

EAST VILLAGE ASSOCIATION, INC. (EVA) Board of Directors Meeting
Thursday, January 11, 2017 @ 5:00 p.m.

**NOTE: LOCATION/DATE CHANGE FOR JANUARY 2018 to
FASHION INSTITUTE of DESIGN & MERCHANDISING, ADDRESS: 350 TENTH AVE., SUITE 300**

*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: 5:01 p.m.** James Haug, President
Present: J. Haug, H. Schwartz, C. Scott, G. Gasper, R. Castro, S. Andrews, T. Brown, T. Firotto,
D. Hazan, J. Gordon
Staff: Dora McCann Guerreiro, Hillary Goldy

- II. **Adoption of Agenda** Action

- III. **Public Comment on Items *Not on the Agenda*** (2-minute limit per organization)

Motion: G. Gasper moved to support the San Diego Beer Chase, Cascade Relays inaugural race on Saturday, February 24, 2018. J. Incrocci seconded. No abstentions. Motion approved.

Motion: G. Gasper moved to support the 7th Annual San Diego Half Marathon on Sunday, March 11, 2018. C. Scott seconded. No abstentions. Motion approved.

Motion: G. Gasper moved to support the Downtown San Diego Partnership "Downtown Sessions" public space activation project, with the East Village fitness session scheduled for Saturday, April 21, 2018. J. Haug seconded. No abstentions. Motion approved.

- 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 December 07, 2018 meeting of the Board of Directors of East Village Association, Inc.
- b. Approval of Financial Reports Action
i. Balance sheet – December 31, 2017.
ii. Profit & Loss Statement – December 31, 2017.
- c. Marketing Committee Action
i. PROPOSED MOTION: Approval of the 2018, 2019 Annual Block Party contract with McFarlane Promotions, Inc. (*attached in board packet: suggested contract to be approved*)

Motion: H. Schwartz moved to pull-off of consent McFarlane Promotions, Inc. 2018, 2019 Annual Block Party contract, subject to approval based on 2 modifications of section 1.08, and 1.13. G. Gasper seconded.

- d. Parking / Transit Committee Action
i. PROPOSED MOTION: Approval of 2018, "Do The Ride Thing" Parking and Transit

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.

Campaign with Metropolitan Transit System (MTS) for 2018 Block Party advertising.

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. Jason Weisz, Office of Senator Toni Atkins, Senior Field Representative
d. John Ly, City of San Diego, Mayor's Office, Director of Outreach	i. Michael Berry, San Diego Housing Commission
e. Brian Elliott, Office of Councilmember Chris Ward, Policy Advisor	j. TBD, Downtown San Diego Partnership, Clean & Safe Program

- e. Community Issues Committee Action
 - i. PROPOSED MOTION: Work with other East Village interest groups for a review of Father Joe's Conditional Use Permit (CUP) noon-feeding compliance.

VI. *Guest Presentations – if available/present (suggested 3-minute limit per organization)

Presentation: San Diego Green Building Council, a 501 (c)3 environmental nonprofit dedicated to providing education, outreach, and advocacy surrounding green building practices. To discuss the East Village Association involvement in the 2018 Green Business Network. Paulina Lis

VI. Standing East Village Association Committee Updates

- a. Pre-design Committee David Hazan
 - i. Discussion: N/A.
- b. Finance Committee Tod Firotto
 - i. Discussion: late January/early February 2018, Finance Committee Meeting for EVA Budget Submission to the City of San Diego, and Civic San Diego.
 - ii. Background Purposes: Fiscal Year is July 1, 2018 – June 30, 2019. Proposed budget submission to the City in February, Civic TBD.

Suggestion: Hold Finance Committee week of February 5, 2018.

- c. Marketing/Outreach/Special Events Committee James Haug
 - i. Discussion: Continuation of website update.
 - ii. RFP award to McFarlane for Annual Block Party on:
 - 1. Friday, March 30, 2018 from 2 – 8:00 p.m. (first pitch at 7:10 p.m.),
 - 2. Saturday, March 31, 2018 from noon – 6:30 p.m. (first pitch at 5:40 p.m.)
 - iii. Discussion: “Do The Ride Thing” Marketing Campaign with San Diego Padres re: Sunday bike valet program.
 - iv. Discussion: “Do The Ride Thing” Block Party MTS Marketing Campaign.
- d. Parking and Transit Committee Harry Schwartz
 - i. Discussion: Resume Committee meeting, next meeting: Thursday, February 8th at 4:00 p.m., Central Library room 563.
 - ii. Discussion: Employee Parking Solution, partnership with Gaslamp Association.
 - iii. “Do The Ride Thing” Marketing Campaign with MTS, for 2018 Block Party.
- e. Community Issues Committee Jon Gordon

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- i. Discussion: Father Joe's Conditional Use Permit (Civic CUP).
- ii. Downtown San Diego Partnership (DSDP) Property Improvement Business District (PBID) EVA suggested priorities.

Suggestion: Look for Councilmember Chris Ward's fall, 2017 CUP review declaration.

- f. Landmark Sign Committee Brendan Foote
 - i. Discussion: Lawyer engagement with Tecture for contract.
 - ii. Discussion: City of San Diego placemaking ordinance update (TBD).

VII. Member Comments / Discussion

- VIII. **Executive Director Report** Dora McCann Guerreiro
 - a. Welcome introduction to Hillary Goldy, New EVA Program Manger!

Past Events:

- December 4th: EVA website launch
- December 6th: EVA Executive Committee Meeting
- December 7th: EVA Marketing Committee Meeting (Thomas Jefferson School of Law, 1155 Island Ave.)
- December 7th: EVA Monthly Board Meeting (Thomas Jefferson School of Law, 1155 Island Ave.)
- December 11th: City of San Diego Select Committee on the Homeless Meeting
- December 12th: Happy Hanukah)
- December 12th: EVA Board Holiday Party at Knotty Barrel (844 Market Street) 4 – 7:00 p.m.
- December 14th: EVA Parking / Transit Committee Meeting (Central Library, Room 563)
- December 20th: San Diego Green Business Council Winter Social (797 J Street)
- December 25th: Merry Christmas
- December 28th: BID Council Meeting

Upcoming Events:

- HAPPY NEW YEAR!
- January 8th: EVA Program Manager Hillary Goldy, starts
- January 10th: EVA Community Issues Committee Meeting
- January 11th: City of San Diego, State of the City Address
- January 11th: EVA Marketing Committee Meeting
- January 11th: EVA Monthly Board Meeting
- January 19th: City of San Diego, State of the City Address
- January 19th: City of San Diego, annual site-visit audit
- January 25th: Councilmember Chris Ward Annual kick-off meeting

Next EVA Board meeting scheduled
Next meeting: February 1st, 2018 at 5PM, Thomas Jefferson School of Law RM 229
Please check date/time on www.EastVillageSanDiego.com