



**East Village Association, Inc. (EVA)  
Marketing/Outreach Committee Meeting  
Thursday, December 07, 2017 @ 4:00 p.m.  
Room 219 Thomas Jefferson School of Law, 1155 Island Ave.**

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- I. Call to Order and Committee Self-Introductions: 4:04 p.m.  
Present: Steve Rawlings, Joni Incrocci, Claudine Scott, James Haug, Justin Fortier, Simon Andrews, Laurel McFarlane, Crystal Stasch  
Staff: Dora McCann Guerreiro

- II. Public Comment (2-minute limit per organization)

*Motion: C. Scott moved to support Punch Bowl Social, EVA letter of support for a special entertainment permit submission to Civic (because of DJ music, and karaoke booths on site; public comment by Steve Rawlings). J. Incrocci seconded. No abstentions. Motion approved.*

- III. Committee Chair, James Haug: Comments/changes to order of agenda

**Action Items**

- IV. Welcome EVA Special Events Committee!
- V. Update: FYC Labs
  - a. EVA website redesign launch
- VI. Discussion: Annual Block Party
  - a. RFP Release
  - b. Discussion: Opening day block party logistics
    - i. For Background Purposes:
      - 1. Opponent: Milwaukee Brewers
      - 2. Opening Day: Thursday, March 29, 2018 at 1:10 p.m.;
      - 3. Opening weekend: Friday, March 30, 2018 at 7:10 p.m.,
      - 4. Opening weekend: Saturday, March 31, 2018 at 5:40 p.m.

*Motion: C. Scott moved to support a two-day Opening Weekend Block Party proposal (Friday, March 30<sup>th</sup> 2 – 8:00 p.m.; Saturday, March 31<sup>st</sup> noon – 6:30 p.m.). S. Andrews seconded. No abstentions. Motion approved.*

- VII. Dora McCann Guerreiro: Update on 2018 Board Member Planning Retreat
- VIII. Claudine Scott: Update on EVA Board Holiday Party: Tuesday, December 12<sup>th</sup> 4 – 7:00 p.m.
  - a. @ Knotty Barrel (844 Market Street). Thank you Board Members Crystal Stasch and Claudine Scott!
- IX. Member News
  - a. Update on Do The Ride Thing Campaign by Justin Fortier, FYC Labs

Adjourned: 4:53 p.m.

Notes prepared by: Dora McCann Guerreiro

Note: All East Village Association, Inc. agendas, minutes, and committee packets are available at 1202 Market St. San Diego, CA from 8:30 a.m. to 5:00 p.m. for public viewing. Also, copies may be requested by sending an email to [EVA@EastVillageSanDiego.com](mailto:EVA@EastVillageSanDiego.com). There is a nominal charge for paper copies.  
To request an alternative format or to request a sign language or oral interpreter for the meeting, please contact [EVA@EastVillageSanDiego.com](mailto:EVA@EastVillageSanDiego.com) or call 619.546.5636 at least 5 working days before the meeting to ensure availability. Assistive Listening Devices (ALDs) may be made available for the meeting upon request.