

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

NEW LOCATION: SAN DIEGO CENTRAL LIBRARY – NEIL MORGAN AUDITORIUM – 330 Park Blvd.

*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: 4:06 pm** James Haug, President
- Present:** Claudine Scott, Simon Andrews, David Miles, Mark Sandgren, Justin Navalle, Terry McCleary, Roberto Castro, Randy Rivera, Crystal Stasch, Jenner Smith, Robyn Spencer
- Staff:** Dora McCann Guerreiro, Hillary Goldy
- 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. Tutorial: New Website Function - Electronic Membership Payment Hillary Goldy, EVA Program Manager
- V. **Consent Items:**
- a. Approval of Minutes Action
- i. PROPOSED MOTION: Approval of minutes from the September 6, 2018 annual meeting of the Board of Directors of East Village Association, Inc.
- b. Approval of Financial Reports Action
- i. Profit & Loss Statement – August 31, 2018
- c. President’s Report Discussion
- i. To gage interest in introducing a 3rd EVA Membership rate to possibly include:
Residents - \$100, Non-profits - \$175, For-profit - \$250.
- ii. Background: Any change in membership fees will require a change in the By-laws and for review/adoption by the City of San Diego.
- d. Marketing Committee Action

Motion: C. Scott made a motion to write a support letter on behalf of McFarlane Production’s WCKD Village on Saturday October 27, 2018. T. Brown seconded. No abstentions. Motion approved.

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.

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.

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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.

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Motion: Motion: T. Sardegna made the motion to approve the re-naming of Park Blvd. to Imperial Ave. (Tony Gwynn Drive) to Trevor Hoffman Way via San Diego Padres ask. T. McCleary seconded. No abstentions. Motion approved.

Motion: H. Schwartz made a motion to approve an RFP for EVA bike-racks pre-design work along the downtown mobility plan route. R. Castro seconded. No abstentions. Motion approved.

Motion: D. Miles made a motion to approve the above consent items. C.Scott seconded. No abstentions. Motion approved.

VI. East Village Business Spot Light: Library Shop, San Diego Central Library Scott Ehrig-Burgess, Manager

a. Background: The Library Shop is one of the few East Village store-front retailers, and serves as the only retailer inside of the San Diego Library system.

- Looking for more funding for library security
- First 3 months of this year were the best revenue months for the shop since inception
- Increase awareness for local East Village residents
- Homelessness has hurt the perception of retail in East Village.

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

a. Marlo Woods, Community Liaison, San Diego Police Department	f. Nick Serrano, Office of Assembly Member Todd Gloria, Communications Director
b. Brad Richter, Assistant VP Planning, CIVIC San Diego	g. Jason Weisz, Office of Senator Toni Atkins, Senior Field Representative
c. John Ly, City of San Diego, Mayor’s Office, Director of Outreach	h. Quin La Capra, Office of Congressman Scott Peters (D-52 nd), Digital Media Director / Field Representative
d. Brian Elliott, Office of Councilmember Chris Ward, Policy Advisor	i. Arnie Garcia, Business Customer Outreach and Energy Solution Advisor at San Diego Gas & Electric (SDG&E)
e. xxx, Office of County Board Supervisor Ron Roberts, Policy Advisor/Community	j. Alonso Vivas, Downtown San Diego Partnership, Clean & Safe Program

Presentation: Family Health Centers of San Diego Anthony White, Director, Community & Government Relations

- a. *PENDING: due to the contract re-evaluation by the San Diego Commission for the Housing Navigation Center.*
- b. Update on the Contract between the San Diego Housing Commission and Family Health Centers to operate the City of San Diego’s Housing Navigation Center at 1401 Imperial Ave., San Diego, CA 92113.

Presentation: City of San Diego Alexander Hempton and Ellen Peneski, City of San Diego Performance & Analytics

- a. Presentation on the City of San Diego “**Get It Done App**”
 - 3 sources: mobile app, website and San Diego Government homepage
 - Examples include: illegal dumping, potholes, graffiti reporting
 - Not for emergency situations or time-sensitive matters
 - Always upload a photo to help officials locate

Presentation: Soccer City Nadia Gonzalez

- a. Informational item only re: November, 2018 Ballot Initiative
 - Major league soccer team looking to build out stadium here in San Diego
 - 100% privately funded, zero use to tax-payer dollars
 - Partnership with SDSU campus

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VIII. Standing East Village Association Committee Updates

NEW 2018-2019 EAST VILLAGE COMMITTEE CHAIRS:

Executive Committee:

President: James Haug **Vice President:** Simon Andrews **Treasurer:** David Miles **Secretary:** Claudine Scott

At large Board members: Todd Brown, Roberto Castro, Trong Dinh, Jon Gordon, Kristina Homer, Terry McCleary, Justin Navalle, Randy Rivera, Mark Sandgren, Harry Schwartz, Artem Sharoshkin, Jenner Smith, Robyn Spencer, Crystal Stasc

- a. Pre-design Committee Simon Andrews
 - i. Hillary to staff Committee
 - ii. Proceed with committee meetings w/ EVRG / DCPC etc.

- b. Finance Committee David Miles
 - i. Discussion: New signage authority to David Miles, Board Member / East Village Treasurer / U.S. Bank Executive Director
 - ii. FY18-19 Audit

- c. Marketing/Outreach/Special Events Committee James Haug / Todd Brown
 - i. Discussion: Banners
 - ii. Motion: Approval of San Diego Run for the Hungry on November 22, 2018
Motion: C. Stasch made a motion advocating that the EVA write a letter of support for the San Diego Run for the Hungry. R. Rivera seconded. No abstentions. Motion approved.
 - iii. Motion: Approval of 2019 Opening Day Block Party Event Days
No Motion made (Pending)
 - iv. Motion: Approval of 2019 Opening Day Block Party Event Graphics
Motion: J. Navalle made a motion advocating that the EVA's first choice block party graphic is image **1B** and second choice block party graphic is image **4A**. R. Spencer seconded. No abstentions. Motion approved.

- d. Parking and Transit Committee Harry Schwartz
 - i. No October Committee Meeting due to County Board of Supervisors Debate on Thursday, October 10.
 - ii. Update: Trevor Hoffman Way testimony
 - iii. Pending Discussions with Civic San Diego: Bike Rack RFP, rumble strip engineering report

- e. Community Issues Committee Jon Gordon
 - i. Discussion: Resume Committee Meetings

- f. Placemaking Committee Justin Navalle
 - i. Discussion: Resume Tecture (www.tecture.com) regular meetings
 - ii. Update: Meeting on October 3, 2018.

X. Executive Director Report

Dora McCann Guerreiro

- a. Update: County Board of Supervisors, District 4 Candidate Forum between Candidate Bonnie Dumanis and Candidate Nathan Fletcher
DATE: Thursday, October 11, 2018 5 – 6:00 p.m. location: San Diego Central Library, Neil Morgan Auditorium
- b. Update: WCKD Halloween & Music Festival on Saturday, October 27, 2018
Information: wckdvillage.com
- c. Update: Save the Date for EVA, SDPD, and Clean & Safe East Village Volunteer Day "It Takes a Village" on

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- Saturday, November 10th.
d. Update: Padres Pedal a Cause + Taste of East Village Event on Saturday, November 17th.

XI. Member Comments / Discussion

Adjourned: 5:26 pm

Minutes Prepared by: Hillary Goldy

East Village Association Hosted/Partnership Events:

- Tuesday, October 2nd: MTS Free Ride Day
- Thursday, October 11th: County Board of Supervisors, District 4 Candidate Debate – Bonnie Dumanis vs. Nathan Fletcher, moderated by Lisa Halverstadt, Voice of San Diego. Location: San Diego Central Library, Neil Morgan Auditorium from 5 – 6:00 p.m.
- Thursday, October 25th: Downtown San Diego Partnership Alonso Awards
- Saturday, October 27th: WCKD Village Halloween Event. **Special EVA Membership Discount Code “EVA” for \$5 off of General Admission and “EVAVIP” for \$10 off VIP.**
- Saturday, November 10th: East Village Volunteer Day
- Thursday, December 6th: Board Meeting / Holiday Party. Location, time: TBD

FOR ALL OTHER EAST VILLAGE EVENTS PLEASE VISIT: <https://eastvillagesandiego.com/calendar/>

DEAR EAST VILLAGE ASSOCIATION FRIENDS – DUE TO THE UNFORTUNATE MOVE OF THE THOMAS JEFFERSON SCHOOL OF LAW, THE CENTRAL LIBRARY HAS BEEN SO GRACIOUS TO HOST THE EVA MONTHLY MEETINGS.

PLEASE NOTE THIS NEW LOCATION!

Next EVA Board meeting scheduled

Next meeting: Thursday, November 1, 2018 at 4:00 PM, San Diego Central Library, Neil Morgan Auditorium – 330 Park Blvd., San Diego, CA 92101

Please check date/time on www.EastVillageSanDiego.com

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