



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

Thursday, February 6, 2019 @ 4:00 p.m.

Location: Spaces Makers Quarter – 845 15th St.

*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

James Haug , President

II. Adoption of Agenda Action

III. Public Comments (2-minute limit per organization)

- A. Brittany Bailey - Councilman Chris Ward’s Office
- B. Marco Circosta - Clean & Safe
- C. Kathleen Musolf - SD Tribune & Pacific Magazine
- D. Renee Wilkinson - Print Strata

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

V. Informative Presentations

- A. Sophia Eichner & Dan Atkinson - UCSD Extension Building

Consent Items

January 2020 Minutes

December 2019 Financials

V. Executive Director Report

Diane Peabody Straw

- A. Opening Day Block Party RFP
- B. New Staff Member Budget Item
- C. Locale Magazine Contract Budget Item
- D. Strategic Plan Vote
- E. Upcoming Events:

EVA Member Mixer

Location: Union Cowork

Date: Thursday, February 20th

Time: 6-8

Note: East Village Association, Inc. agendas, minutes, and background info are available at 633 9th Ave., San Diego, M-F 8:30 a.m. to 5:00 p.m. for public viewing. Email diane@eastvillagesandiego.com for copies. There is a nominal charge for paper copies. To request an alternative format, a sign language or oral interpreter for the meeting, please contact diane@eastvillagesandiego.com or call 619.546.5636 at least 5 working days before the meeting for availability. Assistive Listening Devices (ALDs) may be made available for the meeting upon request.



VI. Standing East Village Association Committee Updates

- | | |
|---------------------------------------|----------------|
| a. Pre-design Committee | Simon Andrews |
| b. Finance Committee | David Miles |
| c. Marketing/Special Events Committee | Robyn Spencer |
| d. Placemaking Committee | Justin Navalla |
| e. Community Issues Committee | Terry McCleary |
| f. Parking Transit Committee | Harry Schwartz |

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Location: Spaces Makers Quarter – 845 15th St.

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I. Call to Order and Self-Introductions

James Haug , President

Meeting to order 4:04

Board in attendance T. McCleary, C. Scott, D. Miles, H. Schwartz, J. Haug, J. Smith, J. Navalle, T. Dinh, A. Sharonskin, T. Brown, R. Spencer, S. Andrews

Staff in attendance D. Peabody Straw & M. Cox

M. Circosta, K. Musolf , D. Atkins, S. Eichner, J. White, R. Wilkinson, Gaslamp District Media, J. Griesbach

II. Adoption of Agenda Action

III. Public Comments (2-minute limit per organization)

- A. Brittany Bailey - Councilman Chris Ward’s Office
- B. Marco Circosta - Clean & Safe
 - a. M. Circosta said they are doing a program where students will do murals on a wall in the neighborhood. It’s pretty fun and colorful. They believe it will match with what is going on with Murals the EVA is doing. They will continue to partner with EVA to produce more beautification. They are working with other local organizations to put more planters in the neighborhood. They have worked in the past with the Padres and Father Joes. They had a meeting specifically about what they will do with Imperial to work on the many challenges on that street. They have changed the layout and schedule of the neighborhood walkabouts and East Village was it’s first neighborhood this year. They had a huge turnout.
- C. Kathleen Musolf - SD Tribune & Pacific Magazine
 - a. K. Musolf said they are excited to partner with us to promote parking. They are also happy to be new associate members of the organization. She said please reach out if the board or any small businesses have questions on how they can advertise with SD Tribune & Pacific Magazine.
- D. Jason White from the Office Toni Atkins
 - a. J. White said Toni Atkins is focused on two initiatives: Housing and homelessness. She is looking for Billions of dollars to be distributed to the local government to assist with the

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crisis happening throughout San Diego. The situation will take a while to get situated but they are confident in these new measures. .

- E. Renee Wilkinson - Print Strata
 - a. R. Wilkinson wanted to introduce herself and her company to the East Village Association. Her offices are on the 3rd Floor in the coworking building Spaces.
- F. Joel Griesbach - Hot Chocolate 15K
 - a. J. Griesbach requested a letter of support for this year's Hot Chocolate 15K. The event will be from 6:45 am 11 am and will have road closures 14th and 15th. They partner with Make a Wish Foundation. It will be the 8th year this event has been produced and has over 12,000 runners.
 - b. T. Brown motioned to offer the letter of support and it was seconded by S. Andrews. The vote passed unanimously.
- G. Gaslamp District Media - Poke Vida
 - a. They are opening a new Poke shop in East Village on 10th Island and J. They are set for a soft Opening 22nd and a grand opening 29th of March.

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

V. Informative Presentations

- A. Sophia Eichner & Dan Atkinson - UCSD Extension Building
 - a. D. Atkins said the UCSD Extension Building will have many activities to bring about community engagement and awareness. Their focus is to make it part of the neighborhood with different activations and placemaking initiatives. He said they are doing several events throughout the year at Quartyard and the San Diego Central Library and throughout neighboring communities to highlight local artists.
 - b. S. Eichner said approximately 6 years ago the Holland Group purchased the land which is on Market and Park. UCSD Extension saw this as an opportunity along with it being along the Trolley line as a nexus between north and south San Diego. They agreed to build a 32 apartment complex story and 4 story retail and the city required that the building supported what is happening in East Village. They saw that the gateway was an opportunity for August 2017 to break ground. Holland is going to manage the properties on the land and it will be. 16,000 sq feet and 4 underground parking. The 1st level will have a restaurant. These will be some of the attractions to come when it is complete: Largest pedestrian sidewalk 30 feet sidewalk. 4,000 sq space and catering. Lots of activation space. Community collaboration space. 50 to 60 seats managed by Digital Gypsy Cinema. 30 ft nano doors 200 to 1,000 feet. By June of 2020 they will have warm shell bathrooms, running waters, and for 11 months. The hard opening is set for Fall of 2021.

Consent Items

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Both items were motioned by D. Miles motioned and seconded by T. Dinh for approval. The vote passed unanimously

V. Executive Director Report

Diane Peabody Straw

- A. Opening Day Block Party RFP
 - a. D. Peabody Straw present the two RFPs from It's Far Out and McFarlene Productions for the Board to vote on the company to handle this year's Opening Day Block Party.
 - b. H. Schwarts motioned to choose It's Far Out and it was seconded by T. Brown. The vote passed unanimously
- B. New Staff Member Budget Item
 - a. 50K-60K
 - i. D. Peabody Straw presented the new salary suggestion for hiring a third personnel for the EVA staff team. She said they would start around April/May. She suggested a salary range between 50k to 60k negotiable.
 - ii. R. Spencer motioned to accept the terms and it was seconded by J. Navalle. The vote passed with 1 abstain from T. McCleary.
- C. Locale Magazine Contract Budget Item
 - a. Motioned Arte and David Miles all voted abstained by Harry
- D. Strategic Plan Vote
 - a. Todd motion simon second and all voted unanimously
- E. Upcoming Events:
 - EVA Member Mixer**
 - Location: Union Cowork
 - Date: Thursday, February 20th
 - Time: 6 pm to 8 pm.

VI. Standing East Village Association Committee Updates

- | | |
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| a. Pre-design Committee | Simon Andrews |
| i. no reports | |
| b. Finance Committee | David Miles |
| c. Marketing/Special Events Committee | Robyn Spencer |
| d. Placemaking Committee | Justin Navalla |
| e. Community Issues Committee | Terry McCleary |
| f. Parking Transit Committee | Harry Schwartz |

Meeting adjourned 5:11pm

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