



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

Thursday, April 04, 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: 4:09 pm

James Haug, President

Present: J. Haug, C. Scott, S. Andrews, J. Navalle, T. McCleary, R. Spencer, J. Gordon, A. Sharoshkin

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)

Chloe Seipel, the Senior Programs and Communications Manager for Mission Edge, presented on the small business accelerator program in partnership with the City of San Diego, dedicated to economic development and social impact of nonprofit and social enterprise communities. More information can be found at: www.missionedge.org

The San Diego Padres presented on a 2-day May 25, and May 26 Petco Park Electronic Music Festival between 1:00 p.m. – 11:00 p.m.; with an outside stadium footprint on “J” Street, between 7th Ave. near the fire station, East of Bub’s to 10th Ave., ending at Comerica Bank. A small portion of 9th Ave. near the 7-11 will also be utilized.

Motion: A. Sharoshkin made a motion to provide a conditional letter of support for the festival pending full board approval. T. McCleary seconded. No abstentions. Motion approved.

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

a. Board Action to:

- i. Approve entering into an agreement / extension with the existing City of San Diego Business Improvement District (BID) agreement.
- ii. Designate an officer of the Corporation to sign:
 1. The agreement,
 2. Disbursement reconciliation report,
 3. Requests for reimbursement,
 4. Program Reports

Motion: T. McCleary made a motion of support for the conditional approval of the annual BID contract agreement renewal pending receipt from the City of San Diego, Economic Development Department (EDD). J. Gordon seconded. No abstentions. Motion approved.

- b. Report out: Civic San Diego court settlement - Civic San Diego will no longer have authority over city projects and will cease its planning and permitting of downtown projects; and will end its administration over the downtown parking district. Those functions will be transferred back to the city, pending approval of the settlement by City Council.
- c. Discussion: positive publicity.

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*** Due to the lack of a Board quorum all consent items will be moved to the May 2nd board meeting date, with conditional letters of support until full board approval on May 2, 2019.

V. **Consent Items:**

- a. Approval of Minutes Action
 - i. PROPOSED MOTION: Approval of minutes from the March annual meeting of the Board of Directors of East Village Association, Inc.; and circulated reports from March, 2019.
- b. Approval of Financial Reports Action
 - i. Profit & Loss Statement – February 28, 2019
- c. Executive Committee Action

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.

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.

- d. Marketing / Special Events Committee Action

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

Motion: J. Navalle made a motion to approve option #2 of the Block Party 2019 T-shirt designs as approved by the Marketing / Special Events Committee to be able to put them in production asap. S. Andrews seconded. No abstentions. Motion approved.

Pulled off of March consent / NEW MOTION: S. Andrews made a motion to change the language from the Urban Discovery Academy (UDA) "jungle gym" collaboration to "play-making" collaboration. T. McCleary seconded. No abstentions. Motion approved.

- e. Parking / Transit Committee Action

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.

Motion: H. Schwartz made a motion to participate in the SANDAG Bike to Work Day - May 16th morning pit stop (6 – 9:00 a.m.); but to supplement with an afternoon activity at Quartyard. T. Sardegna seconded. No abstentions. Motion approved.

In discussion: To change the afternoon event location to the Nook, East Village – 330 15th Street, for the Grand Opening of the new San Diego Bicycle Coalition offices.

Motion: H. Schwartz made a motion to support the new city Dockless bike and scooter regulations with a 6-month review in place. T. McCleary seconded. No abstentions. Motion approved.

In discussion: EVA to confirm a location for Sunday, June 23rd; Bike Coalition working with MTS and City of San Diego Special Events for an approved route.

Motion: T. McCleary made a motion to update the alternative transportation pamphlet. T. Sardegna seconded. No abstentions. Motion approved.

- f. Finance Committee Action

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Motion: D. Miles made a motion to approve both the City of San Diego, Economic Development Department FY2019-20 budget submission and the Civic San Diego FY2019-20 budget submission. T. McCleary seconded. No abstentions. Motion approved.

g. Community Issues Committee

Action

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.

VI. East Village Business Spot Light: Museum of Beer San Diego Mike Koceila, Director of Development

Background: Something BIG is brewing in the East Village! The Museum of Beer San Diego is a proposed beer museum to-be-coming to East Village Community that will celebrate all “that’s hoppy” in the community. The Museum has been working with multiple partnerships including our neighborhood breweries and the San Diego Brewers Guild.

SAVE THE DATE FOR THE MUSEUM ANNOUNCEMENT: Thursday, April 18th at the Quaryard (1301 Market Street).

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: Underground Elephant - “We Works” Application Scott Tiano, JS Western

- a. Founded in 2019, “WeWork” is an American company that provides shared workspaces for technology startup subculture communities, and services for entrepreneurs, freelancers, startups, small businesses and large enterprises.
- b. JS Western is working with Civic San Diego for a Conditional Use Permit (CUP) application change for continued office use in an existing structure. [information to be updated]
- c. Location in discussion: 808 “J” Street.

VIII. Standing East Village Association Committee Updates

- a. Pre-design Committee Simon Andrews
 - Discussion: Ad-hoc meetings as project developments are presented.
- b. Finance Committee David Miles
 - Informational Item: 2019 Block Party Financial Success/Sponsorship.
- c. Marketing/Outreach/Special Events Committee James Haug / Todd Brown
 - March 28, 29 2019 Block Party Debrief.
 - Discussion: To work with 97.3 “The Fan” – San Diego’s Only FM Sports Station for positive publicity.
 - Action Item: evARTS Program Contract with Quaryard of April 13, 2019 inaugural event.
 - Action Item: Ladies that Pain support for a fall, 2019 launch date.
 - Action Item: Sunday, June 2, 2019 “Rock ‘n’ Roll Marathon Letter of Support.

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- d. Parking and Transit Committee Harry Schwartz
- Informational: EVA submitted the hosted SANDAG “Bike to Work Day” pit-stop application on March 22, 2019 and is awaiting approval.
 - Bike to Work Day is May 16, 2019 from 6-9:00 a.m.;
 - Proposal to also host a subsequent afternoon event celebrating the San Diego Bicycle Coalition new office opening at “The Nook” – 330 15th Street.
 - Informational: June 22, 2019 Summer Solstice / CicloSDias bike event in partnership with the City of San Diego, Gaslamp Quarter Association (GQA), and the San Diego Bicycle Coalition.
 - UPDATE: CONCLUDING CELEBRATION AT THE QUARTYARD (1301 Market Street).
 - Update: Parklet at 1301 Market Street – in the City of San Diego Department of Developmental Services.
 - Update: 94 / F ingress traffic calming mitigation – in the City of San Diego, CIVIC and Economic Development Department.
- e. Community Issues Committee Jon Gordon
- Informational: Opening of the Navigation Center – location 1401 Imperial Ave.
 - Informational: Currently working with the East Village Residents Group (EVRG) for the successful implementation of the next proposed bridge shelter to 17th and Imperial Ave.
 - Discussion: Resume of regular committee meetings.
- f. Placemaking Committee Justin Navalle
- Informational: EVA meeting with the City of San Diego Arts & Culture Commission on April 10th for the review of the pre-application / site-selection for placemaking piece locations.
 - Discussion: To change the name of the Placemaking Committee to “evARTS” – in order to include the greater EVA Art project portfolio.

X. Executive Director Report

Dora McCann Guerreiro

- a. Update: Economic Impact Statement (EIS).
- b. EVA Welcome/Informational packet.
- c. Future Special Event planning efforts.
- d. **DATE DETERMINATION: FOR ANNUAL MEETING & 2019-2020 BOARD ELECTIONS**

AGREED UPON DATE FOR THE ANNUAL MEETING/BOARD ELECTIONS ON THURSDAY, JUNE 6th at 4:00 p.m., LOCATION: TAVERN + BOWL EAST VILLAGE (930 MARKET STREET)

XI. Member Comments / Discussion

Adjourned: 5:21 pm

Minutes Prepared by: Hillary Goldy

East Village Association Hosted/Partnership Events:

- Thursday, April 4th: EVA Special Events / Marketing Committee Meeting.
- Thursday, April 4th: EVA Monthly Board Meeting.
- Thursday, April 11th: EVA Parking / Transit Meeting.
- Saturday, April 13th: Inaugural evARTS open-street (Market / 13th Street) Block Party in partnership with the Quartyard.
- Monday, April 15th: National Smart Cities East Village-lead tour.
- Thursday, April 18th: Museum of Beer Announcement Launch @ Quartyard – 1301 Market Street.
- Tuesday, April 23rd: City of San Diego – Parks Master Plan Workshop.

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- Thursday, May 16th: EVA sponsored pit-stop for the SANDAG “Bike to Work Day” at Quartyard from 6 – 9:00 a.m., with an afternoon celebration of the new San Diego Bicycle Coalition new office opening at The Nook East Village – 330 15th Street.
- Sunday, June 23rd: Inaugural annual CicloSDias / Summer Solstice Open Streets Bike event: in partnership with City of San Diego, Gaslamp Quarter Association (GQA), and the San Diego Bicycle Coalition.

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

Next EVA Board Meeting

Thursday, May 2, 2019 at 4:00 PM

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

For additional information please check www.EastVillageSanDiego.com