



**East Village Association, Inc. (EVA)  
Marketing/Outreach Committee Meeting  
Thursday, May 03, 2018 @ 3:00 p.m.**

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

---

- I. Committee Self-Introductions: **3:05 pm**  
**Present:** James Haug, Claudine Scott, Simon Andrews, Joni Incrocci, Colette Mauzeralle, John Smith, Aldo (owner of Monzu Fresh Pasta)  
**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. Discussion: Change the EVA style color guide to PMS 173 (vs. PMS 158), to be more of a brick orange.

**Motion: J. Incrocci made a motion to approve the new official EVA color as PMS 173 (“burnt orange”) to stay in character with the East Village footprint. J. Haug seconded. No abstentions. Motion approved.**

- V. Discussion: SANDAG Bike to Work Day / Inaugural Business to Business Networking Event
  - a. Thursday, May 17<sup>th</sup> 6 – 9:00 a.m., panel discussion 8 – 9:00 a.m., location: Quartyard – 1301 Market Street.
- VI. Update: Do The Ride Thing Padres Bike Valet
  - a. Need greater participation / exposure.
- VII. Action Item: Rock and Roll Marathon Letter of Support
  - a. Sunday, June 3, 2018; Friday, June 1 and Saturday, June 2 - two-day health and fitness expo at the Convention Center.
  - b. Traffic patterns: North Bound 163 will be closed to traffic; and downtown access to this freeway will be unavailable between the hours of 5 am and approximately 2:30 p.m. Access to 1-5 and East Bound 94 will be available. There will be a few off-ramps from I-5 that will be closed for a period of time – including B Street/Pershing exit in both directions.
  - c. Background: Starting in San Diego in 1998, this 20-year marathon series has made running fun by infusing each course with live bands, cheer teams and more. <http://www.runrocknroll.com/san-diego/>

**Motion: C. Scott made a motion to approve the San Diego Rock and Roll Marathon. B. Foote seconded. No abstentions. Motion approved.**

- VIII. Member News

Adjourned: **3:53 pm**  
Minutes 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.  
To request an alternative format or to request a sign language or oral interpreter for the meeting, please contact [director@eastvillagesandiego.com](mailto:director@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.