



**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

I. Committee Self-Introductions: **3:04 pm**

Present: James Haug, Claudine Scott, Joni Incrocci, Simon Andrews, Robyn Spencer, Terry McCleary, Laurel McFarlane, Maelin Levine, Tony Lopez, Kate Goodson, David Miles, Todd Brown

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. Presentation: Urban Discovery Academy Jog-a-Thon – Wednesday, February 6, 2019 Rachel Hatch, Director of Operations
- Action Item: Support Letter
 - Background: Annual student centered event on 14th 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 8th grade in the IDEA District.

Motion: J. Haug made a motion to approve the February 6 Jog-a-Thon hosted by Urban Discovery Academy. J. Incrocci seconded. No abstentions. Motion approved.

- V. Presentation: 8th Annual San Diego Half Marathon & Padres 5K – Sunday, March 10, 2019 Susan Briggs, Executive Director
- Action Item: Support Letter
 - 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.
 - EVA Member Discount: Code EVA10 for \$10 off registration**

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

- VI. Presentation: “Play Making” Maelin Levine, Partner/Designer Visual Asylum
- Concept introduction from Kate Goodson, PopArch, Emily Hubbard, Landscape Architect, Maelin Levin, Visual Asylum (with Urban Discovery Academy students).

Motion: S. Andrews made a motion to approve a support letter for the container park play structure for kids at the Southwest corner of 13th and Broadway. Committed financing would come in the form of a phased-in fundraising/grant approach. C. Scott seconded. No abstentions. Motion approved.

- VII. Discussion: 2019 East Village Association Annual Opening Day Block Party McFarlane Promotions, Inc.
- Background: Opening Day vs. San Francisco Giants – 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.)
 - Informational: City of San Diego Special Events Meeting on February 6, 2019 report-out
 - Informational: Sponsorship Packages to include general Event Sponsorship, Inaugural Block Party Banner Sponsorship Program, Beer Sponsorship Package, Vendor Participation on jot-form.
 - Updates on above packages, outstanding action items, request for help Hillary Goldy, EVA Program Manager

Note: All East Village Association, Inc. agendas, minutes, and committee packets are available at 633 9th 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 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 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.

- d. Informational: Event Lay-Out
- e. Informational: Block Party Promotional Materials
- f. Additional Discussion

Robyn Spencer, EVA Board Member
Tony Lopez, FYC Labs

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

Adjourned: 3:53 pm

Minutes prepared by: Hillary Goldy

--- Adjournment ---

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