



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

Thursday, April 8, 2021 @ 4:00 p.m.

Location: Zoom

*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: Simon Andrews, Claudine Scott, James Haug, Harry Schwartz, Larry Turner, Robyn Spencer, James Haug, Alonso Vivas, Hasan Ahmed, Artem Sharoshkin, Todd Brown, Lizzy Broughton, Simon Andrews

II. Adoption of Agenda Action

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

- a. **Alonso Vivas (Clean and Safe)**
- b. **Larry Turner (SDPD)**

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

1. Consent Items

4:39 PM-Simon consent, Claudine 2nd

V. Informative Presentations

V. Executive Director Report

Diane Peabody Straw

- A. Opening Day
- B. Night Market
- C. Drive-In Movie Series
- D. Banner Program
- E. Budget Update
- F. 2021 Summer Schedule
- G. Meeting for Homeless Advocacy

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 Navalle
- e. Community Relations Committee Terry McCleary
- f. Parking Transit Committee Harry Schwartz

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a. **Alonso Vivas (Clean and Safe)**

4:08 PM-Alonso: Conducted our count and there has been an explosion of tents in the East village. We feel pretty defeated since we made a lot of progress over the years. There have been some changes and challenges due to COVID. We are getting zero compliance from people when trying to tell them to take down their tents. We will call an emergency. The March count 721 in the entire DT area as opposed to 667 in February. East Village 439 in March vs 381 previous month. This count does not give an accurate representation of the neighborhood. Yesterday we went out and did a drive. We counted over 150 tents in the neighborhoods outside of the East village. I can bet that the number of homeless is well over 1,000 just based on what we saw. Wish I had better news, but we are working with SDPD and environmental services and CAL-Trans since these encampments are starting to spill onto the freeway.

EVA Ambassadors: Conducted 2,104 logs. 1600 security checks, 361 business visits, out of 361 the locations were having challenges. 15 individuals were contacted who were trespassing. Contacted 2 individuals doing narcotics. and called 911 twice.

Harry: What falls into security checks?

Alonso: It could be either a call where someone wants them to go check or while they are on their patrols and check in.

Hasan: Since you have started doing that it has really made a big change. These checks are a really good idea.

Alonso: Happy to hear that and happy to take directions on how we can change. If we need to adjust patrols or check-ins let us know.

Hasan: Question about tents. There was an increase and I would like to know why?

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Alonso: From an enforcement perspective SDPD has been told to halt making arrests. Tents were never allowed. There are also no inclement beds that were available during the winter season. Folks did not have the option to seek shelter. Most people were able to go to shelters and since that does not exist anymore people gravitated toward tents.

Hasan: This is the leniency of COVID causing people into tents.

Artem: We definitely made a lot of calls. Have you seen the city a different approach for homelessness particularly with your organization is there more pressure or less pressure to tackle homelessness. When will SDPD be able to start enforcing.

Alonso: Unfortunately I don't have a date. We sent a letter that had 10 different things we need from the government to step up and help out. The city has stepped up over the years to do something to help with the homeless. Hopefully we can get some people from the county down here.

Todd: Does the increased issue seem to coincide with the convention center not being used as a shelter?

Alonso: Very good question, I don't have any stats but we did see an increase in emails from homeless in the Marina and Gaslamp.

Todd: Has anyone else seen a guy riding around on an electric scooter. There was a man that rode by and stole a power tool. Not sure

b. Larry Turner (SDPD)

4:24: Larry: The date for arrests to start I am being told is tomorrow to open up. I am not sure to what capacity we can start opening up. Unless there was a felony warrant we weren't able to book on those. I think that contributed to the increase. We have increased our traffic division and enforcement to look out for modified vehicles and traffic stops for people drag racing. A lot of guns were taken off the street. A lot more ghost guns and a lot more violent crime have been seen around the neighborhood. We have increased patrol along 12th and market.

Artem: What can we do as an association, business owners and residents can do to support SDPD.

Larry: What I mentioned about residents and businesses providing intel of where it's happening and what intersections. If I am able to get a photo I send them out to the officers and they can go out and solve the problem.

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James: We would like to deconflict the night market with the board meeting and move it to the 2nd Thursday.

Lizzy: Could we move to morning.

Diane: Moving to morning would not work only as we try to get more community members in the meeting.

Hasan: We are now in the orange tier. When will be having in person meetings.

Diane: We will see in June after restrictions are lifted I will reach out to everyone and see if we can meet in person.

James: Moving to the second Thursday of the month from the first Thursday.

Terry: Is this just for the summer or permanent.

Diane: If it works we can stay consistent.

Terry: Motion to move to 2nd Thursday, Todd 2nd all in favor 4:43 PM.

V. Executive Director Report

Diane Peabody Straw

A. Opening Day

Diane: All in all it went well. There were lessons learned, but all in all went well. We had good attendance with ticket sales and restaurants. We are going to move forward having this as a recurring event. This will be on the first Saturday of each month and limit it to 5 restaurants that are walking distance from each other. We will also keep issuing reimbursements which I feel is appreciated. We will have tasting tickets be \$25 which will be more affordable. We would also like to figure out ways to include non restaurant establishments.

Harry: Just an idea. Restaurants do food and any retail establishments can arrange alcohol distribution. HBA issues the temporary permits.

Diane: I am thinking about the name of the event something like "Bites and Brews"

B. Night Market

Diane: Permitting process is looking good. We received a 10,000 grant to purchase COVID compliant equipment. We are moving forward to working with Justin and Niko. Everything is looking good and we are getting news that we can let more people in. We do have applications open for EV businesses and non East Village businesses to request a booth. EV businesses have the fee waived for this year, and for non EV members it is \$35 per date and there is a discount for booking all 10 dates.

Harry: Vendor capacity?

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Diane: 60 as of now so 20 per block and there is capacity for additional booths along Quartyard. Looking to do 20 booths that are EV businesses, 20 Art vendors, and 20 for farmers. The capacity is based on 8ft distance between each booth so that might change and make it to where we can have more booths.

Artem: Are we thinking of live music?

Diane: Looking for suggestions.

Artem: We should be sending the message of this is a fun event.

Diane: We are looking to have a live band at Quartyard during and then a smaller performer down on Fst.

C. Drive-In Movie Series

Diane: finalizing contract. Everything looked good and just asked for clarity on a few details. In the middle of the permit process which is very easy. Also simultaneously looking to do a movie series the night before at Faultline Park. We are looking to feature EV restaurants as part of the program so let me know if you are interested.

Harry: Any news of the Merian and when will that open? They have a built in movie screen.

Diane: I believe I remember hearing that would be 2022.

D. Banner Program

Diane: Anyone look at the renderings, and any feedback?

Artem: The image that is being displayed, who does it have to be?

Diane: It could be anyone that the business wants as the face.

Lizzy: Will we have an assigned photographer?

Diane: Yes, and once we pick a design we will be reaching out to businesses to schedule photoshoots and interviews.

Hasan: I like concept D, it has a very nice graphic.

Simon, 2nd concept D nice colors easy to read graphics.

Robyn: Can we use concept D and with concept E add in the little East Village logo. Can we also stick with the blue rather than the orange which tends to look faded.

Simon: I don't think we should have the taco and the burger. It limits us to what we are.

Diane: As I am getting feedback on damaged banners I am having our vendor remove them.

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Artem: If we agree on a design how long will it take to get them up?

Diane: Physical design and production will be fast, but what will be the longest is scheduling the photos. I was thinking we can do it in two phases. if there is half then we can get the production on those and then start with the other half. Do we want to vote to move forward?

Simon move to approve, Harry 2nd all in favor 5:07 pm

E. Budget Update

Diane: Everything is moving forward with the BID budget and Parking Budget. WE are in the phase to start going to committees. What we are proposing is similar to last year's budget with the exception of the clean and safe ambassadors being added in. That was the only biggest change.

F. 2021 Summer Schedule

Diane: Gone over the main points of what this represents. The only thing we will be adding is the block party that will be discussed later.

G. Meeting for Homeless Advocacy

Diane: James and I attended a Homeless advocacy meeting with Fletcher and Todd Gloria and heard about their ongoing policy work. We did not learn new things but hard questions.

Artem: Did you get any sort of idea on how we are going to be dealing with homelessness. Will it be a more relaxed approach?

James: Steven Whitburn was also on there. It was a 30 minute call with 50 people. People spent 25 minutes complaining about not feeling comfortable walking around. Prior to COVID there was movement afoot. The city and Todd and Steven can only handle what happens in our city proper. My sense is that there is more cooperation between the two of them. Now that we are coming out of the end of COVID I think we will see more mobilization in mental health services. They are starting to move services to other parts of San Diego to alleviate the strain on downtown.

Artem: Is it something for us to consider to have a letter putting pressure that is saying it is out of control. Using this opportunity to bring in media attention and hopefully get more pressure onto the county for more resources.

James: We signed on the letter with those specific asks. We are moving lock step with the partnership when they start sending out messaging.

Artem: I think we need to have concrete asks and have realistic asks and potentially do another letter, but calling now on the county.

Diane: I think that the county is already on board with it. There have been a couple measures that have passed. They are now making it possible for them to provide services to San Diego rather than the

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unincorporated area. We also need to keep friends and put positive enforcement on what they are doing right. It is going to take time since they are starting from scratch with a process that their predecessors punted. We will also start seeing more

VI. Standing East Village Association Committee Updates

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Diane: looking to do a block party for July 31st. Which is the first home game weekend with the Colorado Rockies as the away team. We are going to be looking back at the plans from 2020 to try and bring back the exciting things we had planned.

Todd: we also want to get the Padres involved and we have a great foundation for

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| d. Placemaking Committee | Justin Navalle |
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Diane: Made a decision with the Texture contract to focus on smaller wayfinding pieces. We will wait for larger, newer locations for the bigger pieces.

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| e. Community Relations Committee | Terry McCleary |
| f. Parking Transit Committee | Harry Schwartz |

Harry: Diane did a presentation today at the parking and management meeting and the parking budget was approved today. It will go to the City council in May. Ben Verdugo was confident the budget will pass without any issues and we will have parking money for the next fiscal year.

Adjourned: 5:26 PM

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