



**East Village Association, Inc. (EVA)
Marketing/Outreach Committee Meeting
Thursday, October 4, 2018 @ 3:00 p.m.**

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

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

Present: Claudine Scott, Simon Andrews, Terry McCleary, Joni Incrocci, Laurel McFarlane, Megan Parker, Shannon Hearne, Kevin Murphy, Ed Russell, Mark Schreiber, Donna Ilicic

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. San Diego Run for the Hungry Mark Leisinger, Race Director
- a. Discussion: Thanksgiving Day run to benefit people who face hunger in the community (www.sdrunforthehungry.org); race date: Thursday, November 22, 2018
 - b. Action Item: EVA support letter

Motion: C.Scott made a motion to support the San Diego Run for the Hungry race and give the organization a support letter on behalf of the EVA. J. Incrocci seconded. No abstentions. Motion approved.

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: FYC Suggested Logo
- d. Action Item: Approval of logo.

Motion: C.Scott made a motion to reevaluate the Block Party dates for 2019 after the 2018 revenue has been readjusted to reflect the accurate hours of bar time. J. Incrocci seconded. No abstentions. Motion approved.

- VI. Padres Pedal the Cause: Taste of East Village Event
- a. Discussion: Date, Saturday, November 17th.

VII. Discussion: Banner Program Corridor Refresh

VIII. Information: San Diego Zombie Crawl - SDZC

IX. Member News

Adjourned: **3:48 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.

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.