



East Village Association of San Diego – District Identity & Placemaking Committee
 Thursday, July 6, 2023, at 2:00pm
 Spaces: (845 15th Street, 2nd Floor Conference Room)

1. Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair
2. Non-Agenda: Public Comment & Announcements
3. Minutes from June 1, 2023 Meeting *Action Item* P. 3 - 7
4. Events
 - a. Taste of East Village Dates
 - b. First Fridays Fri., 10/6 *Action Item*
 - c. East Village Oktoberfest Partnership Sat., 9/30 *Action Item*
 - d. East Village Artisan Market Curated by Las Jefas Markets *Action Item*
 - e. East Village Salutes! Sun., 11/12 *Action Item*
5. Public Relations, Promotions, Fundraising & Councils
 - a. Olive Public Relations Status Report P. 8 - 9
 - b. Lifestyle Photoshoot – Recap
 - c. East Village Opening Weekend Block Party Excess Inventory –Recap
 - d. EVA Website – Published
 - e. EVA Banner Rental Inquiry from Voices for Children *Action Item* P. 10
6. Placemaking & Improvements
 - a. 'I Heart EV' Banner Concepts *Action Item* P. 11 - 12
 - b. Tecture Wayfinding Signage Project *Action Item* P. 13 - 19
 - c. EVA Sub-District Brand Workshopping Presentation and Dates P. 20
 - d. Enhanced Pedestrian Lighting on Market Street – Update P. 21
 - e. Enhanced Pedestrian Lighting on Park Boulevard – Update
7. Other
8. Old Business

It is the practice of the EVA to formally request that an item under Old Business be pulled from the Agenda and placed on a future Agenda for Discussion and/or Action.
9. Next DI&P Committee Meeting: First Thursday of the Month at 2:00pm
Spaces Maker's Quarter – 2nd Floor

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at meeting location and on

EAST VILLAGE ASSOCIATION OF SAN DIEGO

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the EVA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Ethan Olsen at 619-233-5009 or via email at dominic@newcityamerica.com at least 48-hours prior to the meeting.



East Village Association - District Identity & Placemaking (DIP) Committee
 Thursday, June 1, 2023, at 2:00pm
 Spaces (845 15th Street, 2nd Floor)

PRESENT: Robyn Spencer, Justin Navalle, Simon Andrews, Manny Rodriguez, Dayna Hill, Jay Denison, Carlos Isaziga,

GUESTS: Curt Brooker (Fuse Events), Eleanor Lazar (Olive PR)

STAFF: Dominic Li Mandri, Ethan Olsen, Chris Gomez,

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair	1. The meeting was called to order by EVA District Manager, Dominic Li Mandri at 2:02pm. The District Identity & Placemaking (DIP) Committee gave round table introductions.	1. No action taken
2. Non-Agenda: Public Comment Introductions and Announcements	<p>2. Manny Rodriguez reported that the City Heights Community Development Corporation is holding their Street Food Festival on Friday June 9th, from 5:00pm-9:00pm at Tierra Central, 4090 University Avenue.</p> <p>Manny informed the Committee on the \$20M upgrade coming to Gallagher Square for Petco Park's 20th Year Anniversary. Manny stated that DCPC and the East Village Residents Group are working to add sound modifications to the space.</p> <p>Dayna Hill from Moniker Group reported that their Warehouse event venue on 705 16th Street in the East Village currently has 2023 booking availability and strong competitive pricing.</p>	2. No action taken

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<p>3. Minutes from May 4, 2023</p>	<p>3. The minutes from May 4, 2023, meeting were reviewed.</p>	<p>3. <i>Justin Navalle moved to accept the May 4, 2023, minutes. Dayna Hill seconded the motion. Simon Andrews abstained. Motion passed.</i></p>
<p>4. Events</p> <p>a. Taste of East Village</p> <p>b. First Fridays / Robyn Spencer</p> <p>c. Its Far-Out Event Partnership / Justin Navalle</p>	<p>4.a. Curt Brooker, of Fuse Events, presented his proposal to organize the Taste of East Village program. Curt stated that he has decades of event planning experience and for years has successfully produced the Taste of Little Italy and Taste of Third Avenue in Chula Vista. Curt reported that he is estimating a route of 10-15 restaurants across a 2–3-day event. Curt is evaluating a ticket price of about \$35-\$45 with a cap of 400 tickets per day, to avoid overtaxing the restaurants. Curt stated that Fuse staff will provide utensils for the businesses. The Taste of East Village will be promoted through posters, flyers, emails, social media, and TV interviews. Curt would recommend holding the Taste of East Village in August/September of 2023.</p> <p>Robyn Spencer added that US Bank, Cisterra, and Bosa are all potential Taste sponsors.</p> <p>4.b. Robyn Spencer stated that First Fridays was initially organized and held by Lizzie Broughton of Tailored Hair. Robyn reported that First Fridays is a business-oriented networking event where several different businesses host one another. Robyn stated that First Fridays can be thought of as an open house or passport style event where you visit and experience East Village businesses. The event traditionally has been held on the First Friday of each month from August through December.</p> <p>4.c. Justin Navalle announced that Its Far-Out hosts an annual Oktoberfest and this year they were looking at holding it on Saturday, September 30th at Quartyard and 13th Street. Justin stated that Oktoberfest has been profitable every single year and anticipates the event being even more successful when East Village Green is online. Justin reported that the event sells about 500 tickets and using a 501c3 organization for</p>	<p>4.a. <i>Robyn Spencer moved to approve Fuse Events as the organization to produce the Taste of East Village event and present their proposal to the Board. Simon Andrews seconded the motion. Motion passed unanimously.</i></p> <p>4.b. <i>Simon Andrews moved to have staff further investigate First Fridays and develop an event proposal. Dayna Hill seconded the motion. Motion passed unanimously.</i></p> <p>4.c. <i>No action taken</i></p>

	<p>sponsorship dollars is critical. Justin suggested partnering with EVA on Oktoberfest.</p> <p>Dominic stated that staff would work with Justin to better understand the Oktoberfest and how the event may benefit both parties.</p>	
<p>5. Public Relations, Promotions, Fundraising & Councils</p> <p>a. FY24 County of San Diego NRP & CE Grants</p> <p>b. Olive Public Relations Status Report</p> <p>c. Lifestyle Photoshoot – Update</p> <p>d. East Village Opening Weekend Block Party Excess Inventory – Update</p>	<p>5.a. Dominic announced that staff would begin pursuing FY24 Neighborhood Reinvestment Program and Community Enhancement grants and formulating a list of projects to present to Committee before submitting to the Office of Nora Vargas for future East Village projects.</p> <p>5.b. Eleanor Lazar provided the Committee with the Public Relations & Social Media report. Eleanor stated that Dominic was interview by CBS and ABC in response to the recent San Diego Central Library shooting.</p> <p>Eleanor stated that homelessness has been the main controversial issue and topic of discussion as of recently. Eleanor stated that Olive’s professional recommendation is to pause all lifestyle pitching. This is to avoid coming off as insensitive to the public concerns.</p> <p>5.c. Chris stated that EVA is lacking high-res lifestyle photographs and visual content to properly convey the East Village story across media platforms. Chris announced that for \$3,420 EVA can hire several models and stage several high resolution lifestyle photos of East Village and local spots such as Quartyard or IZOLA.</p> <p>5.d. Dominic stated that the EVA still has a significant number of Coca-Cola products leftover from the Block Party. Dominic stated staff will continue working with the Board members to sell off the excess product. Dominic noted that a portion of the product has already expired.</p> <p>Simon Andrews suggested donating the excess product.</p>	<p><i>5.a. Justin Navalle moved to authorize staff to apply for the FY24 County grant opportunities. Manny Rodriguez seconded the motion. Motion passed unanimously.</i></p> <p><i>5.b. No action taken</i></p> <p><i>5.c. No action taken</i></p> <p><i>5.d. No action taken</i></p>

<p>e. EVA Website – Update</p>	<p>5.e. Chris announced that the new EVA website design by Geocentric will have a site map, different tab searching options and overall, a more robust navigation system. Chris mentioned that the current EVA website contracted under WIX renews end of June. Chris stated Geocentric owner Jim Blakeslee will aim to have the EVA website launched by the end of June to avoid paying more into the WIX platform.</p>	<p><i>5.e. No action taken</i></p>
<p>6. Placemaking & Improvements</p> <p>a. Tecture Wayfinding Signage Project</p> <p>b. New EVA Banner Artwork</p> <p>c. EVA Comic-Con Banner Rental MOU</p> <p>d. EVA Sub-District Brand Workshopping</p>	<p>6.a. Dominic gave an update on the Tecture Wayfinding Signage Project. Kyle Priesch a project manager at Tecture agreed to move forward with the fabrication of 10-signs and provided EVA with an addendum to the project.</p> <p>Chris suggested using poles rather than buildings for the 10 signs. Robyn stated that the buildings on 10th Avenue & Market Street are all available for the signage.</p> <p>Chris stated that EVA is responsible for finding locations and covering permit expenses, which can be funded through parking meter revenues.</p> <p>6.b. Dominic reported that all banners in the EVA boundary have been removed and successfully donated, new designs are being developed.</p> <p>Chris announced the new banner design should be a generic East Village brand with no logos as staff is evaluating a logo and branding change. Chris reported that one banner cycle along with banner installation and hardware repairs has already been funded by the contingency and existing banner budget line items. Chris stated that every pole within our jurisdiction will have fresh banners.</p> <p>6.c. Ethan Olsen announced that Damien Cabaza of Comic-Con signed and returned the proposed banner rental MOU. Ethan stated that Comic-Con is cutting a \$10,000 check for the rental of EVA banner poles for the period of June 24 to July 24, 2023.</p> <p>6.d. Dominic reported staff will work with community members to divide the large East Village neighborhood into smaller, branded Sub-Districts, all</p>	<p><i>6.a. No action taken</i></p> <p><i>6.b. Robyn Spencer moved to authorize staff to partner with Comic-Con on the month-long EVA banner buyout. Chan Buie seconded the motion. Motion passed unanimously.</i></p> <p><i>6.c. No action taken</i></p> <p><i>6.d. No action taken</i></p>

<p>Presentation and Dates</p> <p>e. Enhanced Pedestrian Lighting on Market Street – Update</p>	<p>while maintaining the East Village umbrella name. Dominic stated that the color scheme, branding, and unique feel of each quadrant will be refined ultimately through community feedback. Dominic reported the first sub-district meeting will be held in the ballpark district in June or July. Meetings will then be held in each sub-district with a final meeting at Quartyard.</p> <p>6.e. Dominic reported that the enhanced pedestrian lighting contract was successfully signed and approved by ProCal Lighting. The job is estimated to be completed by November 2023.</p> <p>Chris stated that additional streets for enhanced pedestrian lighting will be prioritized and further discussed at the next EVA Parking & Mobility Committee meeting.</p>	<p><i>6.e. No action taken</i></p>
<p>7. Other</p>	<p>7. Chris Gomez reported that a grant will soon be written in effort to fund a new EVA logo, style guide and subdistrict color scheme.</p> <p>Chris reported that Olive will be changing the East Village social media handle to rainbow for the month of Pride.</p>	<p><i>7. No action taken</i></p>
<p>8. Old Business</p>	<p>8. Nothing to report.</p>	<p><i>8. No action taken</i></p>
<p>9. Next District Identity & Placemaking (DIP) Committee Meeting</p>	<p>9. Ethan stated that the next EVA Marketing & District Identity & Placemaking (DIP) Committee will be held on Thursday, July 6, 2023, at 2:00pm.</p> <p>Meeting adjourned.</p>	<p><i>9. No action taken</i></p>

Minutes taken by: Ethan Olsen, New City America.



EVA DI&P Meeting
PR Agenda
Thursday, July 6, 2023

PITCHING

Recap/Upcoming Focus

- The Hidden Gems of East Village to Put on Your Day Trip Itinerary (Family Focus / Date Focus / Singles Focus)
- Venues in East Village for Wedding Season
- East Village Local Business Owners Spotlight
- Taste of East Village (Long Leads)

WRITING

Recap/Upcoming

- San Diego Downtown News June | Summer in East Village
- San Diego Downtown News July | Family-friendly To-Dos in East Village
- Venues in East Village for Wedding Season
- East Village Local Business Owners Spotlight
- Taste of East Village (Long Leads + Short Leads)

Other

SECURED COVERAGE

- **6/21 secured online coverage on SD Downtown News**
 - Contributed article highlights all East Village has to offer this summer including places to watch fireworks and features a few local businesses
- **6/7 secured online coverage on SD Downtown News**
 - Contributed article highlighted things to do in East Village this summer, naming a few businesses and events to attend this summer
- **6/1 secured print coverage in SD Downtown News**
 - Contributed article highlighted things to do in East Village this summer, naming a few businesses and events to attend this summer

SOCIAL MEDIA

Recap & Highlights

- Gained 317 new followers
- Earned 105K impressions on social posts
- Earned over 3K engagements on social posts

SOCIAL MEDIA ANALYTICS (Last 30 days as of June 27)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
East Village San Diego	216	5461	1927	69431
EastVillageSD	101	10977	1085	36041

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.

Content Type	Date	Post Title	Reach	Comments	Likes	Saves	Engagement	Engagement rate per reach	Engagement rate per impression
Reel	Jun 7, 2023	The perfect croissant doesn't exist @izolabakery (710 13th St #300)	3,072	7	182	19	279	9.1%	8.6%
Reel	Jun 12, 2023	Indulge in a sweet escape at the new HINAR Dessert Bar & Cafe, where...	2,908	5	104	17	174	6%	5.4%
Carousel	Jun 4, 2023	The Ratner Building is a historic six-building complex occupying a full ci...	2,997	8	156	6	170	5.7%	4.4%

Top content - Facebook (Based on reach)

Best performing content published during the selected period.

Content Type	Date	Post Title	Reach	Engaged users	Clicks	Other clicks	Engagement rate per reach	Engagement rate per impression
Video	Jun 7, 2023	The perfect croissant doesn't exist Izola Bakery (710 13th St #300)	5,594	350	232	69	6.3%	5.7%
Multi Image	Jun 4, 2023	The Ratner Building is a historic six-building complex occupying a full ci...	4,291	607	284	428	14.1%	11.1%
Video	Jun 12, 2023	Indulge in a sweet escape at the new HINAR Dessert Bar & Cafe, where...	2,959	182	161	17	6.2%	5.7%

Ethan Olsen

From: Stephanie Warner <stephanie@sdstreetbanners.com>
Sent: Monday, June 5, 2023 4:54 PM
To: Ethan Olsen; Christopher M. Gomez
Cc: Russell Warner
Subject: Non-profit Interested in Potential East Village Banner Program

Hi Ethan & Chris,

Hope you are well!

I am reaching out about one of our clients, the non-profit Voices For Children, who is interested in potentially displaying their banners in East Village.

They are already working with me on banner displays in La Jolla Village and Mission Valley this year. They often try to print 1 set of banners and then move them around to multiple neighborhoods throughout the year. In the instances of La Jolla Village & Mission Valley they pay a display fee of \$15-\$20 per banner, per month for the display fee.

Is this something you would be open to? They will have approx. (75) 30" x 94" banners that fit your "large" banner placements and so potentially they could display 75 banners for 1-2 months. If they paid \$20 per banner, per month, that would be \$1,500 per month in display fees.

They cover all installation/removal and city permitting costs of course, which SD Street Banner services.

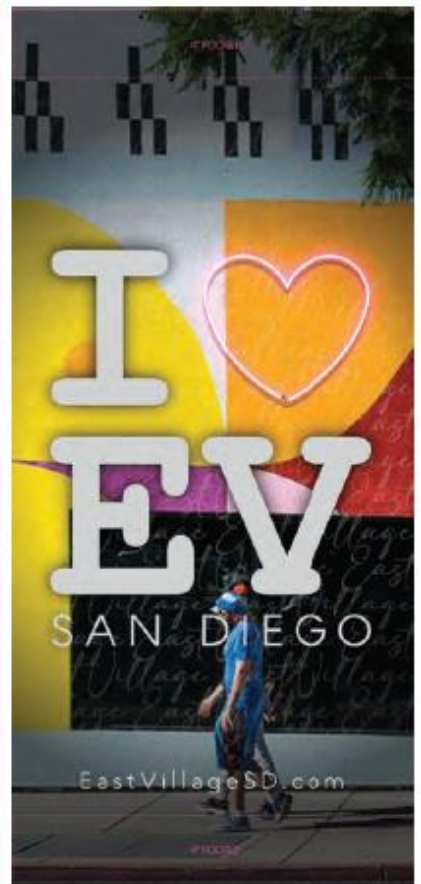
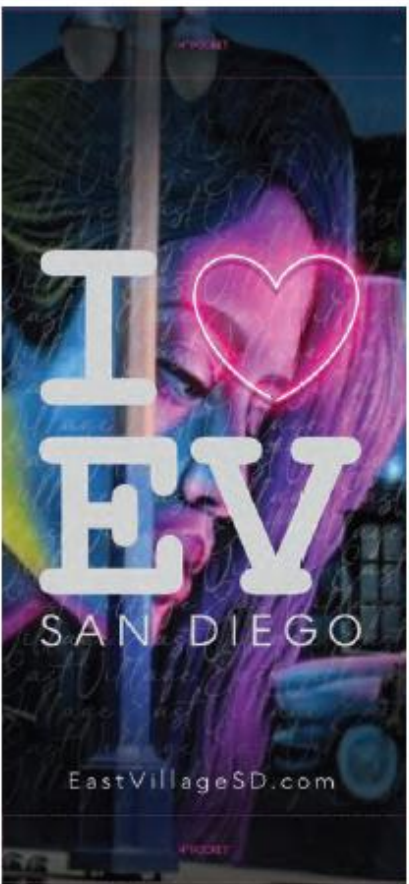
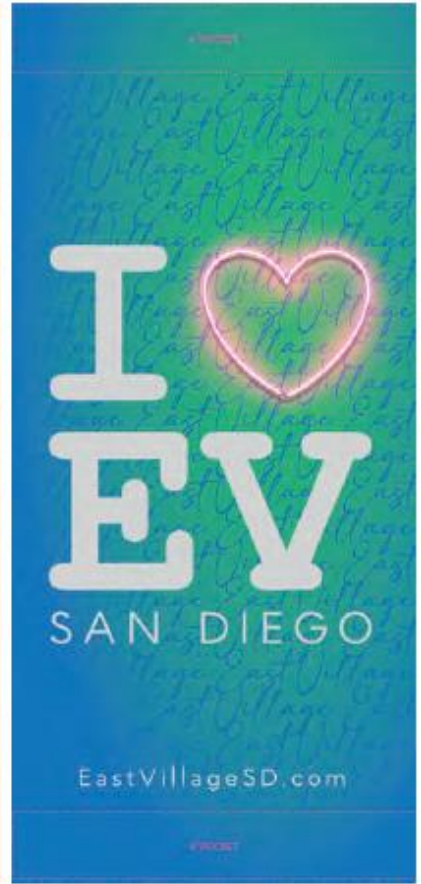
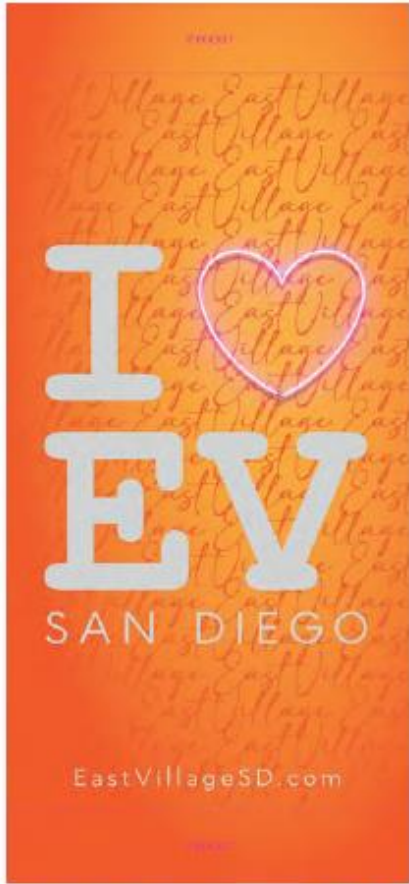
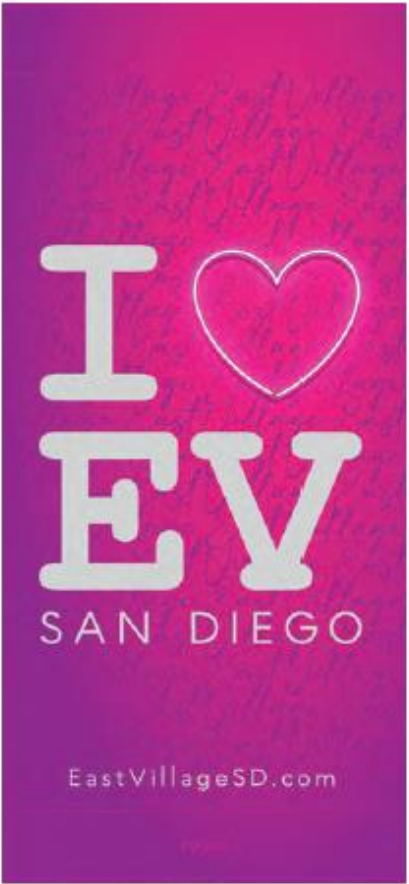
Here's an example of their artwork as an FYI

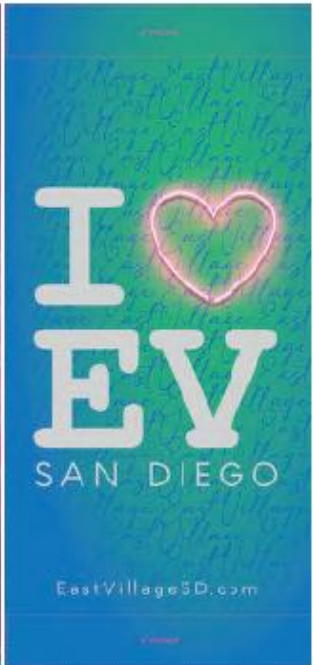
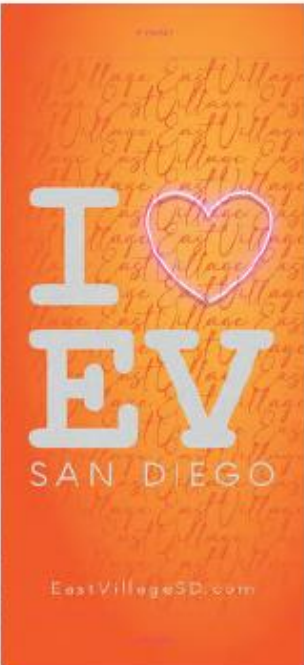
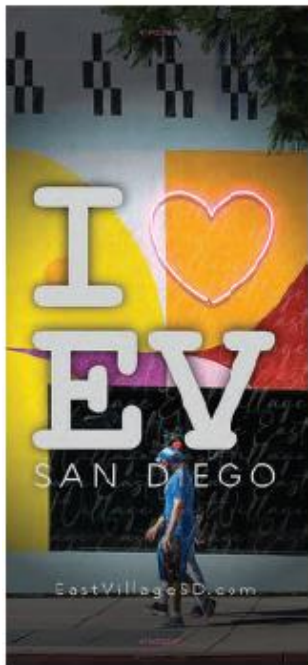
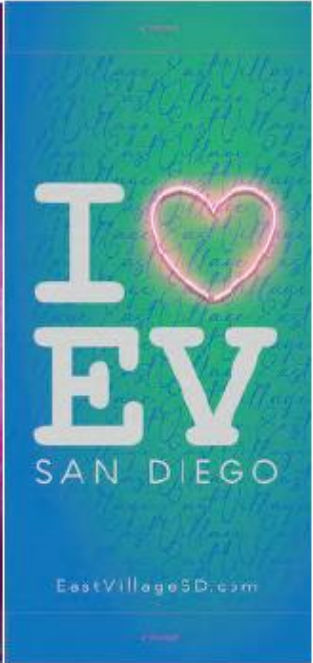
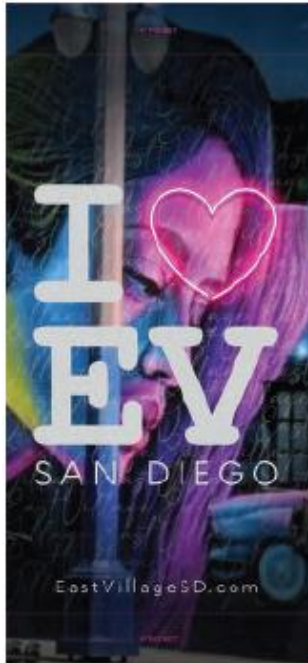


too.

Thank you for your consideration!

Stephanie







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San Diego, CA 92113
P: 619.831.0325
E: office@teectureinc.com

Change Order //
Change of Contracted Scope

Contract: East Village Association // Services Agreement
(signed 5/15/2018)

Client: East Village Association

Contact Info: _____

Project Address: East Village, San Diego

Document Summary: Project Manager will work with Client to determine the objectives and to develop the gameplan for the Project.

Refer to attached Exhibit A and Exhibit B for breakdown of Services, Deliverables, Schedule, and Fees. Review and sign on last page.

Please note, this proposal expires after 30 days from date at top of page.



YOUR PROJECT

This document serves to amend the original contract that Tecture signed with East Village Association on 5/15/18. The the modified contract deliverables and the overall cost adjustments are included here.

REFERENCES

The following documents have been referenced in the creation of this Proposal
#1 - "210414 EV Present _ Smalls.pdf"

ASSUMPTIONS

During the Service phases Tecture will operate under the following assumptions, determined from conversations with the Client to date:

- #1 - Permitting services are not included in this contract.
- #2 - Client will determine the desired locations for each of the signage elements and will complete the required permitting process for code compliant installation.

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SERVICES

DOCUMENTATION SERVICES

- Shop Drawings

These drawings serve as the fabrication instructions for a singular piece of the Project (ie. door, table, light fixture, etc.). The Shop Drawings normally show more detail than the Construction Documents, however, they are drawn to explain the fabrication and/or installation of one particular item or component of the Project. These can be used by our in-house team for fabrication or supplied to another manufacturer for assembly.

****NOTE: These drawings can be adapted for use as Permit Drawings (permitting by others)**

FABRICATION SERVICES

- Fabrication

Includes all required services to fabricate approved designs. Can include (but is not exclusive to) carpentry, metalwork, plastics, concrete, lighting, electrical, finishing, etc. Fabrication is managed so that delivery/installation integrates into master project schedule dictated by Client.

- Construction / Installation

Onsite services in which pre-fabricated elements or raw materials are installed onto the Project. Services include all equipment required to complete the Project in a safe and controlled manner. Depending on jobsite, different levels of safety protocols, certifications, and methods will be employed. This proposal is quoted using our standard hourly rates. Additional fees will be added if any of the following apply:

- Client requires scheduling outside of standard jobsite hours (will be billed at 1.5 times the standard rates)
- Client requires installation windows of less than 8 hours (will be billed as full day)

EXCLUDED SERVICES

- Permitting

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DELIVERABLES

FABRICATION SERVICES

FABRICATION

#1 - EAST VILLAGE BLADE SIGNS (qty. 10)

- Detailing based on REFERENCED document
- Approximate dimensions: 3't x 2'w x 9"d
- Materials: Wood, Aluminum, Acrylic, Metal Mesh, LEDs
- All signs to be fabricated identically w/ no unique modifications
- Final Shop Drawings to be submitted for approval prior to fabrication
- Information Plaque (with corresponding QR code) to be included as each location

CONSTRUCTION / INSTALLATION

ONSITE NOTES

- Site conditions based on EVA requested locations
- Electrical hardwiring to Building not included
- Installations will include equipment rental
- Installations will occur within a 2-day window (this agreement does not include "one at a time" installation)
- Installation pricing is based on reasonably standard building conditions. Conditions outside of the standard (ie. attachment to a pole, requiring custom brackets based on location, etc.) will be negotiated as an additional cost.
- If solar charging component is to be installed, each sign will require direct sun exposure
- Installation includes Information Plaque
- Prevailing Wage rates (if required) are not currently included in this proposal. If required, the difference in price can be adjusted at the project completion.

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SCHEDULE

All service in regards to Project will be completed in timeline that adheres to schedule prepared in conjunction with Client.

The estimation of time per Service is meant for purposes of Project scheduling and will not alter the Service Fees.

Estimated Project Schedule:

DOCUMENTATION SERVICES	
Shop Drawings	06-08 weeks
FABRICATION SERVICES	
Fabrication	12-14 weeks
Installation	01-02 weeks

EXPENSES

Additional Expenses to be approved by Client prior to engagement with third-party (sub-contractor or consultant). Expenses will be billed as part of final Service Fee invoice.

Cost of Expense is equal to the cost of Service (from Contractor) plus an additional 15%.

Consultant and Engineering fees as additional expense (if required).

Examples: Permit Fees
 Structural Engineer
 UL Certification

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BUDGET

Unless otherwise noted as “Time and Materials” (T&M), the amounts below are fixed costs for each Service for the Project. The allocated hours are for reference sake only and will not alter the fixed cost.

Project Budget:

<u>East Village Blade Signs (qty. 10)</u>	<u>\$120,000</u>
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SERVICE FEES

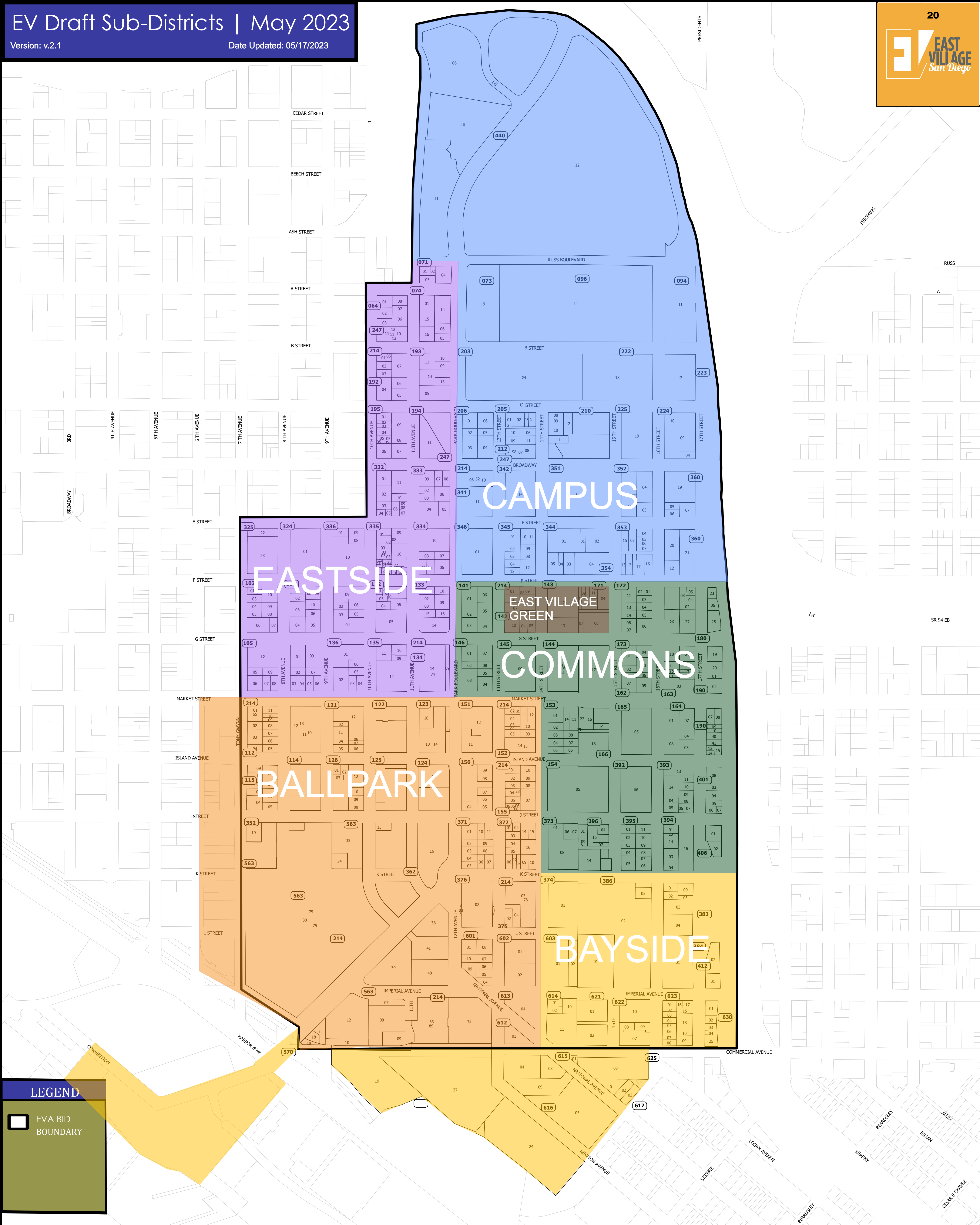
All Fees are based on amounts found in "Exhibit B // Budget". Fees based on standard hourly rates:

DESIGN, DOCUMENTATION, MANAGEMENT SERVICES \$125/HR

FABRICATION SERVICES \$100/HR

*NOTE: All fees (\$120,000) have been PAID IN FULL prior to the signing of this Change Order. The client will not incur any further invoices unless additional scope is approved by all parties.

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CAMPUS
EASTSIDE
EAST VILLAGE GREEN
COMMONS
BALLPARK
BAYSIDE

LEGEND

□ EVA BID BOUNDARY

East Village District | JUNE 2023

EVA First Draft Lighting Corridors Map

LEGEND

- Phase 1: Q3 - Q4 2023
- Phase 2: Q1 2024
- Phase 3: TBD
- Phase 4: TBD
- Phase 5: TBD
- Phase 6: TBD
- Phase 2a: TBD
- Phase 2b: TBD



LEGEND

- DOWNTOWN PARTNERSHIP PBID
- EVA BID