



**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. Committee Self-Introductions
- 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
- VIII. Action Item: Formal EVA letter for PBID Placemaking authorization.
- IX. 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.