



**East Village Association, Inc. (EVA)
Marketing/Outreach Committee Meeting
Thursday, November 1, 2018 @ 3:00 p.**

San Diego Central Library: Neil Morgan Auditorium Address: 330 Park Blvd

- 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. November 3, 2018 Deftones Concert at Petco Park
 - a. Action Item: Letter of Support
- V. 2019 East Village Association Annual Opening Day Block Party
 - a. Discussion: Financials for a one-day opening day event vs. multiple day event
 - i. Background: Opening Day – Thursday, March 28th vs. San Francisco Giants (and Friday, March 29th, Saturday, March 30th and Sunday, March 31st)
 - b. Action Item: Approval of dates of event
 - c. Discussion: Logo option 1:B for event logo; 4:B for MTS street decal
 - d. Action Item: Approval of logos
- VI. Presentation: Resident “Perks” Branding Program Donna Ilicic, Synergy World & Mark Schreiber, ON the Mark Concepts
- VII. Padres Pedal the Cause: Taste of East Village Event
 - a. Reminder: Date, Saturday, November 17th.
- VIII. Discussion: Banner Program Corridor Refresh
 - a. Board walk-through on Friday, November 30th at 11:00 a.m.
- 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 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 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.