



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: **3:06 pm**

Present: James Haug, Claudine Scott, Joni Incrocci, Terry McCleary, Tony Lopez, Laurel McFarlane, Robyn Spencer, Martin Pierson, Donna Ilicic, Mark Schreiber, Larry Kantor

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. November 3, 2018 Deftones Concert at Petco Park

a. Action Item: Letter of Support

Motion: J. Incrocci made a motion to approve the conditional letter of support. C. Scott seconded. Additional discussion was had re: the lateness of the event notice, and the EVA submission of a conditional letter of support based on the want to have full Committee approval a month prior to the event. 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

Motion: C.Scott made a motion to approve a 2-day Padres' Opening Day Block Party on both Thursday March 28th and Friday March 29th. J. Incrocci seconded. No abstentions. Motion approved.

c. Discussion: Logo option 1:B for event logo; 4:B for MTS street decal

d. Action Item: Approval of logos

Motion: R.Spencer made a motion to approve the FYC Block Party Event logo; and to move the MTS street decal to the Parking / Transit Committee for approval. J.Incrocci seconded. No abstentions. Motion approved.

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

Adjourned: **3:56 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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