



**East Village Association, Inc. (EVA)
Marketing/Outreach Committee Meeting
Thursday, January 11, 2017 @ 4:00 p.m.**

NEW LOCATION FOR THIS MONTH: Room 300, Fashion Institute of Design & Merchandising, Address: 350 Tenth Ave.

- I. Call to Order and Committee Self-Introductions: 4:03 p.m.
Present: Claudine Scott, Glenna Gasper, Roberto Castro, James Haug, Joni Incrocci, Heidi Krantz, Justin Fortier, Susan Briggs, Gretchen Smith (by phone), Alonso Vivas
Staff: Dora McCann Guerreiro, Hillary Goldy

II. Public Comment (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.

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

Action Items

- IV. Welcome to Hillary Goldy, EVA New Program Manager
a. Media experience background
- V. Update: FYC Labs
a. On-going EVA website redesign launch
- VI. Discussion: Parking/Transit Committee "Do the Ride Thing" MTS marketing campaign for the 2018 Block Party
- VII. Discussion: "Do The Ride Thing" marketing campaign with the San Diego Padres, Sunday bike valet program
- VIII. Action Item: Annual Block Party
a. Approval of a 2018, 2019 McFarlane Promotions, Inc. Block Party Contract
b. Background Purposes: 2018 – Friday, March 30, 2018 (7:10 p.m. game start time), Saturday, March 31, 2018 (5:40 p.m. game start time).
c. Background Purposes: 2019 – times / logistics to be determined
Motion: G. Gasper moved to support the approval of the 2018, 2019 McFarlane Promotions, Inc. Opening Weekend Block Party contract. J. Incrocci seconded. No abstentions. Motion approved.
- IX. Update: Dora McCann Guerreiro, Board Member Planning Retreat
Motion: G. Gasper moved to support a Board Member Planning Retreat to a Saturday morning date TBD in June, 2018. C. Scott seconded. No abstentions. Motion approved.
- X. Member News
Adjourned: 4:56 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. 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 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.