



EAST VILLAGE ASSOCIATION, INC. (EVA) Board of Directors Meeting

Thursday, December 06, 2018 @ 4:00 p.m.

SPECIAL HOLIDAY LOCATION: MEVLIN BREWING @ 634 14th Street, San Diego CA 92101

*The EVA Board may take action on any item on the agenda unless it is noted as an "Information Only" Item.

***** THIS HOLIDAY BOARD MEETING / MELVIN EVENT IS OPEN TO THE PUBLIC *****

PLEASE NOTE: THERE WILL BE NO EVA MONTHLY BOARD MEETING IN JANUARY, 2019 – RESUME REGULAR SCHEDULE ON THURSDAY, FEBRUARY 7, 2019 @ 4:00 p.m. San Diego Central Library

I. **Call to Order and Self-Introductions: 4:14 pm** James Haug, President

Present: James Haug, Simon Andrews, Claudine Scott, David Miles, Roberto Castro, Terry McCleary, Jenner Smith, Artem Shoroshkin, Justin Navalle, Jon Gordon, Crystal Stasch, Trong Dinh

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 November 1, 2018 annual meeting of the Board of Directors of East Village Association, Inc.

b. Approval of Financial Reports Action

i. Profit & Loss Statement – October 31, 2018

c. President’s Report Action

i. Report out on November 30, 2018 Banner Corridor walk-through.

ii. Action item: Board approval for full banner corridor refresh.

NEW Motion: C. Scott made a motion to approve the remainder of the full banner corridor refresh at a price of \$45,000. S. Andrews seconded. No abstentions. Motion approved.

d. Marketing/Special Events Committee Action

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)

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.

Note: East Village Association, Inc. agendas, minutes, and background info are available at 633 9th Ave., 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. To request an alternative format, 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 for availability. Assistive Listening Devices (ALDs) may be made available for the meeting upon request.

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

e. Pre-Design Committee

Action

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

f. Placemaking Committee

Action

Motion: No Action was made on the November 01, 2018 Board Meeting motion: The Board instead provided direction to 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 city code.

Option 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

Option B: Implementation of several smaller placemaker / branding pieces – focused largely on pedestrian patterns / East Village as a destination.

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

VI. East Village Business Spot Light: Celebration of all EVA Business’s at Holiday Party following the board meeting.

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. TBD, Office of County Board Supervisor Nathan Fletcher, Policy Advisor/Community Rep.	j. Alonso Vivas, Downtown San Diego Partnership, Clean & Safe Program

Presentation: Chelsea Investment Corporation/JWDA

Steven Blanden, Project Manager

- a. Informational item on residential project on the Northeast corner of 13th and Broadway.
- b. Needs Civic San Diego approval.

Presentation: The 13th & Broadway project is a 273 unit building with mixed use including permanent supportive housing vouchers available through the San Diego Housing Commission. It is 14 stories tall with 2 bedroom, 1 bedroom and studio options. The developer applied for a \$6 Million cap & trade grant to aid in mobility accessibility and beautification surrounding the property. There are 65 underground parking spaces available, as well as an abundance of bicycle parking racks. Pet relief and greenery are available on the 5th floor roof deck. The project is expected to be completed during the summer of 2021.

VIII. Standing East Village Association Committee Updates

a. Pre-design Committee

Simon Andrews

- i. Discussion: Will resume ad-hoc meetings as project developments are presented.

b. Finance Committee

David Miles

- i. Update: FY2017-18 Audit Completion
- ii. Informational Item: FY2018-19 (City and Civic) Budget Adjustment(s)

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- c. Marketing/Outreach/Special Events Committee James Haug / Todd Brown
 - i. No December Committee meeting
 - ii. Informational Item: EVA is setting up a meeting between “J” Street businesses and the Padres re: proposed new fencing for certain special events.
 - iii. Information Item: EVA will begin the City Special Events / and McFarlane Block Party (Thursday, March 28th and Friday, March 29th) permitting, approval, informational, vendors, etc. process.
- d. Parking and Transit Committee Harry Schwartz
 - i. Discussion: FY2018-19 Budget Readjustment
 - ii. Informational: Project proposal of flashing safety hazards lights where CA-94/Martin Luther King Jr Fwy connects to “F” Street.
 - iii. Informational: Project proposal of an intended EVA-Padres sponsored FRED shuttle service from Petco Park to north East Village destination drop-off locations, to be run on special event days.
- e. Community Issues Committee Jon Gordon
 - i. Discussion: Will resume meetings upon new EVA office set-up completion
- f. Placemaking Committee Justin Navalle
 - i. Informational: EVA-Tecture to continue meetings with select City Departments.

X. Executive Director Report

Dora McCann Guerreiro

- a. Update: Civic / Parks & Rec PROJECT APPROVAL of the Fault Line Park Off-Leash Dog Run. Expected completion date spring, 2019.
- b. Update: EVA & Clean and Safe pilot (fake) fire-hydrant tree well program.
- c. Update: Sunday, December 9th EVA-Quartyard Holiday Tree Lighting / Christmas Market. **A SPECIAL THANK YOU to our sponsors: Holland Partners, Park12 – The Collection, and HP Investors.**

XI. Member Comments / Discussion

Adjourned: 4:46 pm

Minutes Prepared by: Hillary Goldy

East Village Association Hosted/Partnership Events:

- 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.
- Saturday, November 17th: East Village Sponsorship to Padres Pedal the Cause. **THANK YOU TO: BUB’S AT THE BALLPARK, SOCIAL TAP, EAST VILLAGE TAVERN + BOWL, AMPLIFIED ALE WORKS KITCHEN + BEER GARDEN, BESHOCK RAMEN for their generous donation of time, staff, and food!**
- Thursday, December 6th: Board Meeting / Holiday Party. Location: Melvin’s – 634 14th Street (14th/Market) @ 4:00 p.m
- Sunday, December 9th: EVA-Quartyard Holiday Tree Lighting / Christmas Market. Location: Quartyard – 1301 Market Street (13th/Market) @ 3 – 8:00 p.m.

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

Next EVA Board Meeting

Thursday, February 7, 2019 at 4:00 PM

LOCATION: SAN DIEGO CENTRAL LIBRARY - NEIL MORGAN AUDITORIUM @ 330 PARK BLVD.

For additional information please check www.EastVillageSanDiego.com