



**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.

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1. Committee Self-Introductions
2. Public Comment (2-minute limit per organization)
3. Committee Chair, James Haug: Comments/changes to order of agenda

**Action Items**

4. Welcome to Hillary Goldy, EVA New Program Manager
    - a. Media experience background
  5. Update: FYC Labs
    - a. On-going EVA website redesign launch
  6. Discussion: Parking/Transit Committee “Do the Ride Thing” MTS marketing campaign for the 2018 Block Party
  7. Discussion: “Do The Ride Thing” marketing campaign with the San Diego Padres, Sunday bike valet program
  8. 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
1. Update: Dora McCann Guerreiro, Board Member Planning Retreat
  2. Member News

--- Adjournment ---

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.