



East Village Association – Board of Directors’ Meeting
Thursday, February 15, 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 January 18, 2024 Minutes

Action Item P. 3 - 9

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

- | | |
|---|-------------------------------|
| a. YTD Draft Financial Report | Action Item P. 10 - 14 |
| b. Letter of Support for FY25 Funding Community Parking Districts | Action Item P. 15 |
| c. Ratify Virtual Vote on Negotiated Cox Communications Settlement | Action Item P. 16 |
| d. Creation of Annual Bylaws Task Force Review | Action Item |
| e. NCA FY23-24 Annual Performance Review | |
| f. Next Meeting: March 14, 2024, at 3:00pm
UCSD Park & Market (1100 Market Street) | |

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

- | | |
|--|-------------------------------|
| a. Olive Public Relations Status Report | |
| b. 2024 East Village Tree Lighting & Holiday Market Date – Sat., 11/30 | Action Item P. 17 - 18 |
| c. East Village Block Party on Opening Weekend – Sat., 3/30 | |
| d. Next Meeting: March 7, 2024, at 2:00pm
UCSD Park & Market (1100 Market Street) | |

Civil Sidewalks Committee / Diana Puetz, Chair

- a. City of San Diego Encampment Ban Enforcement in East Village – Update
- b. Downtown Sidewalk Vending Ordinance Amendments – Update
- c. Next Meeting: As Needed

EAST VILLAGE ASSOCIATION

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

- a. Enhanced Pedestrian Lighting Park Blvd. – Update
- b. Next Meeting: As Needed

P. 19

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. 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:** March 21, 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, January 18, 2024, at 3:00pm
UCSD Park & Market (1100 Market Street #321)

PRESENT: Terry McCleary, Hasan Ahmed, Tyler Winslow, Robyn Spencer, David Miles, Todd Brown, Simon Andrews, Angie Weber, Diana Puetz, Chan Buie, Kristen Rice, Manny Rodriguez, Todd Miller, Jon Francese, Lisa Gerson, Davis Newton, Sarah Potter, Tyler Lindsay, Jason Wallace

ABSENT: Justin Navalle, Andrew Shemirani, Andrew Greenberg, Daniel Fellus, Ken Kawachi

GUESTS: Malik Thornton, Clayton Fowler, Joyce Summer, John Blevens, Melissa Ginder, Jennifer von Stauffenberg, Eleanor Lazar, Carolyne Porter, Carlos Isaziga

STAFF: Dominic Li Mandri, Chris Gomez, Ethan Olsen

MINUTES:

Item	Discussion	Action Taken?
1. Meeting Protocol & Introductions / Terry McCleary, President	1. The meeting was called to order by the EVA District Manager, Dominic Li Mandri. EVA Board members, staff and guests all gave introductions.	1. No action taken
2. Non-Agenda: Public Comment & Announcements	2. John Blevens and Melissa Ginder of SLEEP365 introduced themselves to the EVA Board of Directors. SLEEP365 is a new business in East Village on the corner of Market Street & 11th Avenue. SLEEP365 will be hosting their grand opening on February 15, 2024, from 4:00 pm to 7:00 pm and encouraged all to attend.	2. No action taken
3. Approval of November 16, 2023 Minutes	3. Minutes from the November 16, 2023, Board of Directors meeting were presented for review.	3. Tyler Winslow moved to accept the November 16, 2023, minutes. Todd Miller seconded the motion.

EAST VILLAGE ASSOCIATION

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 Facebook / Twitter / Instagram: [@EastVillageSD](https://www.facebook.com/EastVillageSD) ▪ [#EastVillageSD](https://www.instagram.com/EastVillageSD)

		Manny Rodriguez and Todd Brown abstained. Motion passed.
4. Community Reports	<p>4. Clayton Fowler provided an update from the Downtown San Diego Partnership's Clean & Safe program. Clayton reported that roughly 40% of all reports through the Clean & Safe application came from East Village. Clayton reported that the monthly unsheltered counts have decreased in November and December.</p> <p>Dominic Li Mandri provided a report on behalf of Kohta Zaiser from the Office of Mayor Todd Gloria. Dominic stated that the 'no encampment signage' is currently in phase three and areas where signage have been implemented included Fault line park, Urban Discovery Academy and E3 Civic High School. The Mayor's Office asked that additional priority locations please be referred.</p> <p>Malik Thornton from the Office of Councilmember Stephen Whitburn provided an update. Malik stated that there is a nationwide search for a new San Diego Chief of Police. Malik stated that the H Barracks Shelter near the San Diego International Airport will be opening in Fall of 2024 and will provide an abundance of services for the unhoused community.</p>	4. No action taken
5. Committee Reports <u>Executive Committee / Terry McCleary, President</u> a. YTD Draft Financial Report b. FY25 EVA BID Budget	<p>5.a. David Miles presented the December financial report.</p> <p>5.b. Dominic presented the FY25 EVA BID Budget for approval. Dominic reported that</p>	<p>5.a. Lisa Gerson moved to accept the December financial report. Simon Andrews seconded the motion. Motion passed unanimously.</p> <p>5.b. Hasan Ahmed moved to approve the</p>

	<p>the San Diego Economic Development Department now requires the Fiscal Year budget six-months in advance.</p> <p>Chris Gomez reported that the Downtown Community Parking Districts may not be funded for special projects per usual. This is due to pending City Parking Structure Garage Bonds and the FRED shuttle service that are both in need of funding. Chris stated that staff will continue to deliberate on DCPD funding with the City's Sustainability and Mobility Department through the Downtown Parking Management Group. Staff will continue to vouch for project funding by district for FY25.</p>	<p>FY25 EVA BID budget as presented. Todd Brown seconded the motion. Motion passed unanimously.</p>
<p>c. FY24 EVA BID Contract 6-Month Extension Letter</p>	<p>5.c. Dominic informed the Board that Staff recently completed a thorough BID contract monitoring session and stated that the EVA is now back into full compliance with the City of San Diego BID requirements. Dominic thanked the Board of Directors for their time and energy put forth to the organization and announced that this was accomplished in tandem with the diligent work completed by New City America staff.</p> <p>Dominic presented the EVA performance review process and timeline for New City America, Inc. (NCA) and asked for approval for FY25.</p>	<p>5.c. No action taken</p>
<p>d. FY23 EVA Annual Report</p>	<p>5.d. Dominic presented the FY23 EVA Annual Report encompassing accomplishments from July of 2022 through June of 2023. Dominic noted that the completion of an Annual Report is a requirement of the City of San Diego BID Contract.</p>	<p>5.d. No action taken</p>
<p>e. Next Meeting:</p>	<p>5.e. The next Executive Committee is scheduled for Thursday, February 8, 2024, at 3:00pm at UCSD Park & Market (1100 Market Street #321).</p>	<p>5.e. No action taken</p>
<p><u>District Identity & Placemaking Committee / Robyn Spencer & Justin Navalle, Co-Chairs</u></p>		

<p>a. Olive Public Relations Report</p>	<p>5.a. Eleanor Lazar gave an update on Olive’s public relations activities in the East Village.</p>	<p>5.a. No action taken</p>
<p>b. East Village Artisan Market – Update</p>	<p>5.b. Dominic reported that the curation of the East Village Artisan Market at the UCSD Park & Market Amphitheatre is currently on pause. Dominic announced that this is due to several factors including the limited procurement of vendors by Las Jefas Markets, limited parking space opportunities for the vendors, limited overall attendance estimations, limited vendor booth space capability within the space, and conflicting events schedules at UCSD Park & Market.</p> <p>Dominic reported that the Artisan Market concept may be revisited in the future.</p>	<p>5.b. No action taken</p>
<p>c. 2023 East Village Tree Lighting & Holiday Market – Sat., 12/9</p>	<p>5.c. Dominic reported that the East Village Tree Lighting & Holiday Market was held on Saturday, December 9, 2023, at Quartyard and 13th Street and that the event was an overall success. Dominic announced that the event had good momentum with a significantly larger crowd than 2023. Dominic stated that vendors had much more traffic with activations on 13th Street including photos with Santa, a frame decorating station, and various entertainers.</p>	<p>5.c. No action taken</p>
<p>d. 2024 East Village Tree Lighting & Holiday Market – Sat., 11/30</p>	<p>5.d. Dominic stated that in effort to precede Balboa Park’s December Nights, the DIP Committee & Staff would like to pursue Saturday, November 30, 2024, as the new date for the East Village Tree Lighting & Holiday Market. Dominic reported that this date would be tabled until the February Board meeting to allow ample time for further deliberation.</p>	<p>5.d. No action taken</p>
<p>e. East Village Block Party on Opening Weekend</p>	<p>5.e. Robyn Spencer 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. Robyn reported that there will be 3-4 stages with DJs, 2 main fenced in bars, San Diego sports teams, as well as a mixed variety of retail and food vendor booths.</p>	<p>5.e. No action taken</p>

<p>f. Taste of East Village – Wed. & Thu. 8/28 – 8/29</p>	<p>5.f. Dominic presented the 2024 Taste of East Village proposal provided by Fuse Events. Dominic noted that Wednesday, August 28, and Thursday, August 29, from 4:00pm to 8:00pm are later in the summer offering extended hours of daylight. Dominic added that these dates do not conflict with any Padres home games. The 2023 Taste of East Village was an overall success netting the Association \$4,019.92 on a first-year event in the neighborhood.</p>	<p>5.f. Simon Andrews moved to accept the Taste of East Village proposal and enter into a contract with Fuse Events. Todd Brown seconded the motion. Motion passed unanimously.</p>
<p>g. East Village Banner Program Rental Guide Approval</p>	<p>5.g. Ethan reviewed the drafted EVA banner rental guide and reported that the guide was created with insight from local neighboring BIDs and the banner rental rates were decided on with the guidance of Russell Warner from San Diego Street Banners. Ethan noted that the banner rental guide will be presented to interested vendors and that there will be an additional 20% surge in pricing during the peak traffic seasons in Downtown.</p>	<p>5.g. Terry McCleary moved to authorize staff to distribute the East Village Banner Rental Guide. Simon Andrews seconded the motion. Motion passed unanimously.</p>
<p>h. Next Meeting:</p>	<p>5.h. The next District Identity & Placemaking Committee meeting is scheduled for March 7, 2024 at 2:00pm at UCSD Park & Market (1100 Market Street).</p>	<p>5.h. No action taken</p>
<p><u>Civil Sidewalks Committee / Diana Puetz, Chair</u></p>		
<p>a. Progress on Downtown-Adjacent Safe Encampment Sites – Update</p>	<p>5.a. Dominic announced that the new safe encampment site ‘O Lot’ is actively being managed by Dreams for Change, and the Downtown San Diego Partnership. The two management teams are focusing on family reunification. Dominic reminded the Board that H Barracks is slated to open in Fall of 2024.</p>	<p>5.a. No action taken</p>
<p>b. City of San Diego Encampment Ban Enforcement in East Village – Update</p>	<p>5.b. Dominic stated that the ‘no encampment signage’ is currently in phase three and areas where signage have been implemented included Fault line park, Urban Discovery Academy and E3 Civic High School. The Mayor’s Office asked that additional priority locations please be referred.</p>	<p>5.b. No action taken</p>

<p>c. Downtown San Diego Sidewalk Vending Ordinance Amendments – Update</p> <p>d. Next meeting:</p>	<p>5.c. Dominic stated that City Council will meet on in Early February to review the potential language amendment to the Downtown San Diego Sidewalk Vending Ordinance.</p> <p>5.d. The Civil Sidewalks Committee will meet as needed.</p>	<p>5.c. No action taken</p> <p>5.d. No action taken</p>
<p><u>Parking & Mobility Committee / Hasan Ahmed, Chair</u></p>		
<p>a. FY25 DCPD Projects & Budget</p>	<p>5.a. Dominic reviewed the proposed FY25 Downtown Community Parking District Projects & Budget. Dominic reiterated the potential of DCPD funds being unavailable for district projects in FY25.</p>	<p>5.a. Lisa Gerson moved to approve the FY25 DCPD Projects & Budget. Tyler Winslow seconded the motion. Motion passed unanimously.</p>
<p>b. Enhanced Pedestrian Lighting on Market St. & Park Blvd. – Update</p>	<p>5.b. Dominic gave an update on the Enhanced Pedestrian Lighting on Market Street and Park Boulevard. Dominic stated that Pro-Cal crews have completed Market Street, however, are pursuing methods for allowing a more contiguous strand series. Dominic reported that Park Boulevard is more contiguous, however is held up currently by MTS due to the trolley lines. Staff will continue to follow the status of the project.</p>	<p>5.b. No action taken</p>
<p>c. Tecture Wayfinding Signage Project – Update</p>	<p>5.c. Dominic gave an update on the Tecture Wayfinding Signage Project. Dominic reported that as of now, the poles will cost \$49,000, permits will cost \$25,000, and a KPFF structural engineer stamp will cost \$2,000.</p> <p>The Board requested that staff, once again, pursue hanging the Tecture signage on buildings as opposed to poles due to time constraints.</p> <p>Dominic reported that the concept will be brought back to the District Identity & Placemaking Committee.</p>	<p>5.c. No action taken</p>
<p>d. Next Meeting:</p>	<p>5.d. The Parking & Mobility Committee will meet as needed.</p>	<p>5.d. No action taken</p>

<p>6. CLOSED SESSION:</p> <p>a. EVA/NCA 1-Year Management Mark Annual Contract Review Process</p> <p>b. Potential Litigation with Past Employee – Update</p> <p>c. EVA Vendor Contract Review – Summary</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. Item relocated to Open Session.</p> <p>7.b. 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. Dominic stated that there is no new information on the case at this time.</p> <p>7.c. Dominic reported that the EVA has not received a response from The Best Event and will pursue further direction advice from legal counsel.</p>	<p>7.a. No action taken</p> <p>7.b. No action taken</p> <p>7.c. No action taken</p>
<p>8. Next Meeting:</p>	<p>8. The next Board of Directors meeting will be held on Thursday, February 15, 2024, at 3:00pm at UCSD Park & Market (1100 Market Street, Room 321).</p>	<p>8. No action taken</p>
<p>9. Adjournment</p>	<p>9. Meeting adjourned.</p>	<p>9. Motion adjourned by consensus.</p>

Minutes taken by: Ethan Olsen, New City America.

East Village Association Inc.

Balance Sheet

As of January 31, 2024

	Jan 31, 24	Jan 31, 23
ASSETS		
Current Assets		
Checking/Savings		
10010 · US Bank - Checking	214,016.87	167,327.99
10020 · US Bank - Savings Account	882.19	283,838.35
10040 · US Bank CD-3433- Mature 12-...	103,275.04	0.00
10050 · US Bank CD-3532- Mature 3-3-...	103,261.39	0.00
Total Checking/Savings	421,435.49	451,166.34
Accounts Receivable		
12000 · Accounts Receivable		
12001 · Parking Receivable	12,194.00	39,110.78
12002 · Programs Receivable	5,000.00	0.00
Total 12000 · Accounts Receivable	17,194.00	39,110.78
Total Accounts Receivable	17,194.00	39,110.78
Other Current Assets		
12070 · Parking Receivable	0.00	-19,431.15
12075 · Prepaid Expense	0.00	11.91
12080 · Rent Deposit	0.00	1,152.00
Total Other Current Assets	0.00	-18,267.24
Total Current Assets	438,629.49	472,009.88
TOTAL ASSETS	438,629.49	472,009.88
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 · Accounts Payable	222.10	13,312.54
Total Accounts Payable	222.10	13,312.54
Total Current Liabilities	222.10	13,312.54
Total Liabilities	222.10	13,312.54
Equity		
Net Unrestricted Assets	433,965.33	459,145.20
39000 · Retained Earnings	-5,581.00	0.00
Net Income	10,023.06	-447.86
Total Equity	438,407.39	458,697.34
TOTAL LIABILITIES & EQUITY	438,629.49	472,009.88

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

11

02/05/24

Accrual Basis

	Jan 24	Budget	Jul '23 - Jan 24	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40055 · BID Disbursements					
40065 · SBEP Management	0.00	2,377.29	16,641.00	4,754.58	16,641.00
40055 · BID Disbursements - Other	18,698.76	15,000.00	94,523.24	105,000.00	180,000.00
Total 40055 · BID Disbursements	18,698.76	17,377.29	111,164.24	109,754.58	196,641.00
40060 · BID Carryforward Income	0.00	5,332.00	0.00	37,324.00	63,984.00
Total Income	18,698.76	22,709.29	111,164.24	147,078.58	260,625.00
Expense					
SBEP Expenses					
Management Grant	2,377.29	2,377.29	4,754.58	4,754.58	16,641.00
Total SBEP Expenses	2,377.29	2,377.29	4,754.58	4,754.58	16,641.00
512138 · Promotion/Advertising/Marketing					
Advertising	467.10	416.67	2,203.18	2,916.65	5,000.00
51250 · Banner / Branding	222.10	416.67	222.10	2,916.65	5,000.00
51320 · IT Website	12.17	166.67	1,591.44	1,166.65	2,000.00
51335 · Member Events	0.00	100.00	0.00	700.00	1,200.00
51336 Public Relations	3,750.00	3,750.00	26,330.00	26,250.00	45,000.00
Total 512138 · Promotion/Advertising/Marke...	4,451.37	4,850.01	30,346.72	33,949.95	58,200.00
512143 · Office Operational					
Admin Oversight	8,330.71	8,331.29	70,201.42	70,205.52	111,862.00
Computer Supplies & Services	634.07	500.00	1,109.95	3,500.00	6,000.00
Office Supplies	77.55	250.00	1,780.55	1,750.00	3,000.00
Postage	0.00	83.33	0.00	583.35	1,000.00
Storage	272.00	100.00	1,554.00	700.00	1,200.00
51160 · Legal Services	0.00	250.00	0.00	1,750.00	3,000.00
51165 · Accounting Services	0.00	375.00	1,140.00	2,625.00	4,500.00
51350 · Insurance	270.90	416.67	3,159.37	2,916.65	5,000.00
51355 · Office Rent	-2,053.00	1,200.00	4,416.79	8,400.00	14,400.00
51365 · Permits & Fees	0.00	83.33	380.75	583.35	1,000.00
51370 · Printing	492.63	208.33	2,990.00	1,458.35	2,500.00
51380 · Telephone & Utilities	42.92	125.00	297.68	875.00	1,500.00
51390 · Dues/Subscriptions	27.98	125.00	1,469.72	875.00	1,500.00
Total 512143 · Office Operational	8,095.76	12,047.95	88,500.23	96,222.22	156,462.00
512153 · Contingency	0.00	1,056.75	0.00	7,397.25	12,681.00
Total Expense	14,924.42	20,332.00	123,601.53	142,324.00	243,984.00
Net Ordinary Income	3,774.34	2,377.29	-12,437.29	4,754.58	16,641.00
Net Income	3,774.34	2,377.29	-12,437.29	4,754.58	16,641.00

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

12

02/05/24

Accrual Basis

	Jan 24	Budget	Jul '23 - Jan 24	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40085 · Parking District Income	6,097	33,333	226,836	233,334	400,001
Total Income	6,097	33,333	226,836	233,334	400,001
Expense					
512138 · Promotion/Advertising/Marketing					
51280 · On-Line / Print Marketing	0	208	1,267	1,458	2,500
51320 · IT Website	0	375	0	2,625	4,500
51336 Public Relations	1,750	1,667	12,250	11,667	20,000
Total 512138 · Promotion/Advertising/Marke...	1,750	2,250	13,517	15,750	27,000
521240 New Initiatives					
Wayfinding Systems	0	94	0	657	1,127
Enhanced Pedestrian Lighting	0	25,000	171,496	175,000	300,000
Total 521240 New Initiatives	0	25,094	171,496	175,657	301,127
512143 · Office Operational					
Admin Oversight	4,292	4,348	30,044	30,435	52,174
51170 · Audit & Tax Filing	0	375	2,660	2,625	4,500
51355 · Office Rent	55	1,100	5,049	7,700	13,200
51380 · Telephone & Utilities	0	167	0	1,167	2,000
Total 512143 · Office Operational	4,347	5,990	37,753	41,927	71,874
Total Expense	6,097	33,333	222,766	233,334	400,001
Net Ordinary Income	0	0	4,070	0	0
Net Income	0	0	4,070	0	0

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

	110 - Associ...	520 - Manag...	210 - BID - O...	210 - BID - BID	400 - Parkin...	Total 210 - BID	TOTAL
Ordinary Income/Expense							
Income							
40020 · Banner/Branding	207.00	0.00	0.00	0.00	0.00	207.00	207.00
40040 · Sponsorships	20,000.00	0.00	0.00	0.00	0.00	20,000.00	20,000.00
40050 · Interest Income	5,124.60	0.00	0.00	0.00	0.00	5,124.60	5,124.60
40055 · BID Disbursements	0.00	16,641.00	0.00	16,641.00	0.00	16,641.00	16,641.00
40065 · SBEP Management	0.00	0.00	94,523.24	94,523.24	0.00	94,523.24	94,523.24
40055 · BID Disbursements - Other	0.00	16,641.00	94,523.24	111,164.24	0.00	111,164.24	111,164.24
Total 40055 · BID Disbursements	0.00	16,641.00	94,523.24	111,164.24	0.00	111,164.24	111,164.24
40075 · Other Income	310.26	0.00	0.00	0.00	0.00	310.26	310.26
40085 · Parking District Income	0.00	0.00	0.00	0.00	226,836.25	226,836.25	226,836.25
41000 · Event Income	124,174.21	0.00	0.00	0.00	0.00	124,174.21	124,174.21
Total Income	149,816.07	16,641.00	94,523.24	111,164.24	226,836.25	487,816.56	487,816.56
Expense							
Misc. Expense	61.00	0.00	0.00	0.00	0.00	61.00	61.00
SBEP Expenses							
City Fees and Services	8,296.00	0.00	0.00	0.00	0.00	8,296.00	8,296.00
Management Grant	0.00	4,754.58	0.00	4,754.58	0.00	4,754.58	4,754.58
Total SBEP Expenses	8,296.00	4,754.58	0.00	4,754.58	0.00	13,050.58	13,050.58
512059 · Personnel							
51150 · Workers Compensation	-429.36	0.00	0.00	0.00	0.00	-429.36	-429.36
Total 512059 · Personnel	-429.36	0.00	0.00	0.00	0.00	-429.36	-429.36
512138 · Promotion/Advertising/Marketing							
Advertising	843.00	0.00	2,203.18	2,203.18	0.00	3,046.18	3,046.18
51250 · Banner / Branding	0.00	0.00	222.10	222.10	0.00	222.10	222.10
51280 · On-Line / Print Marketing	0.00	0.00	0.00	0.00	1,267.14	1,267.14	1,267.14
51320 · IT Website	12.17	0.00	1,591.44	1,591.44	0.00	1,603.61	1,603.61
51336 Public Relations	0.00	0.00	26,330.00	26,330.00	12,250.00	38,580.00	38,580.00
Total 512138 · Promotion/Advertising/Marke...	855.17	0.00	30,346.72	30,346.72	13,517.14	44,719.03	44,719.03
521240 New Initiatives							
Enhanced Pedestrian Lighting	0.00	0.00	0.00	0.00	171,495.85	171,495.85	171,495.85
Total 521240 New Initiatives	0.00	0.00	0.00	0.00	171,495.85	171,495.85	171,495.85
512143 · Office Operational							
Admin Oversight	0.00	0.00	70,201.42	70,201.42	30,044.00	100,245.42	100,245.42
Computer Supplies & Services	0.00	0.00	1,109.95	1,109.95	0.00	1,109.95	1,109.95
Office Supplies	19.03	0.00	1,780.55	1,780.55	0.00	1,799.58	1,799.58
Storage	0.00	0.00	1,554.00	1,554.00	0.00	1,554.00	1,554.00
51160 · Legal Services	3,640.00	0.00	0.00	0.00	0.00	3,640.00	3,640.00
51165 · Accounting Services	0.00	0.00	1,140.00	1,140.00	0.00	1,140.00	1,140.00
51170 · Audit & Tax Filing	20.00	0.00	0.00	0.00	2,660.00	2,680.00	2,680.00
51340 · Bank Fees / Credit Card	280.19	0.00	0.00	0.00	0.00	280.19	280.19

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

	110 - Associ...	520 - Manag...	210 - BID - O...	Total 210 - BID	400 - Parkin...	TOTAL
	(210 - BID)	(210 - BID)	(210 - BID)			
51350 · Insurance	0.00	0.00	3,159.37	3,159.37	0.00	3,159.37
51355 · Office Rent	0.00	0.00	4,416.79	4,416.79	5,049.26	9,466.05
51360 · Membership / Parking	45.00	0.00	0.00	0.00	0.00	45.00
51365 · Permits & Fees	606.00	0.00	380.75	380.75	0.00	986.75
51370 · Printing	0.00	0.00	2,990.00	2,990.00	0.00	2,990.00
51380 · Telephone & Utilities	0.00	0.00	297.68	297.68	0.00	297.68
51390 · Dues/Subscriptions	0.00	0.00	1,469.72	1,469.72	0.00	1,469.72
Total 512143 · Office Operational	4,610.22	0.00	88,500.23	88,500.23	37,753.26	130,863.71
512186 · Special Events						
Program Expense	117,807.69	0.00	0.00	0.00	0.00	117,807.69
512186 · Special Events - Other	225.00	0.00	0.00	0.00	0.00	225.00
Total 512186 · Special Events	118,032.69	0.00	0.00	0.00	0.00	118,032.69
Total Expense	131,425.72	4,754.58	118,846.95	123,601.53	222,766.25	477,793.50
Net Ordinary Income	18,390.35	11,886.42	-24,323.71	-12,437.29	4,070.00	10,023.06
Net Income	18,390.35	11,886.42	-24,323.71	-12,437.29	4,070.00	10,023.06



February 15, 2024

Subject: FY25 Community Parking District Budgets & FRED Shuttle Service

Dear Office of Councilmember Stephen Whitburn,

DPMG met recently to discuss FRED and the FY25 Community Parking District budgets. As mentioned in our meeting, there is \$2.5M parking meter revenues allocated to cover the \$1.2M bond debt service on the garages and the remaining \$1.3M to be allocated for FRED or the Community Parking Districts.

As we mentioned in our meeting, we are requesting the City to move the expense of the bond debt and FRED into the City's 55%. We also asked Kystal, with Sustainability and Mobility, to take our request to Alyssa Muto to see the feasibility of our request. I am not officially speaking for all members of DPMG, but there are several members are in support of this request.

The Association is also in support of Gaslamp's bollard service contract, of \$400K, being paid annually out of the City's 55%, as the bollard program for the 5th Avenue Promenade was a City CIP project.

Please let me know if you have any questions. We hope the Councilmember can support the request and ask staff to reallocate the funds above.

Thank you,

A handwritten signature in dark blue ink, appearing to read 'Dominic Li Mandri', written over a horizontal line.

Dominic Li Mandri
District Manager
East Village Association
1041 Market Street #200
San Diego, CA. 92101

Cc: Mayor Todd Gloria
GQA Michael Trimble

EAST VILLAGE ASSOCIATION

1041 Market Street #200 ▪ San Diego, CA 92101 ▪ Phone 619-546-5636
Email: info@EastVillageSanDiego.com ▪ Website: www.EastVillageSanDiego.com
Facebook / Twitter / Instagram: [@EastVillageSD](https://www.facebook.com/EastVillageSD) ▪ [#EastVillageSD](https://www.instagram.com/EastVillageSD)



January 22, 2024

To: East Village Association (EVA) Board of Directors

Re: **Virtual Ballot – Authorization to Pay Cox Communications Collections Settlement**

RETURN TO ETHAN OLSEN VIA EMAIL BY 5:00 PM ON TUESDAY, JANUARY 23, 2024

Dear EVA Board of Directors,

There is an item that we need your response on that is a pending urgent matter. If you have any questions in reference to this item, please contact Ethan via email or on his phone at 619-546-5636.

Please review item, vote, and sign document before returning:

ITEM 1 **Context of Action.** Recently EVA Staff received a bill from a debt collector representing Cox Communications for the non-payment and penalties of a terminated contract and unreturned equipment. The service and equipment agreement were a 3-year contract stipulating that the service would run for the full term and the equipment would need to be returned upon expiration of the contract. During the transition between the previous Executive Directors, the contract was flagged for non-payment triggering Cox Communications to terminate the agreement and requiring the equipment be returned immediately, which it wasn't, resulting in the bill being sent to collections and accumulating \$4,507.81 in fees and penalties.

Staff were able to negotiate a settlement amount of \$2,000.00 and have received the approval from the EVA's Executive Committee to pay the settlement amount.

Motion. To authorize EVA Staff to pay the settlement amount of \$2,000.00 using non-assessment dollars for the remaining balance of the Cox Communications contract and unreturned equipment.

Vote. In Favor Opposed Abstain

Signature

Date

Print Name

EAST VILLAGE ASSOCIATION

1041 Market Street #200 ▪ San Diego, CA 92101 ▪ Phone 619-546-5636
Email: info@EastVillageSanDiego.com ▪ Website: www.EastVillageSanDiego.com
Facebook / Twitter / Instagram: @EastVillageSD ▪ #EastVillageSD



EVA Board Meeting PR & Social Media Agenda Thursday, February 15, 2024

Pitches

Black History Month Spotlight

- Secured online coverage on SD Today
- Secured interest with KUSI, CBS 8, San Diego Union-Tribune, DoSD

East Village Block Party on Opening Weekend

- Secured online coverage on THERE San Diego, DoSD, SD Today
- Secured interest with Presidio Sentinel, LOCALE Magazine, Coast News Group, San Diego Union-Tribune, 97.3 The Fan, KYXY

Tackle your New Year's Resolutions in East Village

- Secured online coverage on FOX 5 San Diego, Yahoo! Sports, SD Today, CBS 8 Online
- Secured broadcast coverage on FOX 5, CBS 8

Other Coverage



- Secured online coverage on San Diego Downtown News, FOX 5 San Diego
- Secured print coverage in San Diego Downtown News
- Secured broadcast coverage on FOX 5

SOCIAL MEDIA

Recap & Highlights

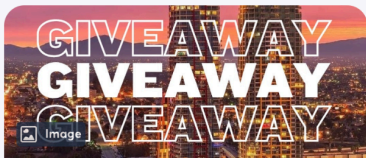
- Gained 273 new followers
- Earned 124K impressions on social posts
- Earned over 2.5K engagements on social posts
- Hosted a healthy habits giveaway with BXNG CLUB, Pilates of San Diego, Palmer Skin & Jai Jus - Received 312 entries

SOCIAL MEDIA ANALYTICS (Last 30 days as of Feb 10)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	130	6538	1615	84158
 EastVillageSD	143	11494	846	40277

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Jan 26, 2024 · EastVillageSD

Healthy Habits GIVEAWAY! 🙏
Embark on a wellness adventure in...

Reach	3,067
Comments	312
Likes	144
Saves	11
Engagement	498
Engagement rate per reach	16.2%
Engagement rate per impression	14.5%



Jan 28, 2024 · EastVillageSD

Neighborhood vibes and Sunday brunch delights – a perfect...

Reach	1,312
Comments	4
Likes	73
Saves	4
Engagement	93
Engagement rate per reach	7.1%
Engagement rate per impression	6.7%



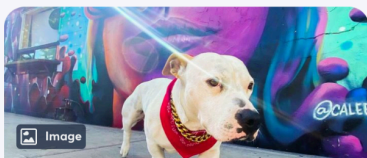
Jan 19, 2024 · EastVillageSD

We love a good noodle pull 🍝🍷
Rain or shine, comfort is on the...

Reach	1,512
Comments	0
Likes	58
Saves	3
Engagement	68
Engagement rate per reach	4.5%
Engagement rate per impression	4.2%

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

Best performing content published during the selected period.



Feb 4, 2024 · East Village San Diego

City streets & Sunday treats with a trusty sidekick. 🐕👀 Every stroll is a...

Reach	2,115
Engaged users	234
Clicks	7
Other clicks	55
Engagement rate per reach	11.1%
Engagement rate per impression	9%



Jan 22, 2024 · East Village San Diego

From pop-up yoga classes to group sweat sessions and premium ayms,...

Reach	2,623
Engaged users	210
Clicks	27
Other clicks	75
Engagement rate per reach	8%
Engagement rate per impression	6.3%



Jan 15, 2024 · East Village San Diego

Kick up your heels and head to East Village for a shopping spree that's ...

Reach	3,136
Engaged users	244
Clicks	37
Other clicks	125
Engagement rate per reach	7.8%
Engagement rate per impression	6.1%

Ethan Olsen

From: David Ornelas <dornelas@procallighting.com>
Sent: Tuesday, January 30, 2024 3:25 PM
To: Ethan Olsen
Cc: Dominic Li Mandri
Subject: Permit Being Rejected

Good afternoon Ethan,

The City of SD is rejecting the permit to move forward with Park. Here are the notes from the office. It seems mostly that the City does not want to take responsibility for these. Is there something your team is able to provide the City to allow this project to move forward?

Email from Tony Khalil, P.E., C.B.O. Deputy City Engineer:

The Transportation Department and the Development Services Department cannot approve the proposal to string lights across City light poles. There are several concerns that are listed below. Please let us know if you would like to schedule a meeting to discuss further. Thanks.

Issues/Concerns

On maintenance side:

The string lights have previously been installed in such a manner that have compromised the circuits; causing light outs

The string lights have also damaged poles due to added weight or strung too tightly, some poles are not structurally sound to carry additional weight due to corrosion.

City will not maintain these string lights, outages due to string lights should be addressed by installer including city street light circuits.

Engineering side:

The City of San Diego currently has largely a non-metered agreement with SDGE, these lights would violate this agreement. Or would need to be included.

- Solution: Best practice would be for them to ask SDGE for their own service line, would solve the overloading of circuits and added maintenance on the City Side. This type of installation also seems to be heading toward a yearly practice thus the capital investment would be warranted.

Overloading of City Street lights, due to the nature of the circuits often times spare capacity is not available or unknow resulting in fuses blown. Also electricity is effectively stolen by installer.

SDGE should be compensated

The installation of these outlets/ Systems results in City lights being tampered with and exposing components to alteration can results in expedited degradation

In Short, we don't believe the permit will be a zero consequence if awarded and will likely cause additional outage in the area that The City of San Diego at large should not be responsible. Unless a contract and proper planned is accompanied with this permit, this permit will reduce our reliability in the area and increase the City's backlog to higher numbers than they currently stand.

David Ornelas
Project Manager