



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

Thursday, February 07, 2019 @ 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: 4:04 pm** James Haug, President

Present: Todd Brown, Crystal Stasch, James Haug, Simon Andrews, David Miles, Trong Dinh, Claudine Scott, Robyn Spencer, Artem Sharoshkin, Terry McCleary, Justin Navalle, Harry Schwartz, Jenner Smith, Roberto Castro, Jon Gordon

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. FY2017-18 Annual Report.
- b. Removal of Public Restrooms in front of San Diego Central Library.
- c. Block Party Sponsorship Program(s):
 - i. Event Sponsorship Package;
 - ii. Inaugural Block Party Banner Sponsorship Program (month of March);
 - iii. Beer Sponsorship Package;
 - iv. Vendor Participation <https://form.jotform.com/83517452868165>.
- d. Discussion: positive publicity.

V. **Consent Items:**

- a. Approval of Minutes Action
 - i. PROPOSED MOTION: Approval of minutes from the December 6, 2018 annual meeting of the Board of Directors of East Village Association, Inc.; and circulated reports from January, 2019 (*to note: EVA is dark in the month of January*).
- b. Approval of Financial Reports Action
 - i. Profit & Loss Statement – November 30, 2018 (*to note: EVA is dark in the month of January*), and December 31, 2018
- c. Executive Committee Action

Motion: J. Haug made a motion to support the approval of more faux fire hydrants (identification of more locations, and authorization of associated costs) at the site of broken grates, to allow for greater dedicated cleaning services at designated pet relief areas. C. Scott seconded. No abstentions. Motion approved.

- d. Parking / Transit Committee Action

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: H. Schwartz made a motion to pursue the implementation of a flashing beacon sign that says something to the effect of "Slow Down" off the 94 into "F" Street; and to see if EVA can customize the lights to say "Welcome to the East Village." T. McCleary seconded. No abstentions. Motion approved.

Motion: H. Schwartz made a motion to pursue the hiring of a consultancy company to create an East Village "Capital Improvement/Investment Plan (CIP)" that will determine a community needs assessment report allowing for a 1-3 year future capital outlay plan. T. McCleary seconded. No abstentions. Motion approved.

ADOPTED: T. Brown made a motion to approve the above consent items. C. Stasch seconded. No abstentions. Motion approved.

VI. East Village Business Spot Light: Whiphand

Natasha Ross, General Manager

Background: Located at 935 "J" Street, Whiphand is a new East Village American Brasserie and beer bank specializing in heavy portions complimented by 24 self-serve draft beer taps and a full bar. **East Village residents receive a 10% discount on food and beverages!** www.whiphandsd.com

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

a. Captain Scott Wahl, 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. Brandon Torres, Office of County Board Supervisor Nathan Fletcher, Policy Advisor/Community Rep.	j. Alonso Vivas, Downtown San Diego Partnership, Clean & Safe Program

Presentation: Office of San Diego County Treasurer –Tax Collector

Dan McAllister, Elected Official

- a. Dan McAllister was re-elected to his fifth term in June 2018 by 100% of the vote;
 - b. The County Treasurer-Tax Collector is responsible for tax collection, banking, investment, disbursement and accountability of public funds;
 - c. Topics of discussion to include: San Diego's current economic outlook, updates on the housing market, what is the property tax amount collected to date and what does it mean to your community, how does not paying your property taxes affect our local economy, school bonds: Capital Appreciation Bond reform, County investments (\$11.6 billion).
- Estimated that approximately \$6.5 billion will be expected in tax collections this year.
 - 60% of all property taxes are paid online.

Presentation: San Diego Fire-Rescue Department

Pamela Thomas, Fire Prevention Supervisor City of San Diego

- a. Implementation of a new branch of the City of San Diego Fire Prevention annual inspection program.
 - b. To provide inspection information and resources for business owners/representatives.
- Information can be found at: www.sandiego.gov/fire

VIII. Standing East Village Association Committee Updates

a. Pre-design Committee

Simon Andrews

- i. Discussion: Ad-hoc meetings as project developments are presented.
- ii. Update: EVA testimony in front of Civic re: support for Jefferson Makers Quarter project.

b. Finance Committee

David Miles

- i. Informational Item: Completion of FY2017-18 Annual Audit.

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- ii. Informational Item: FY2018-19 (City and Civic) Budget Adjustment(s).
- iii. Informational Item: FY2019-20 (City and Civic) Budget process / submission.
- iv. Background: Annual Fiscal Year is July 1 – June 30.
- v. Committee Meeting Date: *TBD*.

c. Marketing/Outreach/Special Events Committee

James Haug / Todd Brown

- i. Action Item: Approval of the Urban Discovery Academy Jog-a-Thon – Wednesday, February 6th.

Motion: T. Brown made a motion to support Urban Discovery’s Jog-a-Thon on Wednesday, February 6th. C. Scott seconded. No abstentions. Motion approved.

- ii. Action Item: Approval of the 8th Annual San Diego Half Marathon & Padres 5K – Sunday, March 10. **Discount code – EVA10 for \$10 off of registration.**

Motion: T. Brown made a motion to support the San Diego Half Marathon & Padres 5K race on Sunday, March 10th. C. Scott seconded. No abstentions. Motion approved.

- iii. Discussion: “Play Making” project collaborative.

Motion: S. Andrews made a motion to support the jungle gym collaboration for kids at the Southwest corner of 13th and Broadway. T. Dinh seconded. No abstentions. Motion approved.

- iv. Update: Banner Program Corridor Refreshment.
- v. Update: Annual Block Party:
 - 🕒 Thursday, March 28th 10 – 2:30 p.m. (first pitch @ 1:10 p.m.),
 - 🕒 Friday, March 29th noon – 7:30 p.m. (first pitch @ 7:10 p.m.).

d. Parking and Transit Committee

Harry Schwartz

- i. Discussion: FY2018-19 Budget Readjustment.
- ii. Informational: Civic approval of parking meter zoning changes at corner of Park/G to “2-hour” parking.
- iii. Update: Capital Improvement/Investment Program.

e. Community Issues Committee

Jon Gordon

- i. Informational: Currently working with the City re: East Village impacts of the abatement rule change for unattended personal (homeless) belongings from a 3-hour time-frame, back to 3-days based on the unavailability of storage facilities.
- ii. Informational: Establishing a working relationship with Family Health Centers re: future program management of 1401 Imperial Ave. City of San Diego, Navigation Center.
- iii. Discussion: Resume of regular committee meetings.

f. Placemaking Committee

Justin Navalle

- i. Informational: January 16, 2019 EVA-Tecture meeting with City of San Diego Arts & Culture Department.
- ii. EVA formal submission of pre-application / site-selection for placemaking piece locations.

X. Executive Director Report

Dora McCann Guerreiro

- a. Update: Economic Impact Statement (EIS).
- b. EVA Welcome/Informational packet.
- c. Future Special Event planning efforts.

XI. Member Comments / Discussion

Adjourned: 5:47 pm

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Minutes prepared by: Hillary Goldy

East Village Association Hosted/Partnership Events:

- Thursday, December 6th: Board Meeting / Holiday Party. Location: Melvin's – 634 14th Street (14th/Market) @ 4:00 pm
- Sunday, December 9th: EVA-Quartyard Holiday Tree Lighting / Christmas Market. Location: Quartyard – 1301 Market Street (13th/Market) @ 3 – 8:00 p.m.
- Monday, January 7th: EDENS Site-Visit.
- Wednesday, January 9th: Clean & Safe annual public budget meeting/prioritizations – hosted by Amplified.
- Wednesday, January 23rd: Downtown San Diego Partnership (DSDP) Year Kick-Off Event.
- Friday, January 25th: Regional Task Force on the Homeless (RTFH) Annual Point-in-Time Count.
- Friday, January 31st: San Diego Police Department (DSDP) “Coffee with a Cop” – hosted by Market Street Starbucks.
- March 19-21st: International Downtown Association (IDA) West Coast Urban Forum.
- Wednesday, March 27th: Downtown San Diego Partnership Installation Dinner.
- Thursday, March 28th – Friday, March 29th: East Village Association Opening Day Block Party.

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

Next EVA Board Meeting

Thursday, March 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