per impression</u>	10%



East Village Subdistrict Workshopping

East Village Subdistrict Task Force:

Robyn Spencer, Justin Navalle, Manny Rodriguez, Terry McCleary, Chloe Lauer

- Determine meeting locations and dates
- Set two (2) workshopping meetings within each subdistrict, AM & PM, 5 subdistricts total (10 workshopping meetings)
- Invite constituents (EVA Board and Community Members, residents, businesses, HOA contacts, EVRG, BID list, postcard mailer to businesses in database, link meetings on EVA website, spread meeting word through EVA social media pages)

Presentation/Workshopping Sequence:

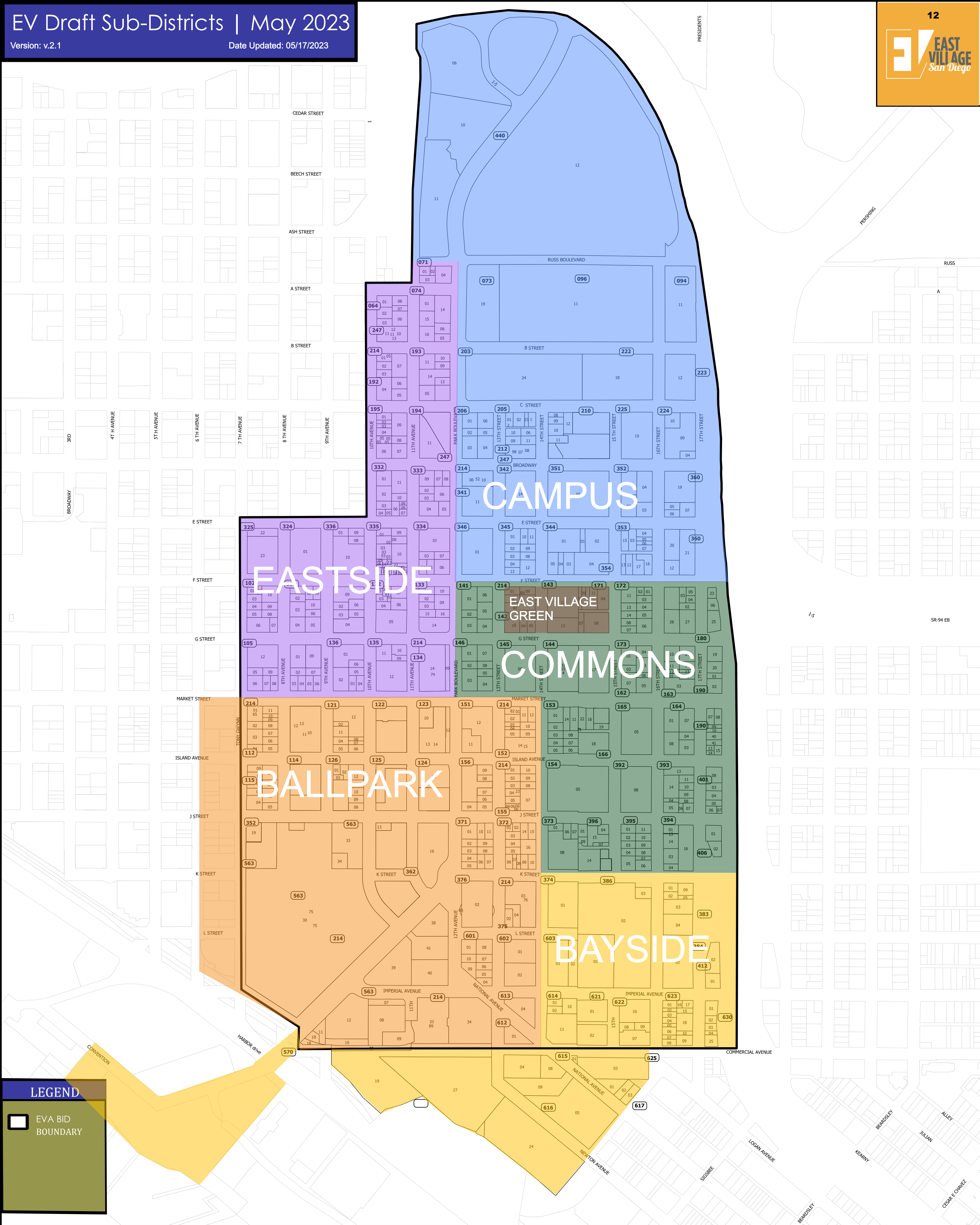
- 1) What is the East Village Association (EVA) and what is their role in the neighborhood?
- 2) Why are East Village subdistricts being evaluated?
- 3) Reinforce that the 'East Village' umbrella name is here to stay.
- 4) Present historic information on where the names originated, why they were chosen and where the boundaries are located.
- 5) Present preliminary East Village subdistrict boundaries.
- 6) Present proposed subdistrict names.
- 7) Post presentation forms for attendees to fill in recommended boundaries and names.
- 8) Email survey through Mailchimp to workshop attendees for top name selections.
- 9) Task Force meeting to review written survey and email survey responses.
- 10) Final community presentation on final subdistrict boundaries and names at Quartyard.

Proposed EVA Sub-districting Dates

- Ballpark Subdistrict - Tuesday, May 7 AM
- Campus Subdistrict - Tuesday, May 21 AM & Wednesday, May 22 PM
- Commons Subdistrict - Tuesday June 4 AM & Wednesday June 5 PM
- Eastside Subdistrict - Tuesday, June 18 AM & Wednesday, June 19 PM
- Bayside Subdistrict - Tuesday, July 2 AM & July 3 PM
- Quartyard Final Presentation - Tuesday, July 16 PM

EAST VILLAGE ASSOCIATION

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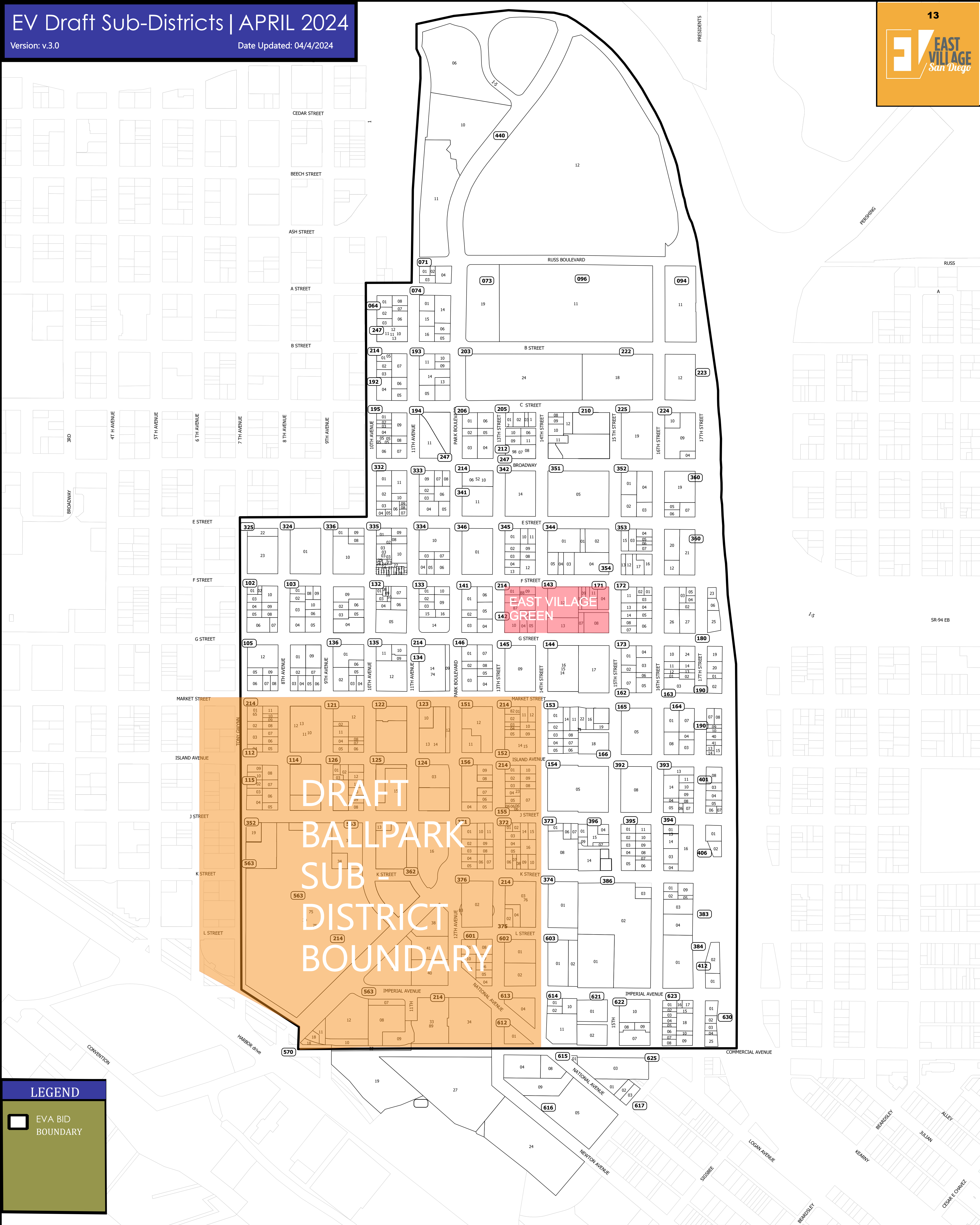


CAMPUS
EASTSIDE
EAST VILLAGE GREEN
COMMONS
BALLPARK
BAYSIDE

LEGEND

EVA BID BOUNDARY





DRAFT BALLPARK SUB-DISTRICT BOUNDARY

EAST VILLAGE GREEN

LEGEND

- EVA BID BOUNDARY

BEARDSLEY
ALLEY
JULIAN
KEARNY
CESAR E. CHAVEZ

FIGURE 1

