



EAST VILLAGE ASSOCIATION, INC. (EVA)
Board of Directors Meeting
Thursday, August 6, 2020 @ 4:00 p.m.
Virtual Zoom

I. Call to Order and Self-Introductions -

II. Adoption of Agenda Action- James Haug, President

III. Consent Items:April Financials, May Financials, May Board Meeting Minutes

James- Motion to approve and adopt agenda

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

A. Brittany Bailey - Councilmember Chris Ward's Office

B. Marlo Woods - San Diego Police Department

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

VI. Executive Director Report

Diane Peabody Straw

- a. Placemaking efforts - In search of walls
- b. Suggesting a fund for curbside beautification efforts
- c. PROW Permit Update
- d. Advocacy Update
- e. Creative Crosswalk Locations - Discussion

VII. 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 Issues Committee

Terry McCleary

- Possible moving meetings to a quarterly basis during pandemic.

f. Parking Transit Committee

Harry Schwartz



EAST VILLAGE ASSOCIATION, INC. (EVA)
Board of Directors Meeting
Thursday, August 6, 2020 @ 4:00 p.m.
Virtual Zoom

I. 4:03 PM-Call to Order and Self-Introductions - James Haugh, Michael Cox, Claudine Scott, Robyn Spencer, Terry McCleary, Jenner Smith, Diane Peabody Straw, Karamia Thompson, Miles David, HarrySchwartz, Simon Andrews

II. Adoption of Agenda Action- James Haug, President-

III. Consent Items: May Financials, July Board Meeting Minutes

Claudine Motion, Harry 2nd, all in favor at 4:15 PM

James- Motion to approve and adopt agenda- **Approved 4:04 PM**

IV. Public Comments (2-minute limit per organization) -Skipped

A. Brittany Bailey - Councilmember Chris Ward's Office

B. Marlo Woods - San Diego Police Department

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

VI. 4:05 PM-Executive Director Report

Diane Peabody Straw

a. Placemaking efforts - In search of walls

Diane: We have a mural opportunity. We will be part of a national mural opportunity which starts in New York and moves west. This mural brings attention to women in STEM. I was thinking of the wall which is at the corner of Poke Vida, and looking for more ideas.

Jenner: How big is the mural going to be?

Diane: 50x20ft tall.

b. Suggesting a fund for curbside beautification efforts

Diane: We are looking to create a fund that allows businesses expanding their patios to apply for a grant with a \$500 limit. \$10,000 total. This will be on a first come first serve basis. We will have a list of items that they select and the EV will purchase them. This needs to be voted on. Items are back barricades, EVA branded umbrellas, planter boxes and plants. Must be an EVA business member to qualify.

Claudine: This is a good idea and gives us value to the community to show we are helping.



Linda: Is this only for restaurants?

Diane: No it can be a salon, gym, coffee shop etc. Items aren't restaurant specific.

Claudine Scott Motion, Jenner Smith 2nd, all in favor at 4:11 PM

c. PROW Permit Update

Diane: We currently have 10 permits issues, waiting for more. We are also looking into using parking spaces. We will keep working on this program.

d. Advocacy Update

Diane: Multiple coalitions are interested in participating in homeless outreach efforts. Next week I will be joining EVRG and submitting questions. I anticipate we will be making progress in helping out homeless outreach.

James: Did Chris Ward have a different view in what is going on?

Diane: State law requires 8 5150 calls before a person can be placed under a conservatorship, and the county can take over. We anticipate this to start happening in the fall since the city will have a new organization and have a consistent plan. We will be asking the city if this is true and when the start date can be expected. We will also be asking why hasn't PERT been filled when allocations are there?

e. Creative Crosswalk Locations - Discussion

Diane: Looking to do 2 creative crosswalks. Looking for ideas on locations. Maybe 10th & Market and SE quadrant?

Robyn: Imperial & 17th

D: This might be complicated. We can try 16th & Imperial?

Carla: Does it have to be a pattern?

Diane: No, It will be colorful, but can be anything.

HARRY: The Corridors from G to 16th or 7th heading East.

Simon: Maybe 10th street?

James: Will we be using parking funds?

Diane: Yes, because it is part of pedestrian and transit.

James: Could we get as many as we want?

Diane: The city is running this as a pilot program which is allowing 18, 2 per district for now.

Linda: They should be spaced apart of only allowing 2.



Diane: Everyone go ahead and send me ideas. Note that it is preferred to be a 4 way stop.

James: Any update on safety ambassadors?

Diane: Alonso is still working on the contract.

Harry: What about the board elections?

Diane: In May we talked about postponing until September.

Claudine: We discussed waiting until phase 3.

Diane: It is better to look into digital options and talk to the city.

Harry: Is everyone up for re-election or only half?

Diane: Everyone is on a 2 year term.

Harry: When will phase 3 move forward?

Diane: Will talk to Economic Development to see what other BIDS are doing to stay compliant.

James: We could have a drop box?

Simon: We need to start giving notice to people.

Diane: It will need to be a 30 day notice. We will shoot for the end of September.

VII. Standing East Village Association Committee Updates

a. Pre-design Committee

Simon Andrews

b. Finance Committee

David Miles

Miles D.: We have a new budget and are looking into a new auditor.

c. Marketing/Special Events Committee

Robyn Spencer

Robyn: We had a great meeting and are looking into a few options to activate engagement with a night market, and possibly do breakfast chats. We were thinking of behind the scenes w/EVA to show how businesses are thriving.

d. Placemaking Committee

Justin Navalle

e. Community Issues Committee

Terry McCleary

- Possible moving meetings to a quarterly basis during pandemic.

Terry: No strong opinion on this going quarterly.

f. Parking Transit Committee

Harry Schwartz



Harry: We talked about opening parking spots up for restaurants to use. Requested that the mayor restart parking enforcement, and not postpone. Would like remaining parking to be available.

Claudine: Is the postponement due to a furlough?

Harry: Parking meters are starting to be enforced again. Tickets have been given to loading zone violations only.

Miles: An employee got a ticket.

James: I would fight the ticket. We will get ideas out for crosswalks, and wait for advocacy updates.

James: Adjourned 4:35 PM