



**East Village Association, Inc. (EVA)  
Marketing/Outreach Committee Meeting  
Thursday, March 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: **3:06 pm**

**Present:** Claudine Scott, Simon Andrews, Justin Navalle, Niko Podimatis, Joni Incrocci, Terry McCleary, David Miles, Stacie Bishop, Mark Schreiber, Tony Lopez

**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. 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: 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
  - c. Informational: Block Party Promotional Materials Tony Lopez, FYC Labs
    - i. Inaugural: Bill Insert
  - d. Additional Discussion

**Motion: C.Scott made a motion to confirm two half days of photography for Block Party contract with Arash Afshar on March 28<sup>th</sup> & March 29<sup>th</sup>. J.Incrocci seconded. No abstentions. Motion approved.**

- V. Action Item: 2019 EVA T-Shirt Channin Fulton, Designer
- a. Final Design Approval
  - b. Amount of T-Shirts to be printed: for block party volunteers, sale, throughout the year activities
  - c. Discussion: Future pursuit of an online platform to purchase “EVA Swag”

**Motion: J.Incrocci made a motion to confirm the Block Party 2019 T-shirt design as “Option 2” with the color scheme of the original design on a dark grey shirt with the EVA logo on the sleeve. D. Miles seconded. No abstentions. Motion approved.**

- VI. Update: Banner Program Corridor Refresh Dora McCann Guerreiro, EVA Executive Director
- VII. Discussion: How to achieve greater “positive publicity” for East Village?
- a. Need help with “ghost-writing” submissions
- VIII. Discussion: Inaugural launch of evARTS Program in Partnership with Quartyard.
- a. An interactive East Village open-space mural program – based on private sponsorship/donation.
  - b. Event Launch Date: Saturday, April 13<sup>th</sup> – location: 1301 Market Street

IX. Member News

**Adjourned: 3:52 pm**

**Minutes Prepared by: Hillary Goldy**

--- Adjournment ---

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