



EAST VILLAGE ASSOCIATION, INC. (EVA) Board of Directors Meeting
Thursday, April 05, 2018 @ 4:00 p.m.

Location: Thomas Jefferson School of Law, 1155 Island Ave. ROOM 219

*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 *Not on the Agenda*** (2-minute limit per organization)

 - IV. **President’s Report: Administrative Items** [conflict of interest declarations and comments]
 - a. Informational: San Diego Police Department proposed special events fee increase. Scheduled to present on April 18, in front of the Budget and Government Efficiency Committee.
 - b. Informational: City of San Diego, Economic Development Department (EDD) East Village “Business Walk” proposal for May 9th or May 23rd.
 - c. PROPOSED MOTION: City of San Diego, EDD FY2017-2018 EVA Budget adjustment due to new EVA leadership and reprioritization of projects, to be scheduled upon EVA Board approval.

 - V. **Consent Items:**
 - a. Approval of Minutes Action
 - i. PROPOSED MOTION: Approval of minutes from the March 1, 2018 meeting of the Board of Directors of East Village Association, Inc.

 - b. Approval of Financial Reports Action
 - i. Profit & Loss Statement – February 28, 2018.

 - c. Marketing Committee Action
 - i. PROPOSED MOTION: To partner with the Padres Pedal the Cause (www.gopedal.org) November 17, 2018 event to host an inaugural fall food marquee association event (idea: “It Takes a Village” East Village Petco Park infield food fair).

 - d. Parking / Transit Committee Action
 - i. PROPOSED MOTION: To approve the following 7 project letters of support for the San Diego Association of Governments (SANDAG) TransNet Cycle 4 Active Transportation Program Grant program: MOVE Free City of San Diego partnership with SD Bike Coalition and Circulate San Diego, St. Joseph’s Park in Cortez Hill, E Street Greenway Master Plan, East Village Green Park (Phase I), FRED fleet expansion, Downtown Cycleway Improvements, and Downtown Wayfinding Signage.

 - e. Pre-Design Committee
 - i. PROPOSED MOTION: To support the “J” Street Hospitality, Hampton Inn 9th and Island Project (923 Island Ave.), contingent upon:
 - a. Should the hotel be “pet friendly” property, property management needs to find a pet relief area, and maintain a level of cleanliness; and
 - b. The property management meets all of the parking requirements necessary to operate

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 director@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 director@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.

And maintain an offsite parking lot at the suggested location of 7th and Island (502 7th Ave.).

VI. East Village Business Spot Light: Duckfoot Brewery, East Village Tasting Room. Location: 550 Park Ave

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

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| 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 |

Presentation: You and Yours Distillery (1495 G Street) Luke Mahoney, Co-Founder
 a. Patio license extension

Presentation: Quartyard (1301 Market Street) Justin Naville, General Manager
 a. Saturday, April 21st “Jazz on Top,” a non-profit fundraising event.

Presentation: Interactive Day Laurie Gentz
 a. East Village Break-out Sessions on May 18, 2018 re: <https://interactivedaysandiego.com/>

Presentation: Father Joe’s Village Bill Bolstad, Chief Development Officer
 a. Bridge Shelter Program Update

Presentation: Community Choice Energy (CCE)
 a. Climate Action Campaign, San Diego Community Choice Alliance Sebastian Sarria, Clean Energy Fellow
 b. Sempra Energy Francisco Urtasan, Reg. Vic President of External Affairs

VIII. Standing East Village Association Committee Updates

a. Pre-design Committee David Hazan
 i. Meeting TBD for project review of “Ezabelle” at 454 13th Street – a proposal for an eight-story, 91 foot tall, residential development compromised of 48 dwelling units with ground floor commercial space and zero parking spaces.

b. Finance Committee Tod Firotto
 i. Discussion: City of San Diego Economic Development Department, Council presentations
 Re: FY2018-19 BID Budget approvals.

c. Marketing/Outreach/Special Events Committee James Haug
 i. Update: Block Party close-out.
 1. PROPOSED MOTION: Vendor Participation Survey.
 ii. Update: San Diego Padres Summer Bike Valet sponsorship launch.

d. Parking and Transit Committee Harry Schwartz
 i. Update: San Diego Padres Summer Bike Valet sponsorship launch.

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- ii. Discussion: Alternative transportation map update.
- iii. PROPOSED MOTION: EVA to launch a downtown employee survey for employee parking lot activation, user interest, operation.

e. Community Issues Committee Jon Gordon
 i. Update.

f. Placemaking Committee Brendan Foote
 i. Discussion: City of San Diego Council April 17, 2018 review of new placemaking ordinance.
 ii. Action: Next Tecture placemaking meeting on Monday, April 23, at 3:00 p.m. – location, Tecture 2001 Main Street, Suite #A (*committee members only*).

X. Executive Director Report Dora McCann Guerreiro

- a. Update: BLOCK PARTY CLOSE OUT!!!
- b. Update: Neighborhood dog park activation.
- c. Update: May 17, 2017 Business to Business Networking series inaugural event (“Active Transit” Day, in partnership with SANDAG “Bike to Work Day.”)
- d. Update: May, 2018 City of San Diego, Economic Development Department Neighborhood Business walk.
- e. Update: June Board Elections.

XI. Member Comments / Discussion

Past Events:

- March 1st: EVA Marketing Committee Meeting @ 3:00, Thomas Jefferson School of Law, room 219
- March 1st: EVA Monthly Executive Committee Board Meeting @ 4:00, Thomas Jefferson School of Law, room 219
- March 1st: Downtown San Diego Partnership Installation Dinner
- March 3rd: Festival of Science & Engineering EXPO Day @ Petco Park
- March 4th: Bridal Marketplace @ Sandbox
- March 8th: EVA Parking / Transit Committee Meeting @ 4:00, Central Library room 563
- March 10th: Film Premier: *Shutout, the Battle American Women Wage to Play Baseball* @ Central Library
- March 11th: 7th Annual San Diego Half Marathon & 5K, DISCOUNT CODE: EVA10
- March 17th: San Diego Shamrock – Saint Patrick’s Day Bash w/ participating East Village, Gaslamp Restaurants
- March 18th: Hot Chocolate Race, DISCOUNT CODE: EVA18HCSD
- March 30, 31st: Annual Padres Opening Day Weekend Block Party

Upcoming Events:

- April 5th: EVA Marketing Committee Meeting @ 3:00, Thomas Jefferson School of Law, room 219
- April 5th: EVA Monthly Executive Committee Board Meeting @ 4:00, Thomas Jefferson School of Law, room 219
- April 7th: Brewery Bash for Leukemia & Lymphoma Society
- April 11th: Imperial Ave. Bikeway Open House & Public Hearing
- April 12th: EVA Parking & Transit Committee Meeting @ 4:00, Central Library room 563
- April 13th: State Senator Toni Atkins Swearing in Ceremony
- April 13th: Vavi Day at Petco Park
- April 19th: David’s Harp Open House
- April 23rd: EVA Placemaking Committee meeting w/ Tecture (limited to committee members only)

Planning Purposes:

- May 17th: Inaugural EVA Business-to-Business Networking “Active Transit” Event

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- June 5th: San Diego Primary Election Date

Next EVA Board meeting scheduled
Next meeting: May 3, 2018 at 4:00 PM, Thomas Jefferson School of Law RM 219
Please check date/time on www.EastVillageSanDiego.com

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