East Village Association – Board of Directors' Meeting
Thursday, April 16th, 2026 at 3:00pm
UCSD Park & Market – Room 321 (1100 Market Street, San Diego, CA. 92101)

AGENDA

1. Meeting Protocol & Introductions / Tyler Winslow, Current President
2. Non-Agenda: Public Comment & Announcements
   Please keep comments directed to the topic being discussed.
3. Community Reports:
   SDPD, Assemblymember Boerner's Office, Supervisor Aguirre's Office, Mayor Gloria's Office, Councilmember Whitburn's Office, Econ. Dev. Dep., DCPC and Downtown San Diego Partnership.
4. Approval of Marth 19th, 2026 Meeting Minutes | ***(5 Min)*** — *Action Item* — P. 3 - 5
5. Organizational Reports:
   Executive Committee / Tyler Winslow, Current President | ***(35 Min)***
   a. FY26 YTD Draft Summary Financial Report — *Action Item* — P. 6
   b. FY26 Budget Task Force Meeting: Recommendations — *Action Item*
   c. EVA FY26 Strategic Priorities — P. 7
   d. FY25 County NRP Grant Update
   e. FY26 County NRP & CE Grant Update
   f. Next Meeting: May 14th, 2026 at 3:00 PM
      U.S Bank Conference Rm (801 Market St)

   District Identity & Placemaking Committee / Robyn Spencer & Justin Navelle, Co-Chairs | ***(10 Mins)***
   a. Olive Public Relations Recap Report — P. 8 - 9
   b. EVA Block Party: Recap
   c. Taste of East Village: Update — *Action Item*
   d. J Street Lighting Project: Update — *Action Item*
   e. District-Wide Banner Series: Update
   f. Next Meeting: May 7th, 2026 at 2:00 PM
      East Village Tavern + Bowl (930 Market Street)
6. Next Meeting: **May 21st, 2026, at 3:00 PM**
   UCSD Park & Market – Room #321 (1100 Market Street)
7. Adjournment — *Action Item*

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 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 Dominic LiMandri at 619-546-5636 or via email at info@eastvillagesandiego.com at least 48-hours prior to the meeting.

East Village Association - Board of Directors' Meeting Minutes
Thursday, March 19, 2026, at 3:00 pm
UCSD Park & Market, Rm. #321, 1100 Market Street, San Diego, CA 92101

PRESENT: Hasan Ahmed, Robyn Spencer, Simon Andrews, Dustin Holum, Nate Robinson, Daisy Reyes, Jason Wallace, Lisa Gerson

EXCUSED: Tyler Winslow, Roberto Aguilera, Camryn Harper

ABSENT: Jeffrey Brown, Johnathan Francese, Andrew Greenberg, Justin Navalle, Daniel Fellus

GUESTS: Jason Wiesz (Office of Senator Akilah Weber Pierson), Joyce Summers, Eleanor Lazar (Olive PR), Ana Ybarra (Olive PR), Nick Stephens (City of San Diego), Sean Plaisted (City of San Diego)

STAFF: Dominic Li Mandri, Marco Li Mandri, Gabby Manocchio

MINUTES:

Item	Discussion	Action Taken?
1. Meeting Protocol & Introductions / Tyler Winslow, Interim President	1. Meeting was called to order at 3:07 pm by District Manager Dominic Li Mandri.	***1. No action taken.***
2. Non-Agenda: Public Comment & Announcements	2. Dominic opened the floor for public comments, but there was nothing to report.	***2. No action taken.***
3. Community Reports:	3. Jason Wiesz reported that Senator Weber Pearson has become Chair of the Senate Health Committee and encouraged the board to provide input on the state budget and pending legislation. He also offered assistance with navigating any state agency issues. Sean Plaisted introduced Nick Stephens, who will be East Village's new City liaison. Joyce Summers reported that the DSDP has their Create the Future Awards event on March 25th.	***3. No action taken.***

4. Review of January 22, 2026 Meeting Minutes	4. The minutes from the January 22nd Board of Directors meeting were presented.	***4. Hasan Ahmed moved to approve the January 22 minutes. Dustin Holum seconded. Jason Wallace and Nate Robinson abstained. Motion was approved.***
5. <u>Organizational Reports: Executive Committee / Tyler Winslow, Interim President</u>		
a. EVA Board Member Resignation Notice: Angie Weber	a. Dominic announced that Angie Weber submitted her resignation due to time constraints.	***a. Lisa Gerson moved to accept Angie Weber's resignation. Simon Andrews seconded. Nate Robinson abstained Motion approved.***
b. FY26 YTD Draft Summary Financial Report	b. Nothing to report	***b. No action taken.***
c. EVA FY26 Strategic Priorities	c. Dominic presented the FY26 Strategic Priorities on page 8. The Board recommended combining strategies 2 & 7 and 5 & 8, removing the final three secondary initiatives, and expanding the first secondary initiative to include all gateway signage in East Village and raising funding for it.	***c. Hasan Ahmed moved to approve the FY26 Strategic Priorities with the recommended amendments. Lisa Gerson seconded. Motion was unanimously approved.***
d. FY26 Budget Task Force: Update	d. Dominic reported that the Executive Committee did not meet quorum last week, so the FY26 Budget Task Force meeting, intended to explore revenue generation and liability reduction, was not held.	***d. No action taken.***
e. FY26 County NRP & CE Grant: Update	e. Dominic submitted the two county grants earlier this year and met with Supervisor Paloma Aguirre for a walkthrough of Downtown Chula Vista. He is confident that the success achieved in Chula Vista can be replicated here.	***e. No action taken.***
f. Next Meeting:	f. Thursday, April 9th, 2026 at 3:00 PM East Village Tavern + Bowl (930 Market	***f. No action taken.***

	Street)	
District Identity & Placemaking Committee / Robyn Spencer & Justin Navalle, Co-Chairs		
a. Olive Public Relations Recap Report	a. Eleanor Lazar provided an update on media coverage, including promotion of Block Party and women-owned businesses. Ana Ybarra was introduced as the new in-house social media manager.	***a. No action taken.***
b. EVA Block Party: Update	b. Block Party will be next Saturday, March 28th. It will be a family-friendly, free event open to the public. Vendor placements were discussed.	***b. No action taken.***
c. Taste of East Village	c. Fuse will no longer manage Taste of East Village, so EVA will resume oversight. Dominic presented the event dates recommended by the DI&P Committee.	***c. Hasan Ahmed moved to approve the May 13 & 14 dates. Simon Andrews seconded. Motion passed unanimously.***
d. Next Meeting:	d. Thursday, April 2nd, 2026 at 2:00 PM East Village Tavern + Bowl (930 Market Street)	***d. No action taken.***
7. Next Meeting	7. The next Board of Directors meeting is scheduled to take place on Thursday, April 16, 2026, at 3:00 pm, at UCSD Park & Market - Rm. #321 (1100 Market Street).	***7. No action taken.***
8. Adjournment	8. Meeting adjourned.	***8. Robyn Spencer moved to adjourn the meeting. Simon Andrews seconded. Motion was unanimously approved.***

Minutes taken by Gabby Manocchio, New City America

EAST VILLAGE ASSOCIATION
FINANCIAL OVERVIEW
FY JULY 2025 - JUNE 2026

BOARD MEETING - April 16 2026

Accrual Basis Report - March 2026

	INCOME YTD	EXPENSE YTD	DIFFERENCE FISCAL YEAR	NET BUDGET YTD	ANNUAL BUDGET (NET)
BID	150,443	147,701	2,742	-13,786	0
PROGRAMS	122,555	189,968	-67,413	-47,450	19,175
TOTAL	$272,998	$337,669	-$64,671	-$61,236	$19,175

Comments:

BID difference from budget - Communication/website expenses underbudget by $11,400..

Receipt of BID Disbursement income overbudget by $10000

County Grant expenditure of $58,000 for the Christmas event. Income of $75,000 recognized in 2024-25.

	Mar-26	Mar-25
Total income	$273,047	$443,950
Total expenses	$337,689	$346,682
Net income over expense	-$64,642	$97,268

Decrease in income $61,259 Parking, Events decrease $53,400. (Block Party and Oktoberfest)

County Grant income recorded in FY 24 and being spent in FY 2025.

BALANCE SHEET

	Mar-26	Mar-25
Checking	$206,072	$278,649
Cert. of Deposit	100,583	108,761
Accounts Receivable	10,500	47,290
Other assets	0	0
Total Assets	$317,155	$434,700
Accounts Payable	$1,420	$22,093
Equity	315,735	412,607
Liabilities & Equity	$317,155	$434,700

EVA FY26 Strategic Priorities (Draft)

On October 16th, 2025, the EVA Board of Directors established three (3) strategic priorities to ensure the long-term financial sustainability of the EVA with the recent Council suspension of CP 100-18 for a potential two-year period. The EVA Board set these priorities with the intention of these priorities being considered alongside the strategic priorities the Board sets each fiscal year. Below is the list of strategic priorities selected by the Board of Directors for FY25, as well as a list of secondary initiatives that are still of importance to the East Village community and EVA staff. The new FY26 strategic priorities have also been listed, and are labeled accordingly:

1. Reestablishing Business Mixers (FY25)
2. Continuing to Secure Grant Funds & Leverage Non-Assessment Income (FY25-FY26)
3. Work to Ensure Representation from Elected Officials and C&S at Meetings (FY25)
4. Develop Plan and Implement New Public Art, Culture, and Civic Engagement (FY25)
5. Restore CP 100-18 as Soon as Feasible and Advocate for More Revenues (FY25–FY26)
6. Organize a Weekly Farmer's Market in East Village to Sustain the Association (FY26)

Secondary Strategic Initiatives for EVA:

- Develop and Implement a Plan to Elevate East Village Gateways and Signage, Including Securing Funding (FY25)
- Reviving Business Banner Program (FY25)

EVA Board Meeting
PR & Social Media Report
Thursday, April 16, 2026

Pitches

Taste of East Village

- Secured newsletter coverage on DoSD
- Secured interest with Modern Luxury, LOCALE Magazine

Opening Day Busyness

- Secured broadcast coverage on FOX 5, KUSI, CBS 8

Women's History Month

- Secured broadcast coverage on KUSI
- Secured online and newsletter coverage on San Diego Sun

East Village Block Party

- Secured online coverage on KUSI, ABC 10, National Today, CBS 8, FOX 5, Ranch & Coast, 600 KOGO, Axios San Diego, Times of San Diego, San Diego Union-Tribune, Sacramento Bee, Fresno Bee, Merced Sun-Star, SoCal Pulse, Secret San Diego, KPBS, Cool Sights San Diego, Modern Luxury, There San Diego, San Diego Sun, National Today, San Diego Tourism Authority, San Diego Magazine, San Diego Family Magazine, Ranch & Coast, PubClub, Presidio Sentinel, SDTA MSN
- Secured print coverage in San Diego Magazine, Ranch & Coast, Modern Luxury, San Diego Family Magazine, Presidio Sentinel, San Diego Union-Tribune, San Diego Downtown News
- Secured broadcast coverage on ABC 10, CBS 8, KUSI, FOX 5, KPBS

Black History Month

- Secured online coverage on SD Today, CBS 8
- Secured broadcast coverage on KUSI and CBS 8

Other Coverage

- Secured print coverage in San Diego Downtown News

Writing

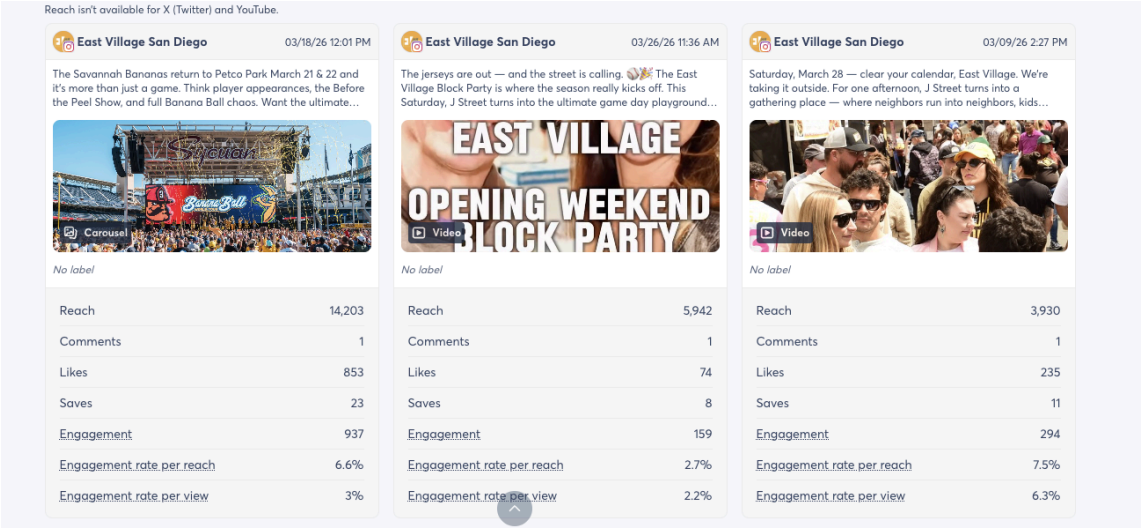
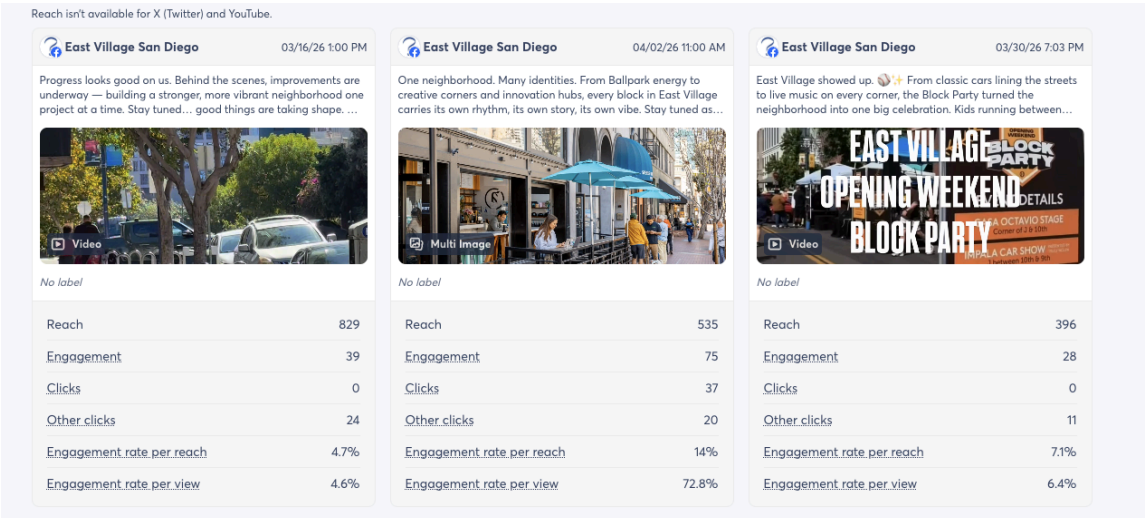
- San Diego Downtown News April Article
- San Diego Downtown News May Article
- Opening Day Busyness
- Taste of East Village (Short Leads)

SOCIAL MEDIA

Recap & Highlights (last 30 days)

- New followers: 235 Followers
- Total views: 282K
- Total engagements: 11.8K
- Engagement rates: Instagram 4.6% + Facebook 1.6%
- Highlighted: Block Party Attendance, Neighborhood Content around: Opening Day + Savannah Bananas, Patio Season, Spring, Easter Brunch spots, EVA in Color / Blooming East Village
- Upcoming: May the 4th, Mother's Day Brunch, AANHPI Small Business Highlights (Sovereign Thai + Tajima Ramen), Taste of East Village (Ticket Push), Small Business Spotlights (Tavern + Bowl, Relic Bakery), Curebound Concert ft. P!nk, Memorial Day (May 25), Spend the Summer in East Village
- Highlight Strategy

Instagram:



Facebook: