

EAST VILLAGE ASSOCIATION, INC. (EVA) Board of Directors Meeting
Thursday, November 01, 2018 @ 4:00 p.m.

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: 4:05 pm** James Haug, President

Present: James Haug, Terry McCleary, David Miles, Robyn Spencer, Claudine Scott, Jenner Smith, Mark Sandgren, Artem Sharoshkin, Harry Schwartz, Justin Navalle, Crystal Stasch

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]

V. **Consent Items:**

a. Approval of Minutes Action

- i. PROPOSED MOTION: Approval of minutes from the October 4, 2018 annual meeting of the Board of Directors of East Village Association, Inc.

b. Approval of Financial Reports Action

- i. Profit & Loss Statement – September 30, 2018

c. President’s Report Action

d. Marketing Committee Action

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.

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.

Motion: J. Incrocci 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**. C. Scott seconded. No abstentions. Motion approved.

e. Pre-Design Committee Action

Motion: T. McCleary made a motion to support the Jefferson Makers Quarter project. C. Scott seconded. No abstentions. Motion approved.

f. Placemaking Committee Action

Motion: J. Navalle made a motion for the group to review the Tecture presentation and come back with preferred site selections for phase I of the project. C. Scott seconded. No abstentions Motion approved. [motion will be moved to full board input re: committee report-outs below]

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

VI. East Village Business Spot Light: Melvin Brewing – 14th and Market **Ryan Payton, General Manager**

- a. Melvin Brewing was born in 2009 in the back of a Thai restaurant with the Jackson, WY 20 gallon brew system quickly growing into a 3 barrel system, and winning the Small Brewpub of the Year at Great American Beer Festival (GABF) in 2015 and winning the Brewing Group of the Year at GABF in 2017.
- b. Melvin is scheduled for a soft-opening towards the **end of November, 2018 and is the site-selection for the EVA December Board meeting / Holiday party on Thursday, December 6th at 4:00 p.m.**

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
e. 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

Informational Item: David's Harp Foundation Hannah Hughes, Community Relations Coordinator

- a. Informational Item: December 7th Holiday Party benefiting David's Harp Foundation whose mission is to inspire, education and empower "at-risk" and homeless youth to achieve academic success through music and more.
- b. EVA is currently working with David's Harp Foundation / Good Guy's Production for continual updated website video context (www.eastvillagesandiego.com / upper-right hand corner)

Informational Item: F-11 Residential Project (1110 F Street) Preston Underdown, Luke Daniels, Richmond Group

- a. F-11 is a 99-unit, under construction (*projected move in date January, 2019*) community / apartment complex designed for residents to work, play, entertain, and relax in East Village designed around luxury living quarters intended to host an interactive state-of-the-art fitness center, and on-site Zen Garden.
- b. More information, visit: www.richarmansignature.com/california/san-diego-area/f11/

Informational Item: Business for Good Karim Bouris, Executive Director

- a. Background: Business for Good San Diego is a nonprofit organization with a mission to unite small business owners to drive policy that improves the community.
- b. Informational: Business for Good has created a toolkit pamphlet on how to help homeless folks without resorting immediately to 911.

Updated Information: Meeting at Moniker Warehouse on Thursday, November 15th at 5:30 p.m. – open to the public.

Presentation: Fault Line Park Off-Leash Dog Run Public Open House(s) Kathleen Brand, Civic San Diego

- a. Informational Item: Update and opportunity for public input on a proposal to add a permanent off-leash dog run at Fault Line Park (location: 1433 Island Ave.)

Updated Information: Public Comment process on Wednesday, November 14th at Downtown Community Planning Committee (DCPC) and in front of Parks & Rec Board on Thursday, November 15th as an amendment to the general plan is needed.

VIII. Standing East Village Association Committee Updates

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- a. Pre-design Committee Simon Andrews
 - i. **Action Item:** Committee suggested approval of JPI Development – 15th & Broadway Jefferson Makers Quarter Site – urban mixed-use development site.

Motion: D. Miles made a motion to support the Makers Quarter project at 15th & Broadway. H. Schwartz seconded. No abstentions. Motion approved.

- b. Finance Committee David Miles
 - i. Update: FY2017-18 Audit
 - ii. Informational Item: FY2018-19 (City and Civic) Budget Adjustment(s)
- c. Marketing/Outreach/Special Events Committee James Haug / Todd Brown
 - i. Discussion: The Décor Plan, Market Street Banner Program Refresh
 - ii. Action Item: Letter for Support for the November 3, 2018 Deftones Concert at Petco Park

Motion: J. Haug made a motion to support the Deftones concert at Petco Park on November 3rd. J. Navalle seconded. No abstentions. Motion approved. * TO BE NOTED: DISCUSSION ON THE LATE NOTIFICATION, AND NEW FENCING THAT WAS INSTALLED (“J” STREET OPERATORS NEED TIME FOR PLANNING PURPOSES)**

- iii. Action Item: Approval of 2019 Block Party Days.

Motion: J. Haug made a motion to approve a 2-Day Padres’ Opening Day 2019 Block Party on both Thursday March 28th & Friday March 29th. A.Sharoshkin seconded. No abstentions. Motion approved.

- iv. Action Item: Approval of 2019 Block Party Logo / discussion on Annual Block Party banner sponsorship program.

Motion: J. Haug made a motion to approve the Block Party logos from FYC labs. C.Stasch seconded. No abstentions. Motion approved.

- d. Parking and Transit Committee Harry Schwartz
 - i. Discussion: Meeting with Civic San Diego, FY2018-19 Budget Readjustment
- e. Community Issues Committee Jon Gordon
 - i. Discussion: Will resume meetings upon new EVA office set-up completion
 - ii. Informational Item: continuum of homeless outreach efforts; sustainability projects
- f. Placemaking Committee Justin Navalle
 - i. Report: From October 23rd inaugural committee meeting on 10/23
 - ii. Discussion: Feed-back on EVA delivery of anchor location / with a larger piece – to be priced out to provide next steps/direction to Tecture re: pursue of :
 - i. A larger statement piece(s) that can have a larger public interaction (involves site-selections based on car/transit/alternative transportation through-put traffic patterns); or
 - ii. Implementation of several smaller placemaker / branding pieces – focused largely on pedestrian patterns / East Village as a destination.

Updated Information: The Board asked for the Placemaking Committee to make a recommendation to the board (A or B concept). EVA – Tecture will meet with the City of San Diego Economic Development Department, Civic San Diego, and City of San Diego Arts and Culture Commission to determine achievable placemaking objects within code.

X. Executive Director Report

Dora McCann Guerreiro

- a. Reminder: Friday, November 2nd 1:30 p.m. Board Clean and Safe Walk-About (meet at 633 9th Ave.)
- b. Update: EVA & Clean and Safe pilot (fake) fire-hydrant tree well program.

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- c. December 6th Holiday Party at Melvin.

XI. Member Comments / Discussion

Adjourned: 5:34 pm

Minutes Prepared by: Hillary Goldy

East Village Association Hosted/Partnership Events:

- 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.**
- Friday, November 2nd: EVA Board – Clean & Safe Neighborhood Walk-About
- Saturday, November 10th: East Village Volunteer Day. Meet at 9:00 a.m., location: Genteel Coffee 403 13th Street
- 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 HOLIDAY PARTY
Next meeting: Thursday, December 6, 2018 at 4:00 PM,
LOCATION: MELVIN BREWING – 14th and MARKET
Please check date/time on www.EastVillageSanDiego.com

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