

EAST VILLAGE ASSOCIATION, INC. (EVA) Board of Directors Meeting
Thursday, September 7, 2017 @ 5:00 p.m.
Room 225 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 <i>Not on the Agenda</i> (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 July 6, 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. Pre-Design Committee: DUCK FOOT BREWING COMPANY | Action |
| | i. PROPOSED MOTION: APPROVAL OF A 10 YEAR CONDITIONAL USE PERMIT, WITH A SUGGESTED REVIEW AT 12 MONTHS TO REVIEW ANY POSSIBLE IMPACT OF OFF-SITE ALCOHOL SALES. | |
| | d. Pre-Design Committee: MINTO INVESTMENT GROUP, 800 BROADWAY | Action |
| | i. PROPOSED MOTION: APPROVAL OF A LETTER OF SUPPORT CONTINGENT ON ENHANCED PET RELIEF AREAS. (To note: Upon CIVIC approval the project will return for EVA review). | |
| | e. Marketing Committee: MONSTER BASH, McFARLANE PROMOTIONS | Action |
| | i. PROPOSED MOTION: APPROVAL OF A LETTER OF EVENT SUPPORT FOR MONSTER BASH ON OCTOBER 28, 2017; PROVIDE 10 EVA VOLUNTEERS. | |
| | f. Marketing Committee: CICLOSDIAS | Action |
| | i. PROPOSED MOTION: APPROVAL OF A LETTER OF SUPPORT FOR THE CICLOSDIAS DOWNTOWN BIKING EVENT ON OCTOBER 29, 2017. | |
| | g. Parking and Transit Committee: DO THE RIDE THING | Action |
| | i. PROPOSED MOTION: APPROVAL OF A "DO THE RIDE THING" AMBASSADOR JOB DESCRIPTION. | |

- Continued on page 2 -

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 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 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. Presentation: Elizabeth Studebaker, City of San Diego, Neighborhood Investment Manager, Economic Development Department; Daichi Pantaleon, City of San Diego, Business Development Officer, Economic Development Department, Neighborhood Investment
 - i. City of San Diego Placemaking Ordinance.
 - ii. Background: City of San Diego Planning Commission voted to support placemaking language changes on August 24, 2017.
- b. Presentation: Omar Passons, County Supervisor District 4 Candidate
 - i. Vision for supporting small businesses, and addressing homelessness.
- c. Presentation: Golan Silverman, Sales Manager, Mission Brewery
 - i. Letter of Support for Mission Brewery Event.
- d. Sunny Lee, Program Manager, East Village Association
 - i. East Village Association Un-Gala Event, Thursday, October 12, 2017.
 - ii. Background: Annual event.
- e. Brendan Foote, Landmark Sign Committee Chair
 - i. Overview of proposal submissions for the East Village Landmark Signage program and discussion.
 - ii. Background: RFP update July 6, Committee meeting July 12, Committee meeting August 15.

VII. Standing East Village Association Committee Updates

- a. Pre-design Committee David Hazan
 - i. Father Joe's CIVIC application for 14th & Commercial (*proposal for a 16-story, 185-foot tall mixed-use development comprised of 448 dwelling units (DU) of which 444 will be affordable, 91 parking spaces and approximately 6,270 square feet of retail*)
- b. Marketing/Outreach Committee James Haug
 - i. Website Update

- Continued on page 3 -

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- c. Special Events Committee
 - i. Discussion: 2018 Opening Day Block Party

Todd Brown

- d. Parking and Transit Committee
 - i. FRED Car Sponsorship Update
 - ii. EVA Activation: CicloSDias Event
 - iii. Update: FY17/ FY18 Parking Budget

Harry Schwartz

VIII. **Executive Director Report**

Dora McCann Guerreiro

- a. Presentation: Project Prioritization Matrix, proposed association-guiding principles.
- b. Downtown Community Planning Committee (DCPC) September 20th, and CivicSD Board September 27th Meetings re: Allocation of Development Impact Fees (DIF) recommendation to the Downtown Community Plan Area

IX. **Member Comments / Discussion**

--- Adjournment ---

Past Events

- July 25th: EVA Charity Night: 10 Barrel Brewery
- August 1st: National Night Out: San Diego Police
- August 2017-2018: FRED Partnership / vehicle EVA wrap

Upcoming Events

- September 15th: Parking Day
- October: Gaslamp Association / EVA "Hoptoberfest" Brewery Crawl
- October 5th: Next EVA Board Meeting
- October 12th: EVA Ungala Awards
- October 19th: Downtown Partnership Alonzo Awards Annual Dinner
- October 29th: CicloSDias Bike Event
- October 28th: Monster Bash

Next EVA Board meeting scheduled
Next meeting: October 5, 2017 at 5PM, Thomas Jefferson School of Law RM 219
Please check date/time on EastVillageSanDiego.com