



East Village Association – Board of Directors’ Meeting
Thursday, April 18, 2024 at 3:00pm
UCSD Park & Market (1100 Market Street #321)

CLOSED SESSION TO DISCUSS POTENTIAL LEGAL ISSUE ON ITEM 6

AGENDA

1. Meeting Protocol & Introductions / Terry McCleary, President

2. Non-Agenda: Public Comment & Announcements

Please keep comments directed to the topic being discussed.

3. Approval of March 21, 2024 Minutes

Action Item P. 3 - 10

4. Community Reports

SDPD, City Attorney’s Office, Senator Atkins’ Office, Assemblymember Boerner’s Office, Supervisor Vargas’ Office, Mayor Gloria’s Office, Councilmember Whitburn’s Office, Economic Development Department, DCPC and Downtown San Diego Partnership.

5. Committee Reports:

Executive Committee / Terry McCleary, President

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| a. YTD Draft Financial Report | Action Item | P. 11 - 15 |
| b. Letter of Resignation from David Miles as Board Member & Treasurer | | P. 16 |
| c. Nominate Elena Rangel to Replace David Miles Board Seat | Action Item | |
| d. Nominate Elena Rangel to Serve as Interim Treasurer | Action Item | |
| e. FY24 East Village Block Party Financial Report | | P. 17 |
| f. FY24 County of San Diego CE Stimulus Grant – Update | | |
| g. Next Meeting: May 9, 2024, at 3:00pm
UCSD Park & Market (1100 Market Street) | | |

District Identity & Placemaking Committee / Robyn Spencer & Justin Navalle, Co-Chairs

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| a. Olive Public Relations Status Report | | P. 18 - 19 |
| b. East Village Block Party Rescheduled – Sat., 7/13 | | |
| c. East Village Community Subdistricting Initiative – Update | | P. 20 |
| d. Tecture Wayfinding Signage Task Force – Update | Action Item | |
| e. World Design Capital 2024 Community-Oriented Grant – Update | | |
| f. Next Meeting: May 2, 2024, at 2:00pm
UCSD Park & Market (1100 Market Street) | | |

Parking & Mobility Committee / Hasan Ahmed & Manny Rodriguez, Co-Chairs

- a. Enhanced Pedestrian Lighting Park Blvd. – Update

EAST VILLAGE ASSOCIATION

- b. Community Parking District:
 - i. Budget Options
 - ii. FY25 Budget Impacts Due to CPD Revenue Reduction
- c. Next Meeting: As Needed

P. 21 - 23

6. CLOSED SESSION: BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO DISCUSS POTENTIAL LITIGATION. GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REPORTED AFTER CLOSED SESSION.

- a. Potential Litigation with Past Employee – Update *Action Item*
- b. East Village Block Party Event Management Performance – Update *Action Item*

7. REOPEN MEETING & REPORT TO PUBLIC: Update on East Village Association's decision, if any, on Closed Session item.

- 8. Next Meeting:** May 16, 2024, at 3:00pm
UCSD Park & Market (1100 Market Street)

9. 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 Ethan Olsen at 619-546-5636 or via email at ethan@newcityamerica.com at least 48-hours prior to the meeting.



**East Village Association - Board of Directors'
Meeting Thursday, March 21, 2024 at 3:00pm
UCSD Park & Market (1100 Market Street # 321)**

PRESENT: Terry McCleary, Tyler Winslow, Simon Andrews, Chan Buie, Kristen Rice, Manny Rodriguez, Todd Miller, Jason Wallace, Ken Kawachi, Hasan Ahmed, Diana Puetz, Jonathan Francese, Lisa Gerson, Davis Newton, Sarah Potter

ABSENT: Andrew Greenberg, Angie Weber, Robyn Spencer, David Miles, Todd Brown, Justin Navalle, Andrew Shemirani, Daniel Fellus, Tyler Lindsay

GUESTS: Larry Turner, Mohammed Farah, Joyce Summer, Carolyn Porter, Jillian McCarthy, Esteban Benitez

STAFF: Marco Li Mandri, Dominic Li Mandri, Tammy DeLuca, Chris Gomez, Ethan Olsen, Eleanor Lazar

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Meeting Protocol Introductions / Terry McCleary, President	1. The meeting was called to order by the EVA District Manager, Dominic Li Mandri at 3:02pm.	1. No action taken
2. Non-Agenda: Public Comment & Announcements	2. Dominic Li Mandri reported that Scott Wahl has been appointed as the next Chief of Police for the San Diego Police Department. Dominic anticipates this being a favorable seat and partnership moving forward for the East Village.	2. No action taken
3. Approval of February 15, 2024 Minutes	3. Minutes from February 15, 2024, Board of Directors meeting was presented for review.	3. Tyler Winslow moved to accept the February 15, 2024, minutes. Jon Francese seconded the motion. Hasan Ahmed abstained.

EAST VILLAGE ASSOCIATION

		<i>Motion passed.</i>
4. Community Reports	<p>4. Robson Winter introduced himself as the new field representative from the Office of Assemblymember Tasha Boerner. Robson gave a report on AB1999 and utility rates in San Diego. Marco Li Mandri asked about the train tracks along the bluffs collapsing and what efforts are in the Assembly to work through the issue as the train serves as a lifeline to Los Angeles.</p> <p>Larry Turner reported that Scott Wahl has been appointed as the next Chief of Police for the San Diego Police Department. Larry noted that Scott Wahl formed NPD long ago and hopes for revitalization of the program. Larry introduced Mohammad Farah of SDPD who will be attending EVA meetings alongside himself. Larry noted that 14th & Imperial Street as well as the SD Library and Park & Market have been enforced regularly by officers. Larry reported many arrests for narcotic sales and arrements felony warrants in those areas.</p> <p>Chan Buie thanked SDPD for the cleanup of the Tailgate Park area but noted that Clean & Safe would be pulling out of safety services in the area. Chan expressed her concern for High School students getting to and from school now that Clean & Safe is relinquishing services in the area.</p> <p>Latrell Crenshaw of EDD reported that he is leaving his position within the City of San Diego and is moving to the Black Chamber of Commerce. Latrell stated that there will be a liaison change with a new EDD representative to attend future EVA meetings.</p>	4. No action taken
5. Committee Reports <u>Executive Committee /</u>		

<p><u>Terry McCleary,</u> President</p> <p>a. YTD Draft Financial Report</p> <p>b. CD Rollover</p> <p>c. Application of SD County Small Business Stimulus Grant</p> <p>d. Bylaws Task Force Recommended Amendments</p> <p>e. Alternate Board Member Forms Received</p>	<p>5.a. Tammy De Luca presented the February financial report.</p> <p>5.b. Dominic thanked David Miles for his support in renewing the EVA Certificate of Deposit for a 9-month term with US Bank.</p> <p>5.c. Dominic stated that the East Village Association is eligible for the application of a SD County Small Business Stimulus Grant in relation to Covid-19. These dollars are available from District 1 County Supervisor Nora Vargas for businesses who have less than 20 employees and suffered financial losses due to Covid-19.</p> <p>5.d. Dominic reported that the Bylaws Task Force, consisting of Tyler Winslow, Terry McCleary, and Chan Buie, met to review and amend the EVA Bylaws.</p> <p>Chris Gomez noted that the changes are primarily related to housekeeping. Notable amendments include the nominations time frame, annual meeting date range, alternate member serving specifications, staggering of director terms, and audit vs. review options.</p> <p>5.e. Dominic reported that Board Member Alternate forms have been officially submitted and collected by EVA staff for record keeping purposes.</p> <p>Dominic reiterated that Alternates may vote at Board meetings in lieu of Board Members who are absent.</p>	<p>5.a. Chan Buie moved to accept the February financial report. Todd Miller seconded the motion. Motion passed unanimously.</p> <p>5.b. No action taken</p> <p>5.c. Hasan Ahmed moved to approve EVA staff to apply for the grant for a NTE \$50,000 stimulus. Tyler Winslow seconded the motion. Motion passed unanimously.</p> <p>5.d. Todd Miller moved to approve the EVA Bylaws amendments. Lisa Gerson seconded the motion. Motion passed unanimously.</p> <p>5.e. Terry McCleary moved to acknowledge and approve Alternates as voting members. Robyn Spencer seconded the motion. Motion</p>
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<p>f. Annual Meeting Date</p> <p>g. Next Meeting:</p> <p><u>District Identity & Placemaking Committee / Robyn Spencer & Justin Navalle, Co-Chairs</u></p> <p>a. Olive Public Relations Status Report</p> <p>b. East Village Block Party on Opening Weekend – Sat., 3/30</p> <p>c. East Village Sponsorship Guide</p>	<p>5.f. Dominic reported that the Annual Meeting date range was removed from the Bylaws for flexibility with meeting time. Dominic noted that the annual meeting will be set for July and triggered during the May Board meeting.</p> <p>5.g. The next Executive Committee is scheduled for Thursday, April 11, 2024, at 3:00pm at UCSD Park & Market (1100 Market Street #321).</p> <p>5.a. Eleanor Lazar gave an update on Olive’s public relations activities in the East Village.</p> <p>5.b. Ethan Olsen reported that the East Village Block Party on Opening Weekend is scheduled for Saturday, March 30, 2024, from 10:00am to 4:30pm on J Street from 7th to 10th Avenues with a Padres vs. Giants first pitch at 4:15pm. Ethan reported that there will be 3 sections of the Block Party, a car show/retail vendor section, a spirits garden in the middle of the footprint, and a family friendly zone with local San Diego Sports teams and photo opportunities.</p> <p>5.c. Chris announced that EVA staff has compiled an East Village Sponsorship Guide outlining and describing all EVA events held in the neighborhood for the 2024 calendar year. Chris noted that the Sponsorship Guide features information on the general demographic of event attendees, a biography of each event, and statistics of audience reach.</p>	<p><i>passed unanimously.</i></p> <p>5.f. No action taken</p> <p>5.g. No action taken</p> <p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p>
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<p>d. Tecture Wayfinding Sign Locations Task Force</p> <p>e. World Design Capital 2024 Community-Oriented Grant</p> <p>f. Next Meeting:</p> <p><u>Civil Sidewalks Committee / Diana Puetz, Chair</u></p> <p>a. City of San Diego Encampment Ban Enforcement in East Village – Update</p>	<p>Chris encouraged the Board to share the Sponsorship Guide and reported that the goal of the guide is to assist with the underwriting of EVA community events moving forward.</p> <p>5.d. Chris reported that a Tecture Task Force has been established to better establish a direction for implementing the wayfinding signage within the district.</p> <p>5.e. Dominic reported that EVA Staff has applied for the World Design Capital (WDC) 2024 Community Oriented Grant for \$25,000 and expects to hear if the grant was awarded to EVA by Friday.</p> <p>Dominic alluded to potential EVA public art and mural related activations/events presuming EVA receives the grant.</p> <p>5.f. The next District Identity & Placemaking Committee meeting is scheduled for April 4, 2024, at 2:00pm at UCSD Park & Market (1100 Market Street).</p> <p>5.a. Larry Turner of SDPD’s Central Division reported that Central Division will begin regularly patrolling the area and assisting the Neighborhood Policing Division (NPD) with encampment enforcement. Larry noted that Central Division is continuing to experience a significant labor shortage and that Neighborhood Policing Department is 1/3 of the size they have been historically. Larry reported that EVA staff requested a map from the city for locations of posted encampment ban signage. Larry reported that he was unable to locate such a map yet would keep an eye out.</p>	<p>5.d. No action taken</p> <p>5.e. No action taken</p> <p>5.f. No action taken</p> <p>5.a. No action taken</p>
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<p>b. Downtown San Diego Sidewalk Vending Ordinance Amendments – Update</p>	<p>5.b. Dominic stated that City Council passed the proposed amendments to the Downtown San Diego Sidewalk Vending Ordinance to allow for a more aggressive enforcement including impoundment capabilities to both SDPD and Park Rangers.</p>	<p>5.b. No action taken</p>
<p>c. Recent Reports of Security Concerns Around Tailgate Parking Lot</p>	<p>5.c. Dominic expressed concerns around Clean & Safe withdrawing safety services from fault line park. Larry Turner reported that SDPD is increasing police presence to address this issue. Larry reported that several safety ambassadors were hurt and hospitalized. Larry noted that crime has increased due to an influx of new unhoused citizens entering the Downtown San Diego area.</p>	<p>5.c. No action taken</p>
<p>d. Next meeting:</p>	<p>5.d. The Civil Sidewalks Committee will meet as needed.</p>	<p>5.d. No action taken</p>
<p><u>Parking & Mobility Committee / Hasan Ahmed, Chair</u></p>		
<p>a. Enhanced Pedestrian Lighting Park Blvd. – Update</p>	<p>5.a. Dominic gave an update on the Enhanced Pedestrian Lighting on Park Boulevard. Dominic stated that ProCal has received pushback from the City of San Diego Department of Development Services with issues and concerns on the enhanced pedestrian strand lighting project along Park Boulevard. Dominic reported that EVA has received MTS approval for the project and stated that the Councilmembers office is in support. Dominic anticipates finding a solution soon and completing the project.</p>	<p>5.a. No action taken</p>
<p>b. Community Parking District</p>		
<p>i. FRED Shuttle Service Funding - Update</p>	<p>5.b.i. Chris stated that the FRED Shuttle Service is a beneficial program to servicing the City of San Diego and is in line with the climate action program however firmly stated that the program is not available with Community Parking District funds.</p>	<p>5.b.i. No action taken</p>

<p>ii. FY25 Budget Amendments</p> <p>iii. Amendment of Council Policy 100-18</p> <p>c. Next Meeting:</p> <p><u>Land Use & Project Review Committee / Tyler Winslow, Chair</u></p> <p>a. Proposed Draft Amendments to City of San Diego’s LDC for Downtown – Update</p> <p>b. Next Meeting:</p>	<p>5.b.ii. Chris announced that City staff is strongly recommending that FRED be funded through the community parking districts. Chris reported that an exercise was conducted to Community Parking Districts to showcase two budget scenarios where FRED would be funded out of the parking districts, versus where FRED would be funded outside of the parking districts.</p> <p>5.b.iii. Marco Li Mandri reported on the amendment of Council Policy 100-18 pertaining to the 45% CPDs/55% City percentage split of parking meter revenues. Marco reported that the amendments were placed into effect in 2015 with no notifications to the public. The amendments allow for the city to infiltrate into the Community Parking Districts 45% share.</p> <p>5.c. The Parking & Mobility Committee will meet as needed.</p> <p>5.a. Dominic alluded to several proposed draft amendments to the City of San Diego’s Land Use Code for Downtown that were covered in the EVA’s first Land Use & Project Review Committee Meeting.</p> <p>5.b. The Land Use & Project Review Committee will meet as needed.</p>	<p>5.b.ii. Tyler Winslow moved to approve both amended CPD budgets as presented. Sarah Potter seconded the motion. Motion passed unanimously.</p> <p>5.b.iii. Simon Andrews moved to approve staff to write a letter informing the Mayor and City Councilmembers of the amendment and request that they return to the original 100-18 policy. Terry McCleary seconded the motion. Diana Puetz abstained. Motion passed.</p> <p>5.c. No action taken</p> <p>5.a. No action taken</p> <p>5.b. No action taken</p>
<p>6. CLOSED SESSION:</p>		

<p>a. Potential Litigation with Past Employee – Update</p> <p>b. East Village Block Party Event Management Performance – Update</p>		
<p>7. REOPEN MEETING & REPORT TO PUBLIC: Update on East Village Association’s decision, if any, on Closed Session Item.</p>	<p>7.a. Dominic reopened the meeting and updated the public on the potential litigation with a prior employee. Dominic stated that the EVA will retain the additional counsel to oversee responses from Great American Insurance Group and analyze policy coverage specifics.</p> <p>7.b. Dominic reported that the 2023 East Village Block Party had resulted in a significant revenue loss to EVA and there were serious mismanagement concerns that directly impacted EVA’s event bottom-line. Dominic reported that staff would directly contact The Best Event’s insurance provider and submit the demand correspondence.</p>	<p><i>7.a. No action taken</i></p> <p><i>7.b. No action taken</i></p>
<p>8. Next Meeting:</p>	<p>8. The next Board of Directors meeting will be held on Thursday, April 18, 2024, at 3:00pm at UCSD Park & Market (1100 Market Street, Room #321).</p>	<p><i>8. No action taken</i></p>
<p>9. Adjournment</p>	<p>9. Meeting adjourned.</p>	<p><i>9. Tyler Winslow moved to adjourn the meeting. Davis Newton seconded the motion. Motion passed unanimously.</i></p>

Minutes taken by: Ethan Olsen, New City America.

East Village Association Inc.

Balance Sheet

As of March 31, 2024

	Mar 31, 24	Mar 31, 23
ASSETS		
Current Assets		
Checking/Savings		
10010 · US Bank - Checking	194,481.03	139,004.53
10020 · US Bank - Savings Account	882.25	283,873.65
10040 · US Bank CD-3433- Mature 12-...	103,985.01	0.00
10050 · US Bank CD-3532- Mature 12-...	103,985.01	0.00
Total Checking/Savings	403,333.30	422,878.18
Accounts Receivable		
12000 · Accounts Receivable		
12001 · Parking Receivable	6,647.00	8,641.33
Total 12000 · Accounts Receivable	6,647.00	8,641.33
Total Accounts Receivable	6,647.00	8,641.33
Other Current Assets		
12080 · Rent Deposit	0.00	1,152.00
Total Other Current Assets	0.00	1,152.00
Total Current Assets	409,980.30	432,671.51
TOTAL ASSETS	409,980.30	432,671.51
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 · Accounts Payable	0.00	20,534.34
Total Accounts Payable	0.00	20,534.34
Total Current Liabilities	0.00	20,534.34
Total Liabilities	0.00	20,534.34
Equity		
Net Unrestricted Assets	433,965.33	459,145.20
39000 · Retained Earnings	-5,581.00	0.00
Net Income	-18,404.03	-47,008.03
Total Equity	409,980.30	412,137.17
TOTAL LIABILITIES & EQUITY	409,980.30	432,671.51

East Village Association Inc.
BID - Profit & Loss Budget Performance
March 2024

12

04/04/24

Accrual Basis

	Mar 24	Budget	Jul '23 - Mar 24	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40055 · BID Disbursements					
40065 · SBEP Management	0.00	2,377.29	16,641.00	9,509.16	16,641.00
40055 · BID Disbursements - Other	16,385.03	15,000.00	129,202.02	135,000.00	180,000.00
Total 40055 · BID Disbursements	16,385.03	17,377.29	145,843.02	144,509.16	196,641.00
40060 · BID Carryforward Income	0.00	5,332.00	0.00	47,988.00	63,984.00
Total Income	16,385.03	22,709.29	145,843.02	192,497.16	260,625.00
Expense					
Personnel/Staffing	8,330.71	8,331.29	81,688.09	86,868.10	111,862.00
SBEP Expenses					
Management Grant	2,377.29	2,377.29	9,509.16	9,509.16	16,641.00
Total SBEP Expenses	2,377.29	2,377.29	9,509.16	9,509.16	16,641.00
512138 · Business Promotion/Development					
Public Relations	3,750.00	3,750.00	33,830.00	33,750.00	45,000.00
Advertising	293.21	416.67	2,845.72	3,749.99	5,000.00
51250 · Banner / Branding	223.28	416.67	445.38	3,749.99	5,000.00
51320 · IT Website	170.32	166.67	1,806.10	1,499.99	2,000.00
51335 · Member Events	0.00	100.00	0.00	900.00	1,200.00
Total 512138 · Business Promotion/Develope...	4,436.81	4,850.01	38,927.20	43,649.97	58,200.00
512143 · Office Operational					
Computer Supplies & Services	0.00	500.00	2,086.95	4,500.00	6,000.00
Office Supplies	78.16	250.00	1,971.68	2,250.00	3,000.00
Postage	0.00	83.33	0.00	750.01	1,000.00
Storage	272.00	100.00	2,098.00	900.00	1,200.00
51160 · Legal Services	0.00	250.00	0.00	2,250.00	3,000.00
51165 · Accounting Services	3,360.00	375.00	4,500.00	3,375.00	4,500.00
51350 · Insurance	270.90	416.67	3,701.17	3,749.99	5,000.00
51355 · Office Rent	370.00	1,200.00	5,281.79	10,800.00	14,400.00
51365 · Permits & Fees	20.25	83.33	408.75	750.01	1,000.00
51370 · Printing	492.63	208.33	3,975.26	1,875.01	2,500.00
51380 · Telephone & Utilities	43.09	125.00	383.86	1,125.00	1,500.00
51390 · Dues/Subscriptions	32.98	125.00	1,530.68	1,125.00	1,500.00
Total 512143 · Office Operational	4,940.01	3,716.66	25,938.14	33,450.02	44,600.00
512153 · Contingency	0.00	1,056.75	5,174.75	9,510.75	12,681.00
Total Expense	20,084.82	20,332.00	161,237.34	182,988.00	243,984.00
Net Ordinary Income	-3,699.79	2,377.29	-15,394.32	9,509.16	16,641.00
Net Income	-3,699.79	2,377.29	-15,394.32	9,509.16	16,641.00

East Village Association Inc.
Parking - Profit & Loss Budget Performance
 March 2024

	<u>Mar 24</u>	<u>Budget</u>	<u>Jul '23 - Mar 24</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense					
Income					
40085 · Parking District Income	13,080	33,333	246,563	300,001	400,001
Total Income	<u>13,080</u>	<u>33,333</u>	<u>246,563</u>	<u>300,001</u>	<u>400,001</u>
Expense					
Personnel/Staffing	4,292	4,348	38,628	39,131	52,174
512138 · Business Promotion/Development					
Public Relations	1,750	1,667	15,750	15,000	20,000
51280 · On-Line / Print Marketing	0	208	1,267	1,875	2,500
51320 · IT Website	4,800	375	4,800	3,375	4,500
Total 512138 · Business Promotion/Develope...	<u>6,550</u>	<u>2,250</u>	<u>21,817</u>	<u>20,250</u>	<u>27,000</u>
521240 New Initiatives					
Wayfinding Systems	1,318	94	1,318	845	1,127
Enhanced Pedestrian Lighting	0	25,000	171,496	225,000	300,000
Total 521240 New Initiatives	<u>1,318</u>	<u>25,094</u>	<u>172,814</u>	<u>225,845</u>	<u>301,127</u>
512143 · Office Operational					
51170 · Audit & Tax Filing	440	375	3,100	3,375	4,500
51355 · Office Rent	480	1,100	6,134	9,900	13,200
51380 · Telephone & Utilities	0	167	0	1,500	2,000
Total 512143 · Office Operational	<u>920</u>	<u>1,642</u>	<u>9,234</u>	<u>14,775</u>	<u>19,700</u>
Total Expense	<u>13,080</u>	<u>33,333</u>	<u>242,493</u>	<u>300,001</u>	<u>400,001</u>
Net Ordinary Income	<u>0</u>	<u>0</u>	<u>4,070</u>	<u>0</u>	<u>0</u>
Net Income	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>4,070</u></u>	<u><u>0</u></u>	<u><u>0</u></u>

East Village Association Inc.
Profit & Loss
 July 2023 through March 2024

3:34 PM
 04/04/24
 Accrual Basis

	110 - Assoc...	520 - Mana... (210 - BID)	210 - BID - ... (210 - BID)	Total 210 - ...	400 - Parki...	530 - City F... (510 - SBEP)	550 - Book... (510 - SBEP)	Total 510 - ...	TOTAL
Ordinary Income/Expense									
Income									
SBEP Income									
City Fees & Services	0.00	0.00	0.00	0.00	0.00	7,466.40	0.00	7,466.40	7,466.40
Total SBEP Income	0.00	0.00	0.00	0.00	0.00	7,466.40	0.00	7,466.40	7,466.40
40020 · Banner/Branding	207.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	207.00
40040 · Sponsorships	24,024.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24,024.50
40050 · Interest Income	6,558.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,558.25
40055 · BID Disbursements	0.00	16,641.00	0.00	16,641.00	0.00	0.00	0.00	0.00	16,641.00
40065 · SBEP Management	0.00	0.00	129,202.02	129,202.02	0.00	0.00	0.00	0.00	129,202.02
40055 · BID Disbursements - Other	0.00	16,641.00	129,202.02	145,843.02	0.00	0.00	0.00	0.00	145,843.02
Total 40055 · BID Disbursements	0.00	16,641.00	129,202.02	145,843.02	0.00	0.00	0.00	0.00	145,843.02
40075 · Other Income	310.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	310.26
40085 · Parking District Income	0.00	0.00	0.00	0.00	246,563.45	0.00	0.00	0.00	246,563.45
41000 · Event Income	124,174.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	124,174.21
Total Income	155,274.22	16,641.00	129,202.02	145,843.02	246,563.45	7,466.40	0.00	7,466.40	555,147.09
Expense									
Personnel/Staffing	0.00	0.00	81,688.09	81,688.09	38,628.00	0.00	0.00	0.00	120,316.09
Misc. Expense	61.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	61.00
SBEP Expenses	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00	2,000.00	2,000.00
Bookkeeping Grant	9,402.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,402.00
City Fees and Services	0.00	9,509.16	0.00	9,509.16	0.00	0.00	0.00	0.00	9,509.16
Management Grant	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total SBEP Expenses	9,402.00	9,509.16	0.00	9,509.16	0.00	0.00	2,000.00	2,000.00	20,911.16
512059 · Personnel	-513.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-513.45
51150 · Workers Compensation	-513.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-513.45
Total 512059 · Personnel	-513.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-513.45
512138 · Business Promotion/Development									
Public Relations	0.00	0.00	33,830.00	33,830.00	15,750.00	0.00	0.00	0.00	49,580.00
Advertising	843.00	0.00	2,845.72	2,845.72	0.00	0.00	0.00	0.00	3,688.72
51250 · Banner / Branding	0.00	0.00	445.38	445.38	0.00	0.00	0.00	0.00	445.38
51280 · On-Line / Print Marketing	0.00	0.00	0.00	0.00	1,267.14	0.00	0.00	0.00	1,267.14
51320 · IT Website	12.17	0.00	1,806.10	1,806.10	4,800.00	0.00	0.00	0.00	6,618.27
Total 512138 · Business Promotion/Developme...	855.17	0.00	38,927.20	38,927.20	21,817.14	0.00	0.00	0.00	61,599.51
521240 New Initiatives									
Wayfinding Systems	0.00	0.00	0.00	0.00	1,318.20	0.00	0.00	0.00	1,318.20
Enhanced Pedestrian Lighting	0.00	0.00	0.00	0.00	171,495.85	0.00	0.00	0.00	171,495.85
Total 521240 New Initiatives	0.00	0.00	0.00	0.00	172,814.05	0.00	0.00	0.00	172,814.05
512143 · Office Operational									

East Village Association Inc.
Profit & Loss
July 2023 through March 2024

3:34 PM
04/04/24
Accrual Basis

	110 - Assoc...	520 - Mana... (210 - BID)	210 - BID - ... (210 - BID)	Total 210 - ...	400 - Parki...	530 - City F... (510 - SBEP)	550 - Book... (510 - SBEP)	Total 510 - ...	TOTAL
Computer Supplies & Services	0.00	0.00	2,086.95	2,086.95	0.00	0.00	0.00	0.00	2,086.95
Office Supplies	81.03	0.00	1,971.68	1,971.68	0.00	0.00	0.00	0.00	2,052.71
Storage	0.00	0.00	2,098.00	2,098.00	0.00	0.00	0.00	0.00	2,098.00
51160 · Legal Services	4,602.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,602.63
51165 · Accounting Services	0.00	0.00	4,500.00	4,500.00	0.00	0.00	0.00	0.00	4,500.00
51170 · Audit & Tax Filing	20.00	0.00	0.00	0.00	3,100.00	0.00	0.00	0.00	3,120.00
51340 · Bank Fees / Credit Card	413.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	413.90
51350 · Insurance	0.00	0.00	3,701.17	3,701.17	0.00	0.00	0.00	0.00	3,701.17
51355 · Office Rent	0.00	0.00	5,281.79	5,281.79	6,134.26	0.00	0.00	0.00	11,416.05
51360 · Membership / Parking	53.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	53.50
51365 · Permits & Fees	2,726.50	0.00	408.75	408.75	0.00	0.00	0.00	0.00	3,135.25
51370 · Printing	0.00	0.00	3,975.26	3,975.26	0.00	0.00	0.00	0.00	3,975.26
51380 · Telephone & Utilities	0.00	0.00	383.86	383.86	0.00	0.00	0.00	0.00	383.86
51390 · Dues/Subscriptions	0.00	0.00	1,530.68	1,530.68	0.00	0.00	0.00	0.00	1,530.68
Total 512143 · Office Operational	7,897.56	0.00	25,938.14	25,938.14	9,234.26	0.00	0.00	0.00	43,069.96
512153 · Contingency	0.00	0.00	5,174.75	5,174.75	0.00	0.00	0.00	0.00	5,174.75
512186 · Special Events	118,176.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	118,176.69
Program Expense	11,881.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11,881.26
Block party	225.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	225.00
512186 · Special Events - Other									
Total 512186 · Special Events	130,282.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	130,282.95
Total Expense	147,985.23	9,509.16	151,728.18	161,237.34	242,493.45	0.00	2,000.00	2,000.00	553,716.02
Net Ordinary Income	7,288.99	7,131.84	-22,526.16	-15,394.32	4,070.00	7,466.40	-2,000.00	5,466.40	1,431.07
Net Income	7,288.99	7,131.84	-22,526.16	-15,394.32	4,070.00	7,466.40	-2,000.00	5,466.40	1,431.07

Ethan Olsen

From: Miles, David H
Sent: Monday, April 8, 2024 8:22 AM
To: Dominic Li Mandri; Ethan Olsen; Christopher M. Gomez
Subject: EVA Board Resignation

To the East Village Association Board and BID members:

Please accept this letter as my formal resignation from the Board of Directors for the East Village Association. I will be stepping from both my role as Treasurer of the organization but also as a Board Member in general effective on Tuesday 4/30/24.

It has been a great privilege to serve on this board for the past 6 years, and I feel like we have accomplished many positive enhancements for the community during that time. I look forward to seeing what changes are in store next for the community in the coming months and years.

It has been an honor and pleasure serving with this organization.

David H Miles
Assistant Vice President | Deposits/Payments Relationship Manager

U.S. Bank
La Jolla Commons Office
4747 Executive Drive, 3rd Floor, San Diego, CA 92121 | LM-CA-ED3J | www.usbank.com

U.S. BANCORP made the following annotations

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East Village Association Inc.
Block Party: Profit & Loss Detail
 July 1, 2023 through April 11, 2024

Type	Date	Num	Memo	Amount	Balance
Ordinary Income/Expense					
Income					
40040 · Sponsorships					
Invoice	03/21/24	1016	EV Block Party Lounge Sponsor	412.00	412.00
Invoice	03/26/24	1017	EV Block Party Lounge Sponsor	1,030.00	1,442.00
Invoice	03/26/24	1018	Ev Block Party Sponsor - Beverage Hard Seltzer	2,582.50	4,024.50
Invoice	04/11/24	1019	Car Show Sponsor - EV Block Party	2,500.00	6,524.50
Invoice	04/11/24	1020	Vendor Booth 20 X 10 - EV Block Party	1,000.00	7,524.50
Total 40040 · Sponsorships				7,524.50	7,524.50
Total Income				7,524.50	7,524.50
Expense					
512143 · Office Operational					
51340 · Bank Fees / Credit Card					
Invoice	03/21/24	1016	Square processing Fee	13.90	13.90
Invoice	03/26/24	1017	Square processing Fees	37.31	51.21
Invoice	03/26/24	1018	Square Processing Fees	82.50	133.71
Total 51340 · Bank Fees / Credit Card				133.71	133.71
51365 · Permits & Fees					
Check	01/29/24	Debit	Health Permit - DEH2024-FTEV-026109 EVA Bar ...	120.50	120.50
Check	01/29/24	Debit	Health Permit - DEH2024-FTEV-026108 EVA Bar ...	120.50	241.00
Check	02/07/24	Debit	Health Permit - DEH2024-FTEV-026137 EVA Bar ...	120.50	361.50
Total 51365 · Permits & Fees				361.50	361.50
Total 512143 · Office Operational				495.21	495.21
512186 · Special Events					
Block party					
Bill	01/23/24		Record # DEH2024-FTEO-007253 EV Block Party ...	181.00	181.00
Check	02/20/24	Debit	First Aid Services for Block Party	1,085.00	1,266.00
Bill	02/22/24		50% Consulting fee for East Village Block Party 3/3...	3,750.00	5,016.00
Check	03/08/24	Debit	Padres Foam Bat & Ball Set, Youth baseball Glove	52.12	5,068.12
Bill	03/14/24		Restrooms, Fencing, Dumpsters	0.00	5,068.12
Bill	03/15/24		Trash services for Block Party	0.00	5,068.12
Bill	03/20/24	4017	18 Tables, 18 Black Linens, Stage, 14 Leg Extend...	3,153.70	8,221.82
Bill	03/21/24		Organic Event Tote	0.00	8,221.82
Check	03/21/24	Debit	Topo Chico Seltzer for Block Party News Segment	21.54	8,243.36
Check	03/21/24	Debit	Wooden Crate for News Segment for Block Party	32.29	8,275.65
Bill	03/25/24		260 16LB Trailer Rental @ \$4.75 ea. Drop off and ...	0.00	8,275.65
Check	03/25/24	Debit	San Diego padres Heritage History Banner Pennan...	20.61	8,296.26
Check	03/26/24	4026	Cash for Block Party Event 3/30/2024	0.00	8,296.26
Check	03/26/24	Debit	First Aid Services for Block Party	1,085.00	9,381.26
Check	03/29/24	Debit	Cash Withdrawl - Block Party	2,500.00	11,881.26
Deposit	04/01/24	Debit	Deposit cash- Block Party	-2,500.00	9,381.26
Total Block party				9,381.26	9,381.26
Total 512186 · Special Events				9,381.26	9,381.26
Total Expense				9,876.47	9,876.47
Net Ordinary Income				-2,351.97	-2,351.97
Net Income				-2,351.97	-2,351.97



EVA Board Meeting
PR & Social Media Agenda
 Thursday, April 18, 2024

Pitches

East Village Block Party Postponement

- Secured online coverage on PubClub, DoSD, FOX 5, San Diego Sun, NBC 7, Yahoo! News
- Secured broadcast coverage on ABC 10, FOX 5, CBS 8, NBC 7, KUSI

East Village Block Party on Opening Weekend

- Secured online coverage on San Diego Reader, Times of San Diego, Patch (San Diego), Axios San Diego, San Diego Union-Tribune, ABC 10, NBC 7, CBS 8, Yahoo! Finance, San Diego Magazine, SoCal Pulse, PubClub, THERE San Diego, FOX 5, KUSI, Yahoo! News, Presidio Sentinel, DoSD, SD Today, San Diego Family Magazine, San Diego Tourism Authority, Hispanos Unidos
- Secured print coverage in San Diego Reader, San Diego Union-Tribune, Presidio Sentinel, San Diego Family Magazine
- Secured broadcast coverage on ABC 10, KUSI, FOX 5, CBS 8

Women's History Month Spotlight

- Secured broadcast coverage on ABC 10, KUSI, CBS 8
- Secured interest with DoSD

Other Coverage



- Secured online coverage on San Diego Downtown News, FOX 5, Yahoo! News, MSN, CBS 8, San Diego Union-Tribune, PubClub
- Secured print coverage in San Diego Downtown News
- Secured broadcast coverage on FOX 5, CBS 8

SOCIAL MEDIA

Recap & Highlights

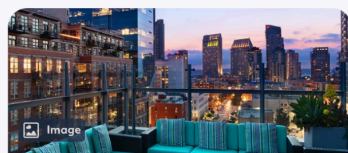
- Gained 154 new followers
- Earned 136K impressions on social posts
- Earned over 3.3K engagements on social posts
- Created new Facebook event page for East Village Block Party
- Promoted national days & happenings such as National Pet Day, National Beer Day, and first day of Spring
- Currently coordinating the Q2 social media giveaway

SOCIAL MEDIA ANALYTICS (Last 30 days as of April 12)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	134	6,829	2,215	106,649
 EastVillageSD	120	11,586	1,120	29,665

Top content - Facebook (Based on engagement rate per reach)

Best performing content published during the selected period.



Apr 2, 2024 • East Village San Diego

Wrap yourself in comfort and witness the city come alive with twinkling...

Reach	1,775
Engaged users	121
Clicks	16
Other clicks	38
Engagement rate per reach	6.8%
Engagement rate per impression	5.5%



Apr 11, 2024 • East Village San Diego

Sending cuddles and wagging tails your way on National Pet Day! 🐾...

Reach	225
Engaged users	15
Clicks	7
Other clicks	4
Engagement rate per reach	6.7%
Engagement rate per impression	6.7%



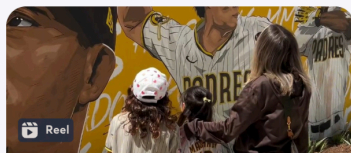
Mar 28, 2024 • East Village San Diego

🚫 POSTPONED 🚫 Due to the forecasted weather conditions, the...

Reach	1,041
Engaged users	67
Clicks	4
Other clicks	41
Engagement rate per reach	6.4%
Engagement rate per impression	6.4%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Mar 26, 2024 • EastVillageSD

Ready to experience the ultimate ballpark upgrade? 🌟 Join us in...

Reach	3,578
Comments	7
Likes	315
Saves	7
Engagement	444
Engagement rate per reach	12.4%
Engagement rate per impression	11.3%



Mar 28, 2024 • EastVillageSD

🚫 POSTPONED 🚫 Due to the forecasted weather conditions, the...

Reach	2,382
Comments	1
Likes	150
Saves	3
Engagement	213
Engagement rate per reach	8.9%
Engagement rate per impression	8.5%



Mar 20, 2024 • EastVillageSD

Spring has arrived, and with it comes the countdown to the East Village...

Reach	1,330
Comments	0
Likes	94
Saves	1
Engagement	113
Engagement rate per reach	8.5%
Engagement rate per impression	7.9%

EAST VILLAGE SAN DIEGO SUBDISTRICTING PROPOSED BOUNDARIES & NAMES

UPDATED APRIL 10, 2024

The East Village San Diego subdistricting is an initiative of the East Village Association with feedback from stakeholders and non-stakeholders with the goal to reinforce the East Village San Diego brand and identity by highlighting the eclectic attributes and regions of the East Village.

EAST VILLAGE ASSOCIATION

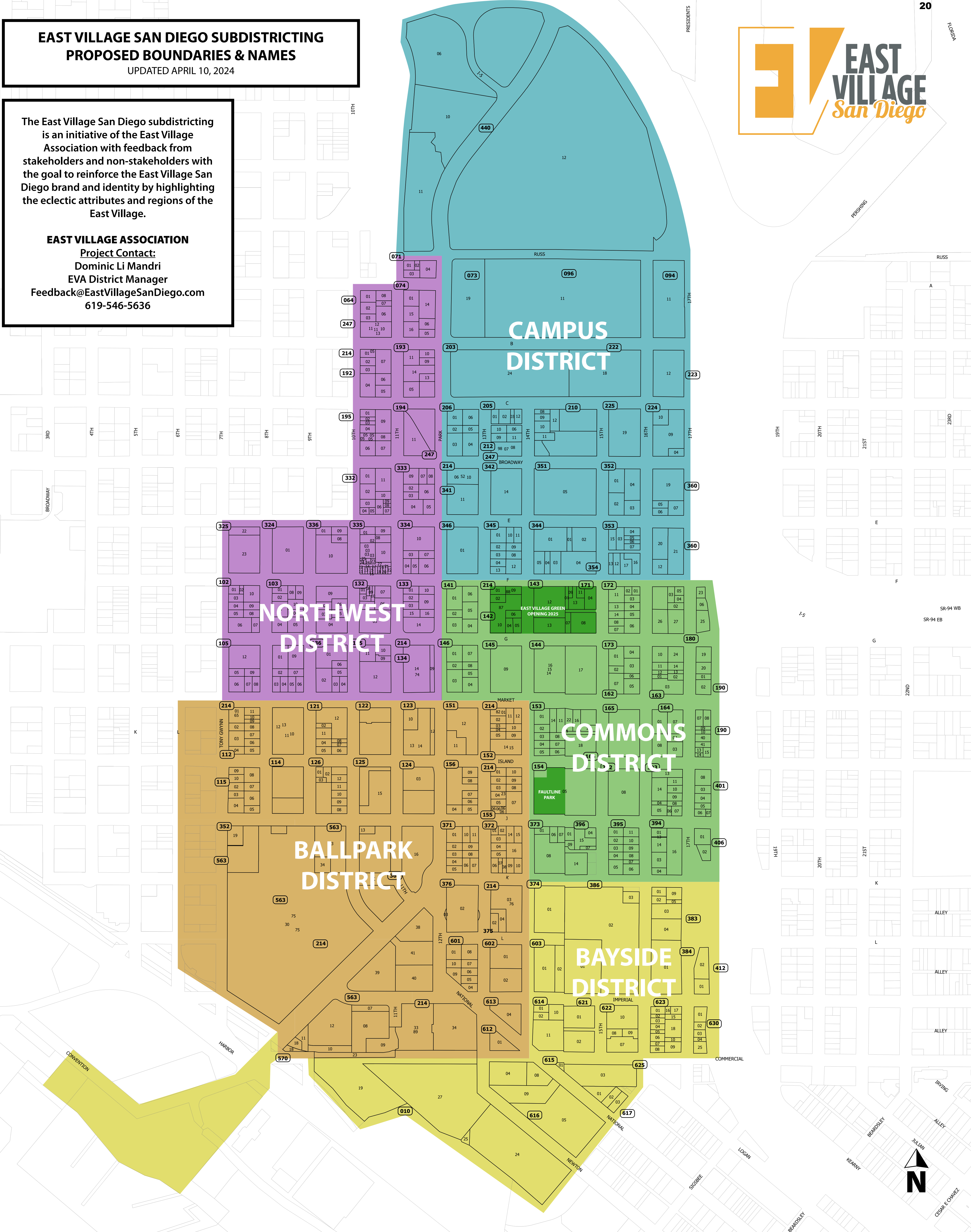
Project Contact:

Dominic Li Mandri

EVA District Manager

Feedback@EastVillageSanDiego.com

619-546-5636



CAMPUS DISTRICT

NORTHWEST DISTRICT

COMMONS DISTRICT

BALLPARK DISTRICT

BAYSIDE DISTRICT



East Village Association
FY25 Community Parking District Budget

Drafted 3/15/2024

OPTION 1 - FRED FULLY FUNDED

Income	EVA	All Funds
Available PMRs (\$100K / 7)	\$14,286	\$100,000
Bond Release (\$25,120 / 7)	\$3,589	\$25,120
FRED		
Passenger Fare (\$345K / 7)	\$49,286	\$345,000
Advertising (\$63K / 7)	\$9,000	\$63,000
Total Income	\$76,160	\$533,120
Expenses		
<i>Available PMRs</i>		
Enhanced Pedestrian Lighting	\$12,143	
Admin Oversight (15%)	\$2,143	
<i>Bond Release</i>		
Enhanced Pedestrian Lighting	\$3,050	
Admin Oversight (15%)	\$538	
<i>FRED Passenger Fare</i>		
Enhanced Pedestrian Lighting	\$16,807	
Website Maintenance	\$2,400	
Wayfinding	\$22,686	
Admin Oversight (15%)	\$7,393	
<i>FRED Advertising</i>		
Wayfinding	\$7,650	
Admin Oversight (15%)	\$1,350	
Total Expense	\$76,160	
Variance	\$0	

**East Village Association
FY25 Community Parking District Budget**

Drafted 3/15/2024

OPTION 2 - FRED NOT FUNDED

Income	EVA	All Funds
Available PMRs (\$1.3M / 7)	\$185,714	\$1,300,000
Bond Release (\$25,120 / 7)	\$3,589	\$25,120
Total Income	\$189,303	\$1,325,120

Expenses

Available PMRs

Marketing & Promotions

Website Maintenance & IT (Partial)	\$2,400	
Public Relations (Partial)	\$10,500	7%
	\$12,900	

New Initiatives & Special Projects

Wayfinding	\$1,000	
Enhanced Pedestrian Lighting	\$143,827	77%
	\$144,827	

Operational

Admin Oversight (15%)	\$28,395	15%
Rent (15%*)	\$1,260	
Liability Insurance (15%*)	\$795	
Audit (15%*)	\$1,125	2%
	\$31,575	
Total Expenses	\$189,302	100%

Varinace **\$0**

** The CPD makes up 37% of the overall EVA FY25 budget. In order to relieve the strain of operational expenses, EVA has allocated a max of 15% of the overall expense to the CPD budget.*

East Village Association
FY25 Community Parking District Budget

Drafted 3/25/2024

OPTION 3 - FRED PARTIALLY FUNDED (\$600K)

Income	EVA
Available PMRs (\$1.3M / 7)	\$100,000
Bond Release (\$25,120 / 7)	\$3,589
Total Income	\$103,589

Expenses

Available PMRs

Marketing & Promotions

Website Maintenance & IT (Partial)	\$1,000
Public Relations (Partial)	\$1,000
	\$2,000

New Initiatives & Special Projects

Wayfinding	\$1,000
Enhanced Pedestrian Lighting	\$85,050
	\$86,050

Operational

Admin Oversight (15%)	\$15,538
	\$15,538
Total Expenses	\$103,588

Varinace **\$0**