



**East Village Association, Inc. (EVA)
Marketing/Outreach Committee Meeting
Thursday, September 6, 2018 @ 3:00 p.m.**

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

I. Committee Self-Introductions: **3:02 pm**

Present: James Haug, Simon Andrews, Claudine Scott, Todd Brown, Robyn Spencer, Terry McCleary, Laurel McFarlane, Stephanie Warner, Russell Warner, Amanda Jenei, Tony Lopez

EVA 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: Website Refresh Launch

- Hillary asked for feedback as the website is in a continuous evolution

V. McFarlane Productions

a. Discussion: "WCKD" Village, Halloween Themed Block Party on Saturday, October 27th

b. Action Item: EVA support letter.

Motion: C.Scott made a motion to write a support letter on behalf of McFarlane Production's WCKD Village on Saturday October 27th and T.Brown seconded. No abstentions. Motion approved.

VI. Discussion: The Decor Plan, Market Street Banner Program Refresh

a. 10th Ave. FY2017-18 Design & Improvements Budget line-Item authorization prior to the year-end.

b. F Street, FY2018-19 line-item authorization.

c. Additional Corridors – using reserve \$'s

d. Additional Corridors – sponsorship

Motion: T. Brown made a motion to approve and move forward with the already authorized banner corridors (10th & F Street), with a new board authorization of up to \$35,000 in additional spending to complete the banner project refresh along the remaining desired corridors. Corridor completion to be determined on a neighborhood tour with Décor Plan team after 10th and F Street are installed. S. Andrews seconded. Motion approved.

VII. Discussion: Padres Opening Day / East Village Block Party

a. Thursday, March 28, 2019 vs. SF Giants

Motion: T. Brown made a motion to approve Padres Opening Day / East Village Block Party on Thursday, March 28, 2019 vs. SF Giants. EVA discussed the pros and cons of a 1-day Block Party vs. multiple days and will wait to make a determination until previous multi-day revenue is reviewed at the October 4, 2018 Marketing/Special Events Committee meeting.

VIII. Member News

Adjourned: 3:55 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 There is a nominal charge for paper copies.

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