



**East Village Association, Inc. (EVA)**  
**Marketing/Outreach Committee Meeting**  
**Thursday, February 07, 2019 @ 3:00 p.m.**  
San Diego Central Library: Neil Morgan Auditorium Address: 330 Park Blvd

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- I. Committee Self-Introductions
- II. Public Comment (2-minute limit per organization)
- III. Committee Chair, James Haug: comments/changes to order of agenda

**Action Items**

- IV. Presentation: Urban Discovery Academy Jog-a-Thon – Wednesday, February 6, 2019 Rachel Hatch, Director of Operations
  - a. Action Item: Support Letter
  - b. Background: Annual student centered event on 14<sup>th</sup> Street between “E” and “F” Street, 7:00 a.m. – 1:00 p.m., to raise money for programming funding for UDA - a free-public charter school serving TK through 8<sup>th</sup> grade in the IDEA District.
- V. Presentation: 8<sup>th</sup> Annual San Diego Half Marathon & Padres 5K – Sunday, March 10, 2019 Susan Briggs, Executive Director
  - a. Action Item: Support Letter
  - b. Background: Founded in 2012, the San Diego Half Marathon is a premier race that celebrates the beauty and uniqueness of San Diego while raising money to help its communities. As a nonprofit 501(c)(3), all net proceeds are donated to community service projects and local charitable causes.
  - c. EVA Member Discount: Code EVA10 for \$10 off registration
- VI. Presentation: “Play Making” MaeLin Levine, Partner/Designer Visual Asylum
  - a. Concept introduction from Kate Goodson, PopArch, Emily Hubbard, Landscape Architect, MaeLin Levin, Visual Asylum (with Urban Discovery Academy students).
- VII. Discussion: 2019 East Village Association Annual Opening Day Block Party McFarlane Promotions, Inc.
  - a. Background: Opening Day vs. San Francisco Giants – Thursday, March 28<sup>th</sup> 10 – 2:30 p.m. (first pitch @ 1:10 p.m.), Friday, March 29<sup>th</sup> noon – 7:30 p.m. (first pitch @ 7:10 p.m.)
  - b. Informational: City of San Diego Special Events Meeting on February 6, 2019 report-out
  - c. Informational: Sponsorship Packages to include general Event Sponsorship, Inaugural Block Party Banner Sponsorship Program, Beer Sponsorship Package, Vendor Participation on jot-form.
    - i. Updates on above packages, outstanding action items, request for help Hillary Goldy, EVA Program Manager  
Robyn Spencer, EVA Board Member  
Tony Lopez, FYC Labs
  - d. Informational: Event Lay-Out
  - e. Informational: Block Party Promotional Materials
  - f. Additional Discussion
- VIII. Update: Banner Program Corridor Refresh Dora McCann Guerreiro, EVA Executive Director
- IX. Discussion: How to achieve greater “positive publicity” for East Village?
- X. Member News

--- Adjournment ---

Note: All East Village Association, Inc. agendas, minutes, and committee packets are available at 633 9<sup>th</sup> Ave., CA from 9:00 a.m. to 5:00 p.m. for public viewing. Also, copies may be requested by sending an email to [director@eastvillagesandiego.com](mailto: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](mailto: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.