



**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

- 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. Discussion: 2019 East Village Association Annual Opening Day Block Party McFarlane Promotions, Inc.
 - a. 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.)
 - 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
- 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”
- 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 Quaryard.
 - a. An interactive East Village open-space mural program – based on private sponsorship/donation.
 - b. Event Launch Date: Saturday, April 13th – location: 1301 Market Street
- IX. Member News

--- Adjournment ---

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.