

EAST VILLAGE ASSOCIATION, INC. (EVA) Board of Directors Meeting**Thursday, February 01, 2017 @ 5:00 p.m.****Location: Thomas Jefferson School of Law, 1155 Island Ave. ROOM CHANGE TO ROOM 229**

*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 | James Haug, President |
| II. | Adoption of Agenda | Action |
| III. | Public Comment on Items <i>Not on the Agenda</i> (2-minute limit per organization) | |
| 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 January 11, 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. | |
| | 1. BACKGROUND: Item pulled off of consent at the January 11, 2018 Board Meeting. Contract language was reviewed and approved by the Executive Committee with the modification of provided reports to include: all additional insured McFarlane Promotions, Inc. and vendor participation paperwork. | |
| | ii. PROPOSED MOTION: Approval of the East Village Association support of the San Diego Beer Chase, Cascade Relays inaugural race on Saturday, February 24, 2018. | |
| | iii. PROPOSED MOTION: Approval of the East Village Association support of the 7 th Annual San Diego Half Marathon on Sunday, March 11, 2018. EVA Discount Code: EVA10 (for \$10 off registration). | |
| | iv. PROPOSED MOTION: Approval of the East Village Association support for the Downtown San Diego Partnership "Downtown Sessions" public space activation project - East Village fitness session scheduled for Saturday, April 21, 2018 on J Street. | |
| | d. Community Issues Committee | Action |
| | i. PROPOSED MOTION: To work with other East Village interest groups to include East Village Improvement Association (EVIA) and East Village Residents Group (EVRG), to review and progress the Farther Joe's Conditional Use Permit (CUP) noon-feeding compliance complaint. | |
| | ii. PROPOSED MOTION: For EVA to present to the Downtown San Diego Partnership (DSDP) to-be-designated committee to present the CUP compliant for a DSDP support position. | |
| | iii. PROPOSED MOTION: For EVA to make a formal request for an East Village exclusively designated Clean & Safe representation/liaison. | |

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.

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. Alonso Vivas, Downtown San Diego Partnership, Clean & Safe Program

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

Presentation: Downtown San Diego Partnership, Clean & Safe Program

Alonso Vivas

- e. Program Background: New “Hotspot Focus” Initiative.

VI. Standing East Village Association Committee Updates

- a. Pre-design Committee David Hazan
 - i. Discussion: N/A.

- b. Finance Committee Tod Firotto
 - i. Discussion: February 7th at noon, San Diego Restaurant Supply, re: Budget Review Meeting for mid-February draft City of San Diego submission.
 - ii. Background Purposes: Fiscal Year is July 1, 2018 – June 30, 2019.

- c. Marketing/Outreach/Special Events Committee James Haug
 - i. Discussion: Continuation of website update.
 - ii. Update: Annual Block Party / SPONSORSHIP HELP
 - 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. Update: “Do The Ride Thing” MTS Block Party Marking Campaign.
 - iv. Discussion: Formal EVA letter for PBID Placemaking account authorization.

- d. Parking and Transit Committee Harry Schwartz
 - i. Discussion: Resume Committee meeting on Thursday, February 8th at 4:00 p.m., Central Library room 563.
 - ii. Discussion: Progress on Downtown Employee Parking Solution.
 - iii. Update: 2018 San Diego Padres season EVA-sponsored “Do the Ride Thing” Bike Valet pilot program.

- e. Community Issues Committee Jon Gordon
 - i. Discussion: Father Joe’s Conditional Use Permit (Civic CUP).
 - ii. Discussion: East Village Business to Business Network idea.
 - iii. Discussion: Kris Michell’s appointment as City of San Diego new Chief Operating Officer (COO). [Background Purposes: This position directly supervises the Chief Financial Officer and the police and fire chiefs; and indirectly oversees the public works and neighborhood services operations of the city.]
 - iv. Discussion: Betsy Brennan appointment as the new Executive Director of the Downtown San Diego Partnership.

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

VII. Member Comments / Discussion

- VIII. **Executive Director Report** Dora McCann Guerreiro
- a. Update: Landmark Sign close-out.
 - b. Update: New office space.
 - c. Discussion: Greyhound Bus Terminal CUP renewal process.

Past 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 Executive Committee Board Meeting
- January 19th: City of San Diego, annual site-visit audit
- January 25th: Councilmember Chris Ward Annual kick-off planning meeting (*invite only*)

Upcoming Events:

- February 1st: EVA Marketing Committee Meeting @4:00, Thomas Jefferson School of Law, room 229
- February 1st: EVA Monthly Executive Committee Board Meeting @5:00, Thomas Jefferson School of Law, room 229
- February 7th: EVA Finance Committee Meeting @ noon, San Diego Restaurant Supply
- February 8th: EVA Downtown Parking Management Group Civic Draft Budget Submission Public Presentation
- February 8th: EVA Parking / Transit Committee Meeting @ 4:00, Central Library room 563
- February 6th: Downtown San Diego Partnership, Clean & Safe Community Mixer, 5 – 6:00 p.m. at Mission Brewery
- February 14th: Valentine's Day
- February 24th: Cascade Relays: San Diego Beer Chase Event
- Early March: Expected Grand Opening: Quartyard II
- March 7th: Downtown San Diego Partnership Installation Dinner
- March 11th: 7th Annual San Diego Half Marathon & 5K, DISCOUNT CODE: EVA10
- March 17th: Expected Grand Opening: Punch Bowl Social
- March 18th: Hot Chocolate Race
- March 30, 31st: Annual Padres Opening Day Weekend Block Party
- April 21st: Downtown San Diego Partnership "Downtown East Village" boot camp session on "J" Street
- June 5th: San Diego Primary Election Date

Next EVA Board meeting scheduled
Next meeting: March 01, 2018 at 5PM, Thomas Jefferson School of Law RM 229
Please check date/time on www.EastVillageSanDiego.com

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