



**East Village Association, Inc. (EVA)  
Marketing/Outreach Committee Meeting  
Thursday, February 01, 2017 @ 4:00 p.m.**

Thomas Jefferson School of Law, Address: 1155 Island Ave, ROOM 229

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I. Call to Order and Committee Self-Introductions: 4:05 p.m.

Present: Claudine Scott, James Haug, Joni Incrocci, Justin Fortier, Brianne Fortier, Laurel McFarlane, Tod Firotto, Simon Andrews, Kelly Cole, Colette Mauzeralle, Diana Cornejo-Sanchez, Mark Olson

Staff: Dora McCann Guerreiro, Hillary Goldy

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

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

**Action Items**

IV. Update: FYC Labs

- a. On-going EVA website redesign launch

V. Update: Annual Block Party

- a. Media out-reach
- b. Sponsorship out-reach
- c. Additional

VI. Update: "Do the Ride Thing"

- a. MTS marketing campaign for the 2018 Block Party
- b. Padres Sunday Bike Valet sponsorship

VII. Action Item: Urban Discovery Academy Jog-a-thon

- a. Wednesday, February 7<sup>th</sup>; street closing 8 – 12:00 p.m. on 14<sup>th</sup> Street between E&F
- b. Background: Students will be utilizing the curb and street for running with water, music stations

**Motion:** J. Haug moved to support the Urban Discovery Jog-A-Thon. C. Scott seconded. No abstentions. Motion approved.

VIII. Discussion: Formal EVA letter for PBID Placemaking authorization.

IX. Member News

Adjourned: 4:59 p.m.

Notes prepared by: Hillary Goldy

--- 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 [director@EastVillageSanDiego.com](mailto:director@EastVillageSanDiego.com). There is a nominal charge for paper copies.

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