



East Village Association, Inc.
Board of Directors Meeting – Goal Setting
Saturday, April 1, 2017 9:00 a.m.
Underground Elephant, 808 J St., San Diego, CA 92101

1. Called to order: 9:11 a.m.
2. Present: David Hazan, Glenna Gasper, Tod Firotto, Claudine Scott, Jon Gordon, Brendan Foote, Trong Dinh
Absent: James Haug, Todd Brown, Randy Rivera, Jerry Navarra, Robert Weichelt, Mike Madigan, Simon Andrews, Michael Hormozi
Staff: Sunny Lee
3. Public Comment – None
4. Presidents Report – None
5. Sunny Lee, Program Manager
 - a. Overview of East Village neighborhood statistics and EVA programs
 - b. Overview of goal setting matrix
6. Open Discussion
 - a. EVA goals for FY2018
 - i. Current EVA programs
 1. East Village Landmark Sign
 - a. Suggested that EVA take a look at other options and the cost of those options to potentially choose another option for branding the neighborhood with different signage.
 - b. David will speak to Zane, Brendan will explore other options, Tod will speak with Signage
 - c. Would like to keep the cost of signage under \$500K
 2. PROW
 - a. Keep PROW program as it is
 3. Wild Wednesday
 - a. Keep program as is
 4. Fringe offers/COMIC-CON offers
 - a. Keep program as is
 5. Smart phone app
 - a. Sunny will research who created the app
 - b. EVA would like to re-brand the app and website together
 - c. Evaluate the needs for the application
 6. EV-opoly
 - a. Make a new push for EVA businesses to sell at their locations during the holidays
 - b. Attempt to sell at the block party
 - c. Think of creative ways to sell the remaining games
 7. Banner Program
 - a. Need to put out an RFP for a new street banner vendor right away
 - b. FYC labs will create a new brochure for banner sales
 - c. Pair EV banners with Do the Ride Thing banners to split cost with parking funds and to promote DTRT
 - d. Evaluate and repair trash can signs
 8. Placemaking
 - a. Identify and activate areas in need

- b. Discussed ideas for pop-up parks and activation of Faultline Park
 - c. Discussed various placemaking ideas
9. Staff and Operations
- a. Finance and operations committee is responsible for meeting to discuss operations
 - b. A new committee is necessary to establish staff needs
 - c. Sunny would like to submit her suggestion for an organizational structure
10. Adjourned: 11:00 a.m.

Minutes prepared by: Sunny Lee, 4/6/17