



**EAST VILLAGE ASSOCIATION, INC. (EVA) BOARD OF DIRECTORS MEETING
Thursday, May 3, 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.

- 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]
- V. **Consent Items:**
 - a. Approval of Minutes Action
 - i. PROPOSED MOTION: Approval of minutes from the April 5, 2018 meeting of the Board of Directors of East Village Association, Inc.
 - b. Approval of Financial Reports Action
 - i. Profit & Loss Statement – March 31, 2018.
 - c. Marketing Committee Action
Motion: J. Incrocci made a motion to support the Block Party close-out vendor survey. C. Scott seconded. No abstentions. Motion approved.

Motion: C. Scott made a motion to support the San Diego Interactive Day (SDX) closing of J Street. S. Andrews seconded. No abstentions. Motion approved.
 - d. Parking / Transit Committee Action
 - i. No action items taken.
 - e. Placemaking Committee Action
 - i. No formal action needs to be taken. Tecture contract review – as included in packet.

VI. East Village Business Spot Light: Monzu Fresh Pasta (owners: Serena and Aldo) 455 10th Ave., www.monzufreshpasta.com

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

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. Arnie Garcia, Business Customer Outreach and Energy Solution Advisor at San Diego Gas & Electric (SDG&E)

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.

e. Brian Elliott, Office of Councilmember Chris Ward, Policy Advisor	j. Alonso Vivas, Downtown San Diego Partnership, Clean & Safe Program
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Presentation: Ezsbelle, 454 13th Street Soheli Nakhshab, Nakshab Development Design
 Background: Proposed project is a new 4,200 sf Affordable mixed-use building consisting of Residential Apartments and Ground Floor Commercial.

VIII. Standing East Village Association Committee Updates

- a. Pre-design Committee David Hazan
 - i. Update: Tecture contract review. Next steps.
- b. Finance Committee Tod Firotto
 - i. Update: Tod Firotto has officially stepped down on May 1, 2018. Additional Executive Board Members will sub as a temporary treasurer until Board elections on Wednesday, June 27th @ 5 – 7:00 p.m. Tavern+Bowl East Village.
- c. Marketing/Outreach/Special Events Committee James Haug
 - i. Discussion: switch EVA color to PMS 173 – more of a brick red vs. PMS 158 current EVA Design Guide spec.
 - ii. **May 17th Business to Business Active Transit Event @ 8:00, Quartyard – 1301 Market Street** (in collaboration with SANDAG Bike to Work Day Pit stop).
- d. Parking and Transit Committee Harry Schwartz
 - i. Discussion: May 17th SANDAG I-Commute Bike to Work Day program overview.
 - ii. Discussion: Circulation of the “Downtown Employee Parking Program Survey” (ideas: on-line / hire a company to go door-to-door with paper copies to fill out on the spot; and/or follow-up email).
- e. Community Issues Committee Jon Gordon
 - i. Discussion: Review of the San Diego Green Building Council (SDGBC) Sustainable Handbook. SDGBC Leadership change.
- f. Placemaking Committee Brendan Foote
 - i. Discussion: Tecture contract review – as included in packet.

X. Executive Director Report Dora McCann Guerreiro

- a. Update: Wednesday, June 27th Board Elections @ 5-7:00 Tavern+Bowl East Village.
- b. Update: FY2018 Design & Improvements Authorized Budget – review of two Décor Plan banner update proposals - as included in Board packet.
- c. Update: Temporary Dog Park activations – yes at Fault Line Park, no at 1452 “G” Street.
- d. Update: Office Move.

XI. Member Comments / Discussion

Past 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 9th: Roller Derby Classes w/ San Diego Derby Dolls
- April 11th: Imperial Ave. Bikeway Open House & Public Hearing
- April 11th: San Diego City College Health and Wellness Expo

2

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- 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 13th: GRAND Re-opening of Quartyard
- April 14th: Space 4 Art Open Studio Event
- April 18th: Office House with Councilmember Chris Ward
- April 19th: Mobike Launch with Earth Day
- April 19th: David's Harp Open House
- April 20th: Clean & Safe Weekly Walkabout
- April 21st: Jazz on Tap @ Quartyard
- April 21st: Downtown San Diego Partnership East Village Boot Camp session on "J Street"
- April 23rd: EVA Placemaking Committee meeting w/ Tecture (limited to committee members only)
- April 27th: Clean & Safe Weekly Walkabout
- April 27th: Footloose Movie Night

Upcoming Events:

- May 3rd: EVA Marketing Committee Meeting @ 3:00, Thomas Jefferson School of Law, room 219
- May 3rd: EVA Monthly Executive Committee Board Meeting @ 4:00, Thomas Jefferson School of Law, room 219
- May 3rd: Tequila & Tamales Fiesta at Alexan ALX
- May 5th: 2nd Annual Niigata Sake Festival @ Beshock Ramen and Sake Bar
- May 5th: Father Joe's Villages Children's Charity Gala: Up, Up & Away
- May 8th: NEW DATE FOR THIS MONTH - EVA Parking & Transit Committee Meeting @ 4:00, Central Library room 563
- May 12th: 10 Barrel Brewing Company Barre Crawl
- May 17th: SANDAG Bike to Work Day / Official EVA BUSINESS TO BUSINESS KICK-OFF EVENT @ 6 – 9:00 a.m. QUARTYARD (EVA presentation starting at 8:00 a.m. guest speakers, dockless bike demos, bike safety)
- May 18th: Interactive Day San Diego (IDSD) – premier west coast digital marketing conference – J Street between 9th / 10th, at additional East Village locations
- May 31-June 1st: University of San Diego Non-Profit Academy

Planning Purposes:

- June 5th: San Diego Primary Election Date
- June 27th: **East Village Association Annual Meeting/Election/Social @ 5 – 7:00 p.m. Tavern + Bowl East Village, 930 Market Street (information below):**

**EAST VILLAGE ASSOCIATION BOARD ELECTION DAY IS ALMOST HERE!
ARE YOU READY TO RUN? ARE YOU READY TO VOTE?**

The EVA Annual Meeting/Election/Social is a celebration of association accomplishments, provides a glimpse into upcoming activity, and celebrates the introduction to, and voting for our EVA Board. This is YOUR chance to weigh in on community issues – as we all have an equal say in determining the new and now of East Village. Mix, mingle, wine, dine, and BOWL with EVA members, businesses and neighbors while celebrating San Diego's largest urban village! If you're interested in running for a Board position, please email: Director@EastVillageSanDiego.com

**Next EVA Board meeting scheduled
Next meeting: June 7, 2018 at 4:00 PM, Thomas Jefferson School of Law RM 219
Please check date/time on www.EastVillageSanDiego.com**

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