



**East Village Association, Inc. (EVA)
Marketing/Outreach Committee Meeting
Thursday, April 4, 2019 @ 3:00 p.m.**

San Diego Central Library: Neil Morgan Auditorium Address: 330 Park Blvd

I. Committee Self-Introductions: **3:07 pm**

Present: James Haug, Claudine Scott, Simon Andrews, Terry McCleary, Robyn Spencer, Justin Navalle, Niko Podimatis, Rich Herrera, Tony Gonzales, Lee Collenberg, Jill Neidorf, Mark Schreiber, Ladies who Paint

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: How to achieve greater “positive publicity” for the East Village Community? James Haug, EVA President
 - a. Need help with “ghost-writing” submissions
- V. Presentation: 97.3 FM “The Fan” – San Diego’s Only FM Sports Station Rich Herrera, Tony Gonzales
 - a. Radio Station, Digital Platform, Padres Radio Network play by play broadcast
 - b. Opportunity: live liner(s) during the games, *East Village Spot Lights* showcasing businesses
 - c. www.973THEFANS.COM

Motion: C. Scott made a motion to support the exploration of an East Village positive publicity (media) partnership with 97.3 “The Fan” FM, and their sister stations. S. Andrews seconded. No abstentions. Motion approved.

- VI. Discussion: evARTS Partnership, with Quartyard Justin Navalle, Quartyard
 - 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
- VII. Action Item: evARTS Program Contract approval for the April 13, 2019 event. Dora McCann Guerreiro, EVA

Motion: J. Haug made a motion to approve the evARTS EVA-Quartyard Event Management program contract. R. Spencer seconded. No abstentions. Motion approved.

- VIII. Action Item: Ladies That Paint Roxy, Pheobe, Executive Directors
 - a. East Village Upcoming Project: seeking muralists, sign painters, and Female street artists.
 - b. Seeking letter of support for a fall, 2019 launch date.

Motion: S. Andrews made a motion to write a support letter on behalf of a fall, 2019 “Ladies who Paint” initiative to bring public art to the East Village through the work of 10 hosted international female muralists (event conclusion on October 3rd). J. Navalle seconded. No abstentions. Motion approved.

- IX. Action Item: Sunday, June 2nd - 2019 Rock ‘n’ Roll Marathon Lee Collenberg, Rock ‘n’ Roll Community Representative
 - a. For over 20 years, the Rock ‘n’ Roll Marathon Series has made running fun by infusing the course with live bands, cheer teams, and furthering the commitment to bring more music, better runner support, improved technology, and to enhance community engagement.
 - b. Website: www.runrocknroll.com

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.

Motion: S. Andrews made a motion to support the 2019 Rock n' Roll Marathon. C. Scott seconded. No abstentions. Motion approved.

X. Discussion: 2019 Block Party Debrief

Dora McCann Guerreiro, East Village Association

XI. Member News

Adjourned: 3:52 pm

Minutes Prepared by: Hillary Goldy

--- Adjournment ---

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