



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

Thursday, March 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: 4:05 pm

D. Miles, Treasurer

Present: C. Scott, D. Miles, S. Andrews, T. McCleary, J. Navalle, M. Sandgren, H. Schwartz, R. Castro, R. Rivera, A. Sharoshkin, C. Stasch

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)

Mitch Booz, Principle of the East Village Middle College High School encouraged the EVA to look into the “Safe School Act” to better provide safety provisions to school children that walk, or take alternative modes of transportation on the (Park Blvd.) “corridor of education.”

IV. President’s Report: Administrative Items [conflict of interest declarations and comments]

- a. 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>.
 - v. Public Service Statement on behalf of the County of San Diego: Department of Environmental Health “Food Service During Temporary Events” Notice.
- b. FY2019-20 City of San Diego, Civic EVA Budget Submission.
- c. New office discussion.
- d. EVA Corporate Credit Card.

NEW MOTION: S. Andrews made a motion for the approval of an EVA corporate credit card to use for association costs. J. Navalle seconded. No abstentions. Motion approved.

V. Consent Items:

- a. Approval of Minutes Action
 - i. PROPOSED MOTION: Approval of minutes from the February 7, 2019 annual meeting of the Board of Directors of East Village Association, Inc. and circulated reports.
- b. Approval of Financial Reports Action
 - i. Profit & Loss Statement – January 31, 2019.
- c. Marketing / Special Events Committee Action

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.

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.

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.

Pulled off of consent / NEW MOTION: S. Andrews made a motion to change the language in the above motion from “jungle gym” collaboration to “play-making” collaboration. T. McCleary seconded. No abstentions. Motion approved.

d. Parking / Transit Committee

Action

Motion: H. Schwartz made a motion to work with the San Diego Padres and the San Diego Bicycle Coalition for a re-authorization of the Summer Bike Valet Program. A. Hanshaw seconded. No abstentions. Motion approved.

Motion: H. Schwartz made a motion to being inaugural planning activities for a Summer Bike Event working with the City of San Diego, San Diego Padres, and the San Diego Bicycle Coalition. A. Hanshaw seconded. No abstentions. Motion approved.

NEW MOTION: H. Schwartz made a motion to approve the above consent items and previous minutes. S. Andrews seconded. No abstentions. Motion approved.

VI. East Village Business Spot Light: Space for Art

Dani Willenberg

Background: Space 4 Art is a thriving East Village Arts Center where artists live, interact, share their work, and mentor youth in an innovative and educational environment.

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

Presentation: MTS

Tim Allison, MTS Manager of Real Estate Assets

- a. Proposed new *MTS Vision Statement*: to overhaul underused parking lots and other properties owned by MTS that could eventually be used for mixed-use apartment buildings – by adding new housing and commercial space units near major bus and trolley stops.
- b. Informational on MTS Transit Center at 12th and Imperial Statement: proposed changes could include a 500-foot tower, pending zoning changes at the city, providing as many as 500 new housing units and additional office space.

EVA will continue to monitor the MTS planning process / and will work through the Pre-Design Committee for future-required Civic comments.

Presentation: Father Joe's Villages

Bill Bolstad, Chief Revenue Officer

- a. Informational: Update on the Temporary Bridge Shelter (eventual) re-location to 17th and Imperial Ave.
- b. Informational: Background information on the newly-released City of San Diego Request for Proposal (RFP) on the management of the Neil Good Day Center (17th Street).

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.

NEW MOTION: S. Andrews made a motion for EVA to write a support letter in favor of Father Joe's response to the RFP to manage the Neil Good Day Center. D. Miles seconded. No abstentions. Motion approved.

- c. Informational: Design update for the new housing project at 14th and Commercial.
- d. Update: 5 East Village restaurants will be participating in the Father Joe's "Taste of the Village" Event on March 21, 2019 @ 5:30 p.m. www.my.neighbor.org/take-action/events/taste-of-the-village/
Thank you to the East Village restaurant community!

VIII. Standing East Village Association Committee Updates

- a. Pre-design Committee Simon Andrews
 - i. Discussion: Ad-hoc meetings as project developments are presented.
- b. Finance Committee David Miles
 - i. Informational Item: FY2019-20 (City and Civic) Budget process / submission.
 - ii. Background: Annual Fiscal Year is July 1 – June 30.
 - iii. **Committee Meeting Date: Friday, March 22 @ Noon. Location: EVA Offices at 633 9th Ave.**
- c. Marketing/Outreach/Special Events Committee James Haug / Todd Brown
 - i. 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.).
 - ii. Informational: Inaugural launch of evARTS Program in partnership with Quartyard.
 - An interactive East Village open-space mural program, to be successful with private sponsorship.
 - Event Launch Date: Saturday, April 13, location: 1301 Market Street.
 - iii. Action Item: Approval of Block Party T-shirt Design – to go into production.

NEW MOTION: J. Navalle made a motion to approve the Block Party 2019 T-shirt design as approved by the Marketing / Special Events Committee to be able to put them in production asap. S. Andrews seconded. No abstentions. Motion approved.

- d. Parking and Transit Committee Harry Schwartz
 - i. Informational: Construction and management of an East Village parklet at 1301 Market Street. Project with the City of San Diego, Department of Development Services.
 - ii. Discussion: Resume of the Summer Bike Valet Program. Project with the San Diego Padres.
 - iii. Discussion: Summer Bike Event – partnership with City of San Diego, San Diego Bicycle Coalition, San Diego Padres (TBD). Project with the City of San Diego, Special Events Department.
 - iv. Update: Capital Improvement/Investment Program RFP.

NEW MOTION: S. Andrews made a motion to approve a future Capital Improvement Program (CIP), Request for Proposal (RFP). T. McCleary seconded. No abstentions. Motion approved.

- e. Community Issues Committee Jon Gordon
 - i. Informational: San Diego Central Library loitering efforts.
 - ii. Discussion: Resume of regular committee meetings.

NEW MOTION: D. Miles made a motion to approve an EVA letter of support encouraging the City of San Diego to include EVA in any homelessness working discussions [to include the relocation of the temporary Bridge Shelter to 17th and Imperial]. S. Andrews seconded. No abstentions. Motion approved.

- f. Placemaking Committee Justin Navalle

- i. Informational: EVA City of San Diego, Arts & Culture Commission formal submission of pre-application / site-selection for placemaking piece locations. Project with the Commission - expected review completion by ~April.

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: 5:36 pm

Minutes Prepared by: Hillary Goldy

East Village Association Hosted/Partnership Events:

- Thursday, March 7: Marketing / Special Events Committee.
- Thursday, March 7: Monthly Board Meeting.
- Wednesday, March 13: Downtown Leadership Meeting.
- March 19-21st: International Downtown Association (IDA) West Coast Urban Forum.
- Thursday, March 21: Father Joe's Villages "Taste of the Village" Event at 5:30 p.m.
- Friday, March 22: EVA Finance Committee Meeting at noon, location: 633 9th Ave.
- Wednesday, March 27th: Downtown San Diego Partnership Installation Dinner.
- **Thursday, March 28th – Friday, March 29th: East Village Association Opening Day Block Party.**
- Thursday, April 4th: EVA Special Events / Marketing Committee Meeting.
- Thursday, April 4th: EVA Monthly Board Meeting.
- Thursday, April 11th: EVA Parking / Transit Meeting.
- Monday, April 15th: National Smart Cities East Village-lead tour.

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

Next EVA Board Meeting

Thursday, April 4, 2019 at 4:00 PM

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

For additional information please check www.EastVillageSanDiego.com