



**East Village Association – Board of Directors’ Meeting  
Thursday, March 21, 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 February 15, 2024 Minutes**

**Action Item** P. 3 - 8

**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. 9 - 13

b. CD Rollover

P. 14

c. Application of SD County Small Business Stimulus Grant

**Action Item**

d. Bylaws Task Force Recommendations

**Action Item** P. 15 - 38

e. Alternate Board Member Forms Received

**Action Item** P. 39

f. Annual Meeting Date

g. Next Meeting: April 11, 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

P. 40 - 41

b. East Village Block Party on Opening Weekend – Sat., 3/30

P. 42

c. East Village Sponsorship Guide

P. 43 - 53

d. Tecture Wayfinding Sign Locations Task Force

e. World Design Capital 2024 Community-Oriented Grant – Update

f. Next Meeting: April 4, 2024, at 2:00pm

UCSD Park & Market (1100 Market Street)

**EAST VILLAGE ASSOCIATION**

**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. Recent Reports of Security Concerns Around Tailgate Parking Lot
- d. Next Meeting: As Needed

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

- a. Enhanced Pedestrian Lighting Park Blvd. – Update
- b. Community Parking District:
  - i. FRED Shuttle Service Funding - Update P. 54
  - ii. FY25 Budget Amendments **Action Item**
  - iii. Amendment of Council Policy 100-18 **Action Item** P. 55 - 56
- c. Next Meeting: As Needed

**Land Use & Project Review Committee / Tyler Winslow, Chair**

- a. Proposed Draft Amendments to City of San Diego's LDC for Downtown - Update
- b. Next Meeting: As Needed

**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:** April 18, 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, February 15, 2024, at 3:00pm**  
**UCSD Park & Market (1100 Market Street #321)**

**PRESENT:** Terry McCleary, Tyler Winslow, Robyn Spencer, David Miles, Todd Brown, Simon Andrews, Chan Buie, Kristen Rice, Manny Rodriguez, Todd Miller, Tyler Lindsay, Jason Wallace, Andrew Shemirani, Ken Kawachi, Angie Weber, Justin Navalle, Daniel Fellus

**ABSENT:** Hasan Ahmed, Diana Puetz, Andrew Greenberg, Jonathan Francese, Lisa Gerson, Davis Newton, Sarah Potter

**GUESTS:** Larry Turner, Clayton Fowler, Joyce Summer, Eleanor Lazar

**STAFF:** Marco Li Mandri, Dominic Li Mandri, Tammy De Luca, 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 at 3:00pm.	1. No action taken
2. Non-Agenda: Public Comment & Announcements	2. Nothing to report.	2. No action taken
3. Approval of January 18, 2024 Minutes	3. Minutes from the January 18, 2024, Board of Directors meeting were presented for review.	3. David Miles moved to accept the January 18, 2024, minutes. Todd Miller seconded the motion. Motion passed unanimously.
4. Community Reports	4. Clayton Fowler provided an update from the Downtown San Diego Partnership's Clean & Safe program. Clayton reported that the	4. No action taken

**EAST VILLAGE ASSOCIATION**

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

	<p>next East Village Clean &amp; Safe walkabout will be held on March 29, 2024, at Hinar Bakery.</p> <p>Joyce Summer, active Cortez Hill resident noted that while East Village bears the brunt of the unhoused population, the unhoused population in Cortez Hill has surged 47%. Joyce noted that Eric Nemoseck of SD Can Do addressed a strong letter to the Mayor's Office stating that adequate signage is still not properly posted, and encampments near schools are not being enforced.</p>	
<p>5. Committee Reports</p> <p><u>Executive Committee / Terry McCleary, President</u></p> <p>5.a. YTD Draft Financial Report</p> <p>5.b. Letter of Support for FY25 Funding Community Parking Districts</p> <p>5.c. Ratify Virtual Vote on Negotiated Cox Communication Settlement</p>	<p>5.a. Tammy De Luca presented the January financial report.</p> <p>5.b. Dominic reminded the Board that the Downtown Community Parking Districts may not be funded for special projects per usual. Dominic reported that the Downtown Parking Management Group met today and reported that there is still no clarity as to whether the city will absorb the \$2.5 million in expenditures for FRED and garage bond payments from the City's 55% of parking meter revenues. Dominic requested that City staff provide DPMG with clarification prior to the next budget meeting on March 14, 2024.</p> <p>Dominic suggested that the EVA submit a letter to Councilmember Whitburn in support of the city taking on FRED and the garage bond payments out of their 55% from parking meter revenue.</p> <p>5.c. Dominic stated that the Virtual Vote on the Negotiated \$2,000 Cox Communications Settlement was to be ratified by the Board.</p>	<p>5.a. Robyn Spencer moved to accept the January financial report. David Miles seconded the motion. Motion passed unanimously.</p> <p>5.b. Todd Brown moved to approve the EVA letter of support for FY25 Funding Community Parking Districts as presented. Angie Weber seconded the motion. Simon Andrews abstained. Motion passed.</p> <p>5.c. Tyler Winslow moved to approve the payment negotiated with Cox</p>

		<p>Communications in the settlement amount of \$2,000. Terry McCleary seconded the motion. Motion passed unanimously.</p>
<p>5.d. Creation of Annual Bylaws Task Force Review</p>	<p>5.d. Dominic called for a creation of the Bylaws Task Force to perform the required annual review of the EVA Bylaws per the City of San Diego BID contract. Dominic appointed Terry McCleary, Chan Buie and Tyler Winslow to the Bylaws Task Force.</p>	<p>5.d. Robyn Spencer moved to create the Bylaws Task Force for the annual review of the Bylaws. Daniel Fellus seconded the motion. Motion passed unanimously.</p>
<p>5.e. NCA FY23-24 Annual Performance Review</p>	<p>5.e. Dominic reported that EVA has been under New City America management since November of 2022. Dominic reported that an accomplishment report will be compiled to capture the work completed from November of 2022 through FY24.</p> <p>Dominic suggested that moving into FY25, annual goals be set by the Board in June and rolled out for the entirety of each Fiscal Year progressively.</p>	<p>5.e. No action taken</p>
<p>5.f. Next Meeting:</p> <p><u>District Identity &amp; Placemaking Committee / Robyn Spencer &amp; Justin Navalle, Co-Chairs</u></p>	<p>5.f. The next Executive Committee is scheduled for Thursday, March 14, 2024, at 3:00pm at UCSD Park &amp; Market (1100 Market Street #321).</p>	<p>5.f. No action taken</p>
<p>5.a. Olive Public Relations Status 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>5.b. 2024 East Village Tree Lighting &amp; Holiday Market Date – Sat., 11/30</p>	<p>5.b. Dominic stated that in an effort to precede Balboa Park's December Nights, the DIP Committee &amp; Staff would like to pursue Saturday, November 30, 2024, as the new date for the East Village Tree Lighting &amp; Holiday Market.</p>	<p>5.b. Todd Brown moved to approve November 30, 2024, as the new date for the East Village Tree Lighting. Chan Buie</p>

<p>5.c. East Village Block Party on Opening Weekend – Sat., 3/30</p>	<p>5.c. Justin Navalle 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. Justin 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. Justin reported that top line revenue appears healthy. Justin anticipates a significant attendance considering the sold-out Padres vs. Giants game. Justin encouraged EVA Board Members to volunteer and attend.</p>	<p>seconded the motion. Motion passed unanimously.</p> <p>5.c. No action taken</p>
<p>5.d. Next Meeting:</p> <p><u>Civil Sidewalks Committee / Diana Puetz, Chair</u></p>	<p>5.d. The next District Identity &amp; Placemaking Committee meeting is scheduled for March 7, at 2:00pm at UCSD Park &amp; Market (1100 Market Street).</p>	<p>5.d. No action taken</p>
<p>5.a. City of San Diego Encampment Ban Enforcement in East Village – Update</p>	<p>5.a. Dominic stated that the Encampments around East Village are lacking active enforcement.</p> <p>Officer 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. Officer Turner noted that Central Division is continuing to experience a significant labor shortage.</p>	<p>5.a. No action taken</p>
<p>5.b. Downtown San Diego Sidewalk Vending Ordinance Amendments – Update</p>	<p>5.b. Dominic stated that City Council met on Tuesday, February 13, to review the amendments to the Downtown San Diego Sidewalk Vending Ordinance. Dominic reported that he and Ethan Olsen gave testimony on behalf of the EVA in support of the amendments to the vending ordinance. The amendments to the vending ordinance passed with a vote of 6 yeas – 0 nays.</p>	<p>5.b. No action taken</p>

<p>5.c. Next meeting:</p> <p><u>Parking &amp; Mobility Committee / Hasan Ahmed, Chair</u></p> <p>5.a. Enhanced Pedestrian Lighting Park Blvd. – Update</p>	<p>5.c. The Civil Sidewalks Committee will meet as needed.</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 with issues and concerns on the enhanced pedestrian strand lighting project along Park Boulevard.</p> <p>Ethan Olsen noted that ProCal is approximately 75% completed with the Park Boulevard project and reported that ProCal has never experienced these roadblocks from the city.</p> <p>The Board urged staff to contact the Office of Councilmember Whitburn and Mayor Gloria for support on the project, emphasizing that the project has been approved and funded using Downtown Community Parking District funding.</p> <p>5.b. The Parking &amp; Mobility Committee will meet as needed.</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. East Village Block Party Event Management Performance – Update</p>		
<p>7. REOPEN MEETING &amp; REPORT TO PUBLIC: Update on East Village Association’s decision, if any, on Closed Session Item.</p>	<p>7. 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.</p>	<p>7.a. Todd Brown moved to authorize staff to draft and send a demand letter directly to The Best Event’s insurance provider. Angie Weber seconded the motion. Motion passed unanimously.</p>
<p>8. Next Meeting:</p>	<p>8. The next Board of Directors meeting will be held on Thursday, March 21, 2024, at 3:00pm</p>	<p>8. No action taken</p>

	at UCSD Park & Market (1100 Market Street, Room 321).	
9. Adjournment	9. Meeting adjourned.	9. Robyn Spencer moved to adjourn the meeting. Angie Weber seconded the motion. Motion passed unanimously.

Minutes taken by: Ethan Olsen, New City America.



**Balance Sheet**

As of February 29, 2024

	<u>Feb 29, 24</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
10010 · US Bank - Checking	211,573.65
10020 · US Bank - Savings Account	882.22
10040 · US Bank CD-3433- Mature 12-...	103,686.08
10050 · US Bank CD-3532- Mature 12-...	103,634.63
<b>Total Checking/Savings</b>	<u>419,776.58</u>
<b>Accounts Receivable</b>	
12000 · Accounts Receivable	
12001 · Parking Receivable	6,097.00
12002 · Programs Receivable	2,500.00
<b>Total 12000 · Accounts Receivable</b>	<u>8,597.00</u>
<b>Total Accounts Receivable</b>	<u>8,597.00</u>
<b>Total Current Assets</b>	<u>428,373.58</u>
<b>TOTAL ASSETS</b>	<u><u>428,373.58</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 · Accounts Payable	3,750.00
<b>Total Accounts Payable</b>	<u>3,750.00</u>
<b>Total Current Liabilities</b>	<u>3,750.00</u>
<b>Total Liabilities</b>	3,750.00
<b>Equity</b>	
<b>Net Unrestricted Assets</b>	433,965.33
39000 · Retained Earnings	-5,581.00
Net Income	-3,760.75
<b>Total Equity</b>	<u>424,623.58</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>428,373.58</u></u>

**BID - Profit & Loss Budget Performance**

February 2024

03/07/24

Accrual Basis

	<u>Feb 24</u>	<u>Budget</u>	<u>Jul '23 - Feb 24</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
40055 · BID Disbursements					
40065 · SBEP Management	0.00	2,377.29	16,641.00	7,131.87	16,641.00
40055 · BID Disbursements - Other	18,293.75	15,000.00	112,816.99	120,000.00	180,000.00
<b>Total 40055 · BID Disbursements</b>	<b>18,293.75</b>	<b>17,377.29</b>	<b>129,457.99</b>	<b>127,131.87</b>	<b>196,641.00</b>
40060 · BID Carryforward Income	0.00	5,332.00	0.00	42,656.00	63,984.00
<b>Total Income</b>	<b>18,293.75</b>	<b>22,709.29</b>	<b>129,457.99</b>	<b>169,787.87</b>	<b>260,625.00</b>
<b>Expense</b>					
Personnel/Staffing	8,330.71	8,331.29	73,357.38	78,536.81	111,862.00
<b>SBEP Expenses</b>					
Management Grant	2,377.29	2,377.29	7,131.87	7,131.87	16,641.00
<b>Total SBEP Expenses</b>	<b>2,377.29</b>	<b>2,377.29</b>	<b>7,131.87</b>	<b>7,131.87</b>	<b>16,641.00</b>
512138 · Business Promotion/Developement					
Public Relations	3,750.00	3,750.00	30,080.00	30,000.00	45,000.00
Advertising	349.33	416.67	2,552.51	3,333.32	5,000.00
51250 · Banner / Branding	0.00	416.67	222.10	3,333.32	5,000.00
51320 · IT Website	44.34	166.67	1,635.78	1,333.32	2,000.00
51335 · Member Events	0.00	100.00	0.00	800.00	1,200.00
<b>Total 512138 · Business Promotion/Develope...</b>	<b>4,143.67</b>	<b>4,850.01</b>	<b>34,490.39</b>	<b>38,799.96</b>	<b>58,200.00</b>
512143 · Office Operational					
Computer Supplies & Services	977.00	500.00	2,086.95	4,000.00	6,000.00
Office Supplies	112.97	250.00	1,893.52	2,000.00	3,000.00
Postage	0.00	83.33	0.00	666.68	1,000.00
Storage	272.00	100.00	1,826.00	800.00	1,200.00
51160 · Legal Services	0.00	250.00	0.00	2,000.00	3,000.00
51165 · Accounting Services	0.00	375.00	1,140.00	3,000.00	4,500.00
51350 · Insurance	270.90	416.67	3,430.27	3,333.32	5,000.00
51355 · Office Rent	495.00	1,200.00	4,911.79	9,600.00	14,400.00
51365 · Permits & Fees	7.75	83.33	388.50	666.68	1,000.00
51370 · Printing	492.63	208.33	3,482.63	1,666.68	2,500.00
51380 · Telephone & Utilities	43.09	125.00	340.77	1,000.00	1,500.00
51390 · Dues/Subscriptions	27.98	125.00	1,497.70	1,000.00	1,500.00
<b>Total 512143 · Office Operational</b>	<b>2,699.32</b>	<b>3,716.66</b>	<b>20,998.13</b>	<b>29,733.36</b>	<b>44,600.00</b>
512153 · Contingency	0.00	1,056.75	5,174.75	8,454.00	12,681.00
<b>Total Expense</b>	<b>17,550.99</b>	<b>20,332.00</b>	<b>141,152.52</b>	<b>162,656.00</b>	<b>243,984.00</b>
<b>Net Ordinary Income</b>	<b>742.76</b>	<b>2,377.29</b>	<b>-11,694.53</b>	<b>7,131.87</b>	<b>16,641.00</b>
<b>Net Income</b>	<b>742.76</b>	<b>2,377.29</b>	<b>-11,694.53</b>	<b>7,131.87</b>	<b>16,641.00</b>

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

03/07/24  
 Accrual Basis

	<u>Feb 24</u>	<u>Budget</u>	<u>Jul '23 - Feb 24</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
40085 · Parking District Income	6,647	33,333	233,483	266,667	400,001
<b>Total Income</b>	<u>6,647</u>	<u>33,333</u>	<u>233,483</u>	<u>266,667</u>	<u>400,001</u>
<b>Expense</b>					
Personnel/Staffing	4,292	4,348	34,336	34,783	52,174
512138 · Business Promotion/Developement					
Public Relations	1,750	1,667	14,000	13,333	20,000
51280 · On-Line / Print Marketing	0	208	1,267	1,667	2,500
51320 · IT Website	0	375	0	3,000	4,500
<b>Total 512138 · Business Promotion/Develope...</b>	<u>1,750</u>	<u>2,250</u>	<u>15,267</u>	<u>18,000</u>	<u>27,000</u>
521240 New Iniatives					
Wayfinding Systems	0	94	0	751	1,127
Enhanced Pedestrian Lighting	0	25,000	171,496	200,000	300,000
<b>Total 521240 New Iniatives</b>	<u>0</u>	<u>25,094</u>	<u>171,496</u>	<u>200,751</u>	<u>301,127</u>
512143 · Office Operational					
51170 · Audit & Tax Filing	0	375	2,660	3,000	4,500
51355 · Office Rent	605	1,100	5,654	8,800	13,200
51380 · Telephone & Utilities	0	167	0	1,333	2,000
<b>Total 512143 · Office Operational</b>	<u>605</u>	<u>1,642</u>	<u>8,314</u>	<u>13,133</u>	<u>19,700</u>
<b>Total Expense</b>	<u>6,647</u>	<u>33,333</u>	<u>229,413</u>	<u>266,667</u>	<u>400,001</u>
<b>Net Ordinary Income</b>	<u>0</u>	<u>0</u>	<u>4,070</u>	<u>0</u>	<u>0</u>
<b>Net Income</b>	<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 February 2024

	110 - Associ...	520 - Manag... (210 - BID)	210 - BID - O... (210 - BID)	Total 210 - BID	400 - Parkin...	TOTAL
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
40020 · Banner/Branding	207.00	0.00	0.00	0.00	0.00	207.00
40040 · Sponsorships	20,000.00	0.00	0.00	0.00	0.00	20,000.00
40050 · Interest Income	5,908.91	0.00	0.00	0.00	0.00	5,908.91
40055 · BID Disbursements	0.00	16,641.00	0.00	16,641.00	0.00	16,641.00
40055 · SBEP Management	0.00	0.00	112,816.99	112,816.99	0.00	112,816.99
40055 · BID Disbursements - Other	0.00	16,641.00	112,816.99	129,457.99	0.00	129,457.99
<b>Total 40055 · BID Disbursements</b>						
40075 · Other Income	310.26	0.00	0.00	0.00	0.00	310.26
40085 · Parking District Income	0.00	0.00	0.00	0.00	233,483.25	233,483.25
41000 · Event Income	124,174.21	0.00	0.00	0.00	0.00	124,174.21
<b>Total Income</b>	<b>150,600.38</b>	<b>16,641.00</b>	<b>112,816.99</b>	<b>129,457.99</b>	<b>233,483.25</b>	<b>513,541.62</b>
<b>Expense</b>						
Personnel/Staffing	0.00	0.00	73,357.38	73,357.38	34,336.00	107,693.38
Misc. Expense	61.00	0.00	0.00	0.00	0.00	61.00
SBEP Expenses	9,402.00	0.00	0.00	0.00	0.00	9,402.00
City Fees and Services	0.00	7,131.87	0.00	7,131.87	0.00	7,131.87
Management Grant	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total SBEP Expenses</b>	<b>9,402.00</b>	<b>7,131.87</b>	<b>0.00</b>	<b>7,131.87</b>	<b>0.00</b>	<b>16,533.87</b>
512059 · Personnel	-488.61	0.00	0.00	0.00	0.00	-488.61
51150 · Workers Compensation	-488.61	0.00	0.00	0.00	0.00	-488.61
<b>Total 512059 · Personnel</b>	<b>-488.61</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>-488.61</b>
512138 · Business Promotion/Development	0.00	0.00	30,080.00	30,080.00	14,000.00	44,080.00
Public Relations	843.00	0.00	2,552.51	2,552.51	0.00	3,395.51
Advertising	0.00	0.00	222.10	222.10	0.00	222.10
51250 · Banner / Branding	0.00	0.00	0.00	0.00	1,267.14	1,267.14
51280 · On-Line / Print Marketing	0.00	0.00	1,635.78	1,635.78	0.00	1,635.78
51320 · IT Website	12.17	0.00	0.00	0.00	0.00	12.17
<b>Total 512138 · Business Promotion/Develop...</b>	<b>855.17</b>	<b>0.00</b>	<b>34,490.39</b>	<b>34,490.39</b>	<b>15,267.14</b>	<b>50,612.70</b>
521240 New Initiatives	0.00	0.00	0.00	0.00	171,495.85	171,495.85
Enhanced Pedestrian Lighting	0.00	0.00	0.00	0.00	171,495.85	171,495.85
<b>Total 521240 New Initiatives</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>171,495.85</b>	<b>171,495.85</b>
512143 · Office Operational	0.00	0.00	2,086.95	2,086.95	0.00	2,086.95
Computer Supplies & Services	50.03	0.00	1,893.52	1,893.52	0.00	1,943.55
Office Supplies	0.00	0.00	1,826.00	1,826.00	0.00	1,826.00
Storage	0.00	0.00	0.00	0.00	0.00	0.00
51160 · Legal Services	4,264.63	0.00	0.00	0.00	0.00	4,264.63
51165 · Accounting Services	0.00	0.00	1,140.00	1,140.00	0.00	1,140.00
51170 · Audit & Tax Filing	20.00	0.00	0.00	0.00	2,660.00	2,680.00
51340 · Bank Fees / Credit Card	280.19	0.00	0.00	0.00	0.00	280.19

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

	110 - Associ...	520 - Manag... (210 - BID)	210 - BID - O...	Total 210 - BID	400 - Parkin...	TOTAL
51350 · Insurance	0.00	0.00	3,430.27	3,430.27	0.00	3,430.27
51355 · Office Rent	0.00	0.00	4,911.79	4,911.79	5,654.26	10,566.05
51360 · Membership / Parking	51.00	0.00	0.00	0.00	0.00	51.00
51365 · Permits & Fees	2,726.50	0.00	388.50	388.50	0.00	3,115.00
51370 · Printing	0.00	0.00	3,482.63	3,482.63	0.00	3,482.63
51380 · Telephone & Utilities	0.00	0.00	340.77	340.77	0.00	340.77
51390 · Dues/Subscriptions	0.00	0.00	1,497.70	1,497.70	0.00	1,497.70
<b>Total 512143 · Office Operational</b>	<b>7,392.35</b>	<b>0.00</b>	<b>20,998.13</b>	<b>20,998.13</b>	<b>8,314.26</b>	<b>36,704.74</b>
512153 · Contingency	0.00	0.00	5,174.75	5,174.75	0.00	5,174.75
512186 · Special Events	122,642.69	0.00	0.00	0.00	0.00	122,642.69
Program Expense	225.00	0.00	0.00	0.00	0.00	225.00
512186 · Special Events - Other						
<b>Total 512186 · Special Events</b>	<b>122,867.69</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>122,867.69</b>
<b>Total Expense</b>	<b>140,089.60</b>	<b>7,131.87</b>	<b>134,020.65</b>	<b>141,152.52</b>	<b>229,413.25</b>	<b>510,655.37</b>
<b>Net Ordinary Income</b>	<b>10,510.78</b>	<b>9,509.13</b>	<b>-21,203.66</b>	<b>-11,694.53</b>	<b>4,070.00</b>	<b>2,886.25</b>
<b>Net Income</b>	<b>10,510.78</b>	<b>9,509.13</b>	<b>-21,203.66</b>	<b>-11,694.53</b>	<b>4,070.00</b>	<b>2,886.25</b>



## CERTIFICATE OF DEPOSIT ADDENDUM

U.S. BANK, N.A.

**Customer Information**

Issued to:

\*EAST VILLAGE ASSOCIATION INC  
1041 MARKET ST # 200  
SAN DIEGO, CA 92101-7233

Account Number:

Branch/Bank: EAST VILLAGE MAIN

**New Certificate of Deposit Terms**

Issue Date: 03/03/2024

Interest Rate: 4.93%

Annual Percentage Yield (APY) \*: 5.05%

Maturing Balance:

Reissue Balance: |

Term: 9 Months

Maturity Date: 12/03/2024

Interest compounding method: Daily

Interest will be paid: Monthly

Interest will be: Add to Balance

This Certificate of Deposit will continue to be automatically renewable at maturity. The disclosures previously provided in the "Disclosure of Account Terms for Auto Renewable Certificates" remain in effect.

\* Annual Percentage Yield (APY) assumes principal and interest remain on deposit for the term of certificate. Penalty will be imposed for early withdrawal. APY is subject to change without prior notice. CDs are automatically renewed at maturity.



**BYLAWS OF THE EAST VILLAGE ASSOCIATION, INC.  
A CALIFORNIA NON-PROFIT 501(c)(3) PUBLIC BENEFIT CORPORATION**  
*Adopted ~~July 27, 2023~~ TBD*

**ARTICLE 1  
OFFICES**

**Section 1. Name**

The name of this Corporation ("Corporation") is "East Village Association, Inc." a California Nonprofit Public Benefit Corporation.

**Section 2. Principal Office**

The principal office of the Corporation for the transaction of its business is located in the City of San Diego in San Diego County, California, within the boundaries of the Downtown San Diego (District).

**Section 3. Change of Address**

The Board of Directors (the "Board") may change the Principal Office of the Corporation from one location to another within the City of San Diego. Any change of the location of the Principal Office shall be noted by the Secretary on these Bylaws opposite this Section or this Section may be amended to state the new location.

**ARTICLE 2  
PURPOSES**

The primary objectives and purposes of this Corporation shall be:

- A) To bring about the revitalization of the District area.
- B) To bring about the investment of private and public capital within the District area for public benefit and charitable purposes.
- C) To bring about the increased provision of quality public improvements and educational, cultural, artistic, charitable, and social services within the District area for public benefit and charitable purposes.
- D) To bring about the increased economic well-being of businesses, employees, and residents within the District.

**EAST VILLAGE ASSOCIATION**

- E) To promote improvement within the East Village community through activities which contribute to the economic and neighborhood well-being of the District area.
- F) Upon the dissolution or winding-up of this Corporation, its assets remaining after payment, of all debts and liabilities of this Corporation, shall be distributed to a nonprofit fund, foundation, or Corporation which is organized and operated exclusively for charitable, educational and/or religious purposes and which has established its tax-exempt status under Internal Revenue Code section 501(c)(3).

### **ARTICLE 3 MEMBERSHIP**

#### **Section 1. No Members**

This Corporation shall have no members, as that term is defined in Section 5056 of the California Nonprofit Corporation Law. Unless otherwise provided herein or in the California Nonprofit Corporation Law, any action which would otherwise require action or approval by a majority of all members shall require only approval of the Board of Directors. All rights which would otherwise vest in members shall vest in the Board of Directors. Nothing in these Bylaws shall be construed as limiting the right of the Corporation to refer to persons associated with it, who participate in any activities of the Corporation, as "members" even though such persons are not members, as defined in section 5056 of the California Corporations Code. Such persons shall be deemed to be affiliated persons with respect to the Corporation as that term is provided in section 5332(b) of the California Nonprofit Corporation Law, and no such reference shall constitute anyone a member of this Corporation or confer any legal rights on such persons with respect to the affairs of the Corporation.

### **ARTICLE 4 DIRECTORS**

#### **Section 1. Number and Term**

The Corporation shall have a minimum of seven (7) and a maximum of ~~twenty-five~~thirty (2530) Directors and collectively they shall be known as the Board of Directors. The exact number of Directors shall be fixed from time-to-time by resolution by the Board of Directors. Subject to the foregoing provisions for changing the number of Directors, the following seats shall be allocated to the Board of Directors:

- A) No less than a two-thirds majority of the seats on the Board of Directors, at all times, shall be filled by East Village Business Improvement District Directors (as defined in Section 2 of this Article 4).
- B) The balance of seats shall be filled by ~~Community~~Community-at-Large and Property Directors (as defined in Section 2 of this Article 4).
- C) Directors shall be elected for a term of two (2) years. ~~However, following the first election of Directors after adoption of Sections 1, 2 and 3 of Article 4 from the March~~



~~16, 2023 Board Meeting, one half (½) of the Business Directors and one half (½) of the Community and Property Directors shall serve a term of two (2) one (1) year, and the other half (½) of the of the Business Directors and one half (½) of the Community and Property Directors shall serve a term of two (2) years.~~

~~The Directors may assign the one (1) year terms by unanimous agreement, but in the absence of such an agreement, the Directors receiving one (1) year terms shall be chosen by lot at the meeting at which the election is held. This Terms will~~ staggering of terms ~~will to~~ ensure that the entire Board is not replaced within one (1) calendar year. Directors' terms shall commence on the date of their election and expire on the date of the election of the successor to the Director whose term is expiring.

Board Members can nominate a non-Board Member to serve as their alternate at Board and Committee meetings when he/she is unable to attend. Alternates absences, in place of primary Board Members, count for or against the primary's Board and Committee attendance obligation. Alternates cannot attend more than 6 times per year to meet attendance requirements.

## **Section 2. Qualifications**

Members of the Board shall possess the following qualifications:

- A) Business Directors, or their designated representatives, shall be owners of and holders of valid San Diego Business Licenses within the boundaries of the East Village Business Improvement District (BID), who have made full payment of all BID assessments due for the previous fiscal year, (as defined in these Bylaws).
  - 1) Associate members are classified as Business Directors and are eligible for the same benefits as a Business Director with a San Diego Business License. Associate members will be assessed a fee annually at the beginning of the fiscal year (July 1st). The fee will be set by the Board of Directors and is subject to be changed annually.
- B) ~~Community~~Community-at-Large and Property Directors shall be persons who:
  - 1) Own and operate a property or properties located within the boundaries of the District, or their duly appointed authorized representative (as defined in these Bylaws) of such property owner and operator; or
  - 2) Community members who reside within the boundaries of the District; or
  - 3) Individuals who do not reside, own property or operate a business within the District boundaries, but who show a high degree of interest and concern for the welfare of the District and who understand its connection to the community-at-large, and who the Board believes may assist the Corporation to fulfill its goals as a public benefit Corporation.

- C) To be eligible to serve on the Board of Directors ~~after the first Annual Meeting on April 20, 2023~~, the nominees must agree to the following:
- 1) The nominee must agree with the Purpose of the Corporation, Article 2;
  - 2) The nominee must commit to attending Board meetings unless previously excused; and
  - 3) The nominee must serve on at least one (1) standing committee of the Board.

### Section 3. Nomination and Election

Not less than ~~fourty-five (45) thirty (30)~~ days before the date set forth for the Annual meeting of the Directors, the President shall appoint at least ~~two three (23)~~ other Directors as the Nominating Task Force to solicit nominees for consideration for election as Directors. Two (2) of ~~the Nominations Task Force members whom~~ shall be Business Owners. The names so proposed by the Task Force shall be presented to the Board at its Annual meeting. The Nominations Task Force shall include the President and at least two (2) other Directors.

The Nominations Task Force shall provide nomination applications to all eligible business owners, property owners, community members and current Directors. Details on the nominations process and how to apply shall be mailed out at least ~~fourty-five (45) thirty (30)~~ days prior to the date set for the Annual meeting. ~~A with a~~ due date of at least ~~ten fourteen (1014)~~ days prior to the Annual meeting date shall be stated as the deadline for submitting nominations to the Nominations Task Force.

- A) The nominees, who have been deemed to be qualified, consistent with these Bylaws shall be presented to the Board for consideration of election to the Board at its Annual meeting.
- B) At the Annual meeting the Directors may vote to accept some or all of the nominees submitted by the Nominations Task Force. The election of Directors shall comply with the allocation provided in Section 1 of this Article 4.

Nominations may not be made from the floor but only in accordance with the procedures set forth in this Section 3 or such other procedures as may be determined by the Board. However, the Board shall have the authority to appoint any Director who meets the qualifications of the Board, at any time during the year, based upon vacancies or openings on the Board. Between Annual meetings, the Executive Committee shall be the Committee authorized to review and approve new nominees to present to the Board for final consideration.

### Section 4. Powers

- A) General Powers. Subject to the provisions of the California Nonprofit Corporation law, and any limitations in the Articles of Incorporation and Bylaws, the activities and

affairs of this Corporation shall be conducted, and all corporate powers shall be exercised by or under the direction of the Board of Directors.

- B) Specific Powers. Without prejudice to the general powers stated in sub-section A in Section 4 and subject to the same limitations, the Directors shall have the power to:
- 1) Select and remove all officers, employees and agents of this Corporation, prescribe any powers and duties for the officers, employees and agents that are consistent with law, with the Articles of Incorporation, and with these Bylaws; and fix the compensation of the officers, employees and agents;
  - 2) Change the Principal Executive Office or the principal business office in the State of California from one location to another within the City of San Diego; Cause this Corporation to be qualified to do business in any other state, territory, dependency or country and conduct business within or outside the State of California for the holding of any meeting, including annual meetings;
  - 3) Borrow money and incur indebtedness on behalf of this Corporation and cause to be executed and delivered for corporate purposes, in the corporate name, promissory notes, bonds, debentures, deeds of trust, mortgages, pledges, hypothecations, and other evidences of debt and securities;
  - 4) Accept on behalf of this Corporation any contribution, gift, bequest or devise for the general purposes or for any special purpose of this Corporation;
  - 5) Contract for goods and/or services for this Corporation, subject to the limitations elsewhere provided in these Bylaws; Maintain and otherwise manage or cause to be managed, all other property acquired by this Corporation; Contract and pay maintenance, utilities, materials and supplies and services, relating to facilities; and employ personnel reasonably necessary for the operation of this Corporation, including lawyers and accountants where appropriate;
  - 6) Enter into any contract or execute and deliver any instrument in the name of and on behalf of this Corporation, and such authority may be general or confined to a specific instance;
  - 7) Adopt and publish rules and regulations governing the use of facilities of this Corporation, and to establish penalties for the infraction thereof;
  - 8) Conduct, manage and control the affairs and business of this Corporation;
  - 9) Contract and pay for the expenses of this Corporation;

- 10) Prescribe such rules relating to the affairs and conduct of this Corporation as in the judgment of the Board, from time to time, may be found necessary or proper;
- 11) Pay taxes and special assessments which are or would become a lien on property of this Corporation;
- 12) Exercise all other powers granted to the Board by the Articles of Incorporation or these Bylaws or the laws of the State of California, including, without limitation, the California Nonprofit Corporation Law; and
- 13) Remove a Director from the Board for cause including non-compliance of Board policies, non-compliance of City, County, State or Federal contract requirements, failure of a Business Director to pay assessments levied by the District in a timely manner, malfeasance, conflicts of interest or unauthorized use of the Corporation's funds and/or name for personal gain.

All checks, drafts or orders for the payment of debts, notes or other evidences of indebtedness issued in the name of this Corporation shall be signed by such officer or officers, agent or agents of this Corporation and in such manner as shall from time to time be determined by resolution of the Board. In the absence of such determination by the Board, such instruments shall be signed by the Treasurer and at least one other officers of the corporation.

#### **Section 5. Compensation**

The Directors shall serve without compensation except that any Director may be reimbursed for his or her expenses incurred in the performance of his or her duties pursuant to Section 1 of Article 13.

#### **Section 6. Conflict of Interest (Restriction re: Interested Directors)**

Notwithstanding any other provision of these Bylaws, not more than thirty percent (30%) of the persons serving on the Board may be interested persons. For purposes of this Section, "interested persons" means either:

- A) Any person currently being compensated by the Corporation for services rendered it within the previous twelve (12) months, whether as a full or part-time officer or other employee, independent contractor; or
- B) Any brother, sister, ancestor, descendant, spouse, brother-in-law, sister-in-law, son-in-law, daughter-in-law, mother-in-law, or father-in-law of any such interested person.

In any and all cases, a Board member who also happens to be an "interested person" shall not move, second or vote on any contract in which they have a financial interest.

Owning a real property or a business within the boundaries of the District does not render a Director an interested person.

### **Section 7. Vacancies and Removal**

Vacancies on the Board may result from the death, removal or resignation of a Director as provided in this Section 7, or by a duly enacted increase in the number of authorized Board members.

Any Board member with three (3) unexcused absences from regularly scheduled Board meetings within a one (1) year period shall be automatically removed from the Board without any formal action required to be taken by the Board. Any Board member who misses four (4) regular Board meeting within a one (1) year period, based on a mix of excused or unexcused, shall be automatically removed from the Board without any formal action required to be taken by the Board. The Executive Committee has the ability to review and waive the removal of a Director., ~~unless reviewed and waived by the Executive Committee.~~

The Board of Directors may remove and declare vacant the seat of a Director who has been declared of unsound mind by a final order of court, or for whom a guardian or conservator of the person has been appointed by a court, or who has been convicted of a felony, or who has been found by a final order or judgment of any court to have breached any duty under Section 5230 and following of the California Nonprofit Corporation Law.

Any Director may be removed from the Board without cause by the affirmative vote of Directors constituting at least two-thirds (2/3) of the total membership of the Board then in office. Written notice of the Board's intention to remove a Director from the Board shall be given fifteen (15) days prior to the date of the proposed removal vote. The notice shall identify the reasons for the proposed removal and shall provide an opportunity for the subject Director to appear and be heard, orally or in writing, not less than five (5) days before the removal vote. The notice shall be sent to the subject Director by first class or certified mail. Any removal vote shall be by secret written ballot. Upon an affirmative vote of removal of a Director, the removed Director's seat shall be deemed vacant.

Any Director may resign effective upon giving written notice to the President or, the Secretary of this Corporation. The effective date of the resignation shall be the effective date stated in the notice of resignation, or if no date is specified in the notice, the resignation shall be effective on the date the notice of resignation is received by the President or the Secretary. Upon the effective date of the resignation, the resigned Director's seat shall be deemed vacant,

Vacancies on the Board may be filled at any time by the affirmative vote or written consent of a majority of the Directors then in office. Vacancies and new appointments to the Board shall be filled or recommended by a written recommendation of the Executive Committee. If the number of Directors, then in office is less than a quorum, the vacancy may be filled by (a) the unanimous written consent of all of the Directors then in office without a meeting, or b) the affirmative vote of a majority of the Directors then in office at a duly

noticed regular or special meeting; or (c) a sole remaining Director. Persons filling a vacancy shall meet the qualifications provided in Section 2 of this Article 4. Any person filling a vacancy created by the death, removal or resignation of a Business Director shall meet the qualifications for a Property Owner Director as provided in Section 2 of this Article 4. Any person filling a vacancy created by the death, removal or resignation of a [CommunityCommunity-at-Large](#) and Property Director shall meet the qualifications for a [CommunityCommunity-at-Large](#) and Property Director as provided in Section 2 of this Article 4.

A person elected to fill a vacancy as provided by this Section shall hold office until the next regular annual election of the Board of Directors or until his or her death, resignation, or removal from office.

### **Section 8. Non-Liability of Directors**

The Directors shall not be personally liable for the debts, liabilities, or other obligations of the Corporation.

### **Section 9. Indemnification of Directors**

- A) Right of Indemnification. The Corporation shall indemnify any person who was or is a party to any threatened, pending or completed civil lawsuit or proceeding, whether administrative, or investigative, including all appeals (other than an action brought by or on behalf of the Corporation) by reason of the fact that that person is or was acting as a Director, officer, or employee of the Corporation. Indemnification shall be against all expenses, including without limitation, attorneys' fees, court costs, expert witness fees, judgments, decrees, and fines actually paid by the person in settlement of any action, suit, or proceedings provided that the Board of Directors shall first have determined, in its sole judgment, that the person acted in good faith and in a manner that he or she reasonably believed to be in the best interests of the Corporation. The termination of any action, suit or proceeding by judgment, order, or settlement shall not of itself create a presumption that the person did not act in good faith.
- B) Gross Negligence or Misconduct. No indemnification shall be made for any claim, issue, or matter as to which the person is finally adjudged to be liable for gross negligence or intentional misconduct in the performance of his or her duties as director, officer, trustee, fiduciary or employee.
- C) Indemnity for Successful Defense. In spite of any limitations set forth in sub-sections A) and B) of this Section 9, to the extent that any person has been successful on the merits or otherwise in defense of any action, suit or proceeding referred to in those Sections, that person shall be indemnified against all expenses actually and reasonably paid by him or her, including, without limitation, attorneys' fees, court costs, and expert witness fees.
- D) Advancement of Expenses. Expenses incurred in defending a civil action, suit, or proceeding may be paid by the Corporation in advance of the final disposition of the

action, suit, or proceeding as authorized by the Board of Directors, on receipt by the Board of Directors of an undertaking by or on behalf of the director, officer, or employee involved to repay the expenses if it is ultimately determined that the person is not entitled to be indemnified by the Corporation as authorized in this Section.

- E) Indemnification Not Exclusive. The indemnification provided under this Section shall not be deemed to be exclusive or any other rights to which any person indemnified may be entitled under any regulation, agreement, vote of the stockholders or disinterested directors, or otherwise. The indemnification provided under this Section shall be deemed exclusive of any other power to indemnify or right to indemnification that the Corporation or any person referred to in this Section may have or acquire. Indemnification shall continue and inure to the benefit of the heirs, executors, and administrators of any person entitled to indemnification under this Section.
- F) Liability Insurance. The Corporation may purchase and maintain insurance on behalf of any person who is or was a director, officer, employee, or designated agent of the Corporation against any liability asserted against and incurred by that person whether or not the Corporation would have the power to indemnify that person under the provisions of these Bylaws.

## ARTICLE 5 DIRECTORS MEETINGS

### Section 1. Meetings Subject to the Brown Act

All Regular, Annual, Special and Emergency Meetings of the Board of Directors are subject to the provisions of the Ralph M. Brown Act (Government Code Section 54950 *et seq.*) ("the Brown Act").

### Section 2. Annual Meeting

An Annual Meeting of the Board of Directors is for the purpose of electing members to the Board of Directors and appointing officers of the Corporation. This process shall be held each year annually. ~~between July and October each year, except in the first year of the amendment of these bylaws in 2023.~~ The Annual Meeting shall be deemed a Regular Meeting for purposes of scheduling, notice and posting of agendas.

### Section 3. Regular Meetings

Regular Meetings of the Board of Directors shall be held at a time and place as set by resolution of the Board of Directors from time-to-time. The Board has the authority to alter the time and place of the Regular Meetings upon majority vote provided reasonable notification of such change is made in compliance with the Brown Act.

### Section 4. Time and Place of Regular Meetings

Regular meetings of the Board of Directors shall be held at a time and place within the City of San Diego designated from time to time by resolution of the Board of Directors.

### Section 5. Agendas for Regular Meetings

At least 72-hours prior to a regular meeting, the Secretary or staff shall post at a location freely available to the public, an agenda in compliance with the Brown Act containing a brief general description of each item to be considered at the meeting, including items to be discussed as well as items that may be acted upon by the Board. The Board or committees completed packet will be posted on the East Village website at the same time as required by the Board Act.

### **Section 6. Special Meetings**

Other than an Emergency Meeting as hereinafter provided, any meeting of the Board of Directors held at a time or place other than the time or place specified for Regular Meetings) is designated as a Special Meeting. Special Meetings of the Board of Directors may be called by the President or by a majority of the Board.

### **Section 7. Time and Place of Special Meetings**

Special Meetings of the Board of Directors shall be held at the time and place within the City of San Diego designated by the person or persons calling the Special Meeting. In the absence of such designation, the meeting shall be held at a place and a time designated by the President within fifteen (15) days of receipt of the request for the Special Meeting.

### **Section 8. Notice of Special Meetings**

In compliance with the Brown Act, notice of a Special Meeting shall be provided 24 hours in advance of the meeting to all of the Directors and to all media outlets who have requested notification. The notice also must be posted at least 24 hours prior to the meeting in a location freely accessible to the public and on the East Village website. The notice shall indicate that the meeting is being called as a Special Meeting, and shall state the time, place of the meeting within the City of San Diego, and business to be considered or transacted at the meeting. No other business shall be considered at the Special Meeting.

### **Section 9. Emergency Meetings**

Emergency Meetings of the Board of Directors may be called only upon a determination by a majority of the Board that an emergency situation exists. For the purposes of this section, "emergency" is defined as a crippling disaster, mass destruction, terrorist activity work stoppage or other activity which poses an immediate peril to public health, safety, or both, as determined by a majority of the Board.

### **Section 10. Time and Place of Emergency Meetings**

Emergency Meetings shall be held at a time and place designated by the President.

### **Section 11. Notice of Emergency Meetings**

Upon a determination by a roll call vote of a majority of the Board that an emergency as defined in Section 9 of this Article 4 exists, at least one hour's telephonic notice of the time, place and subject of the Emergency Meeting, shall be given to all members of the Board and to all media outlets that have requested pursuant to the Brown Act that they receive notice of any Special Meetings called. At the conclusion of the Emergency



Meeting, the minutes of the meeting, a list of persons who the Board notified or attempted to notify, a copy of the rollcall vote, and any actions taken at the Emergency Meeting shall be posted for a minimum of ten (10) days in a public place as soon after the Emergency Meeting as possible.

### **Section 12. Adjourned Meetings**

Notice of the time and place of holding an adjourned, postponed or continued meeting must be given to absent Directors if the time and place of the adjourned meeting are fixed at the meeting adjourned and if such adjourned meeting is held no more than forty-eight (48) hours from the time of the original meeting. Notice shall be given of any adjourned regular or special meetings to Directors absent from the original meeting if the adjourned meeting is held more than forty-eight (48) hours from the time of the original meeting. So long as the time and place of the adjourned, postponed or continued meeting is publicly announced at the meeting adjourned, postponed or continued, no other notice of an adjourned, postponed or continued meeting need be given.

### **Section 13. Closed Sessions**

The Board may conduct closed sessions regarding the following matters: a) the appointment, performance evaluation, discipline or dismissal of an employee; b) discussion with the Corporation's attorney regarding pending litigation or a significant exposure to litigation c) granting authority to the Corporation's negotiator concerning the price and terms of payment in connection with the purchase, sale, lease or exchange of real property by or for the Corporation; d) to meet and confer with the Corporation's labor negotiator concerning discussions with employee organizations and unrepresented employees regarding salaries and fringe benefits; and e) meetings with the Corporation's attorney, the chief of police, a security consultant or security operations manager, or their deputies, on matter posing a threat to the security of public buildings, or the public's right of access to essential public services or facilities. No person shall disclose information communicated in a closed session that is specifically related to the basis for the Board to meet in closed session ("confidential information"). Such closed sessions may be held as part of a regular meeting of the Board, or at a special meeting convened for the sole purpose of the closed session. All such closed sessions shall be conducted in accordance with the provisions of the Brown Act.

### **Section 14. Annual Public Meeting**

The Corporation shall organize and conduct one annual public meeting to be noticed on the Corporation's website and in a writing mailed to all record owners of property in the District. This meeting will be conducted at a location convenient to the District. A City representative may attend to provide information and assistance in the conduct of the meeting. The Annual meeting shall normally be held sometime each year between July Day and October.

### **Section 15. Quorum for Meeting**

A quorum shall consist of fifty percent (50%) plus one (1) of the sitting Board of Directors. Except as otherwise provided in these Bylaws or in the Articles of Incorporation of this Corporation, or by law, no business shall be considered by the Board at any meeting at which a quorum, as hereinafter defined, is not present, and the only motion which the

Chair shall entertain at such meeting is a motion to adjourn. However, a majority of the Directors present at such meeting may adjourn from time-to-time until the time fixed for the next regular meeting of the Board. The Directors present at a duly called and held meeting at which a quorum is initially present may continue to do business notwithstanding the loss of a quorum at the meeting due to a withdrawal of Directors from the meeting, provided that any action thereafter taken must be approved by at least a majority of the required quorum for such meeting or such greater percentage as may be required by law, or the Articles of Incorporation or Bylaws of this Corporation.

### **Section 16. Majority Action as a Board Action**

Every act or decision done or made by a majority of the Directors present at a meeting duly held at which a quorum is present is the act of the Board of Directors, unless the Articles of Incorporation or Bylaws of this Corporation, or provisions of the California Nonprofit Corporation Law.

### **Section 17. Voting**

Each Director shall have one (1) vote on each matter presented to the Board of Directors [of committees](#) for action. No Director may vote by proxy, but the Director's pre-approved alternate may vote representing the primary Director.

### **Section 18. Action Without Meeting by [Virtual or Written Ballot](#)**

Any action that may be taken at any regular or special meetings of Directors may also be taken without a meeting by [virtual or](#) written ballot. If an action is taken without a meeting, the Corporation must distribute a [virtual or](#) written ballot to every Director entitled to vote on the matter. The ballot must have a description of the topic, state the proposed action, provide an opportunity to specify supportive, unsupportive or abstention of the action proposed, and provide a reasonable time within which to return the ballot to the Corporation. Approval by [virtual or](#) written ballot is valid only when the number of votes cast by ballot within the time period specified equals or exceeds the quorum required to be present at a meeting authorizing the action, and the number of approvals equals (half plus one (1)) or exceeds the number of votes that would be required to approve at a meeting at which the total number of votes cast was the same as the number of votes cast by ballot.

### **Section 19. Conduct of Meetings**

Meetings of the Board of Directors shall be presided over by the President of the Board, or appointed Chairperson of the Board, or, in his or her absence, by the Vice President of the Corporation or, in the absence of each of these persons, by a Chairperson or the Executive Director chosen by a majority of the Directors present at the meeting. The Secretary of the Corporation shall act as secretary of all meetings of the Board, provided that, in his or her absence, the presiding officer shall appoint another person or staff to act as Secretary of the Meeting.

Meetings shall be governed by Roberts Rules of Order, as such rules may be revised from time to time, insofar as such rules are not inconsistent with or in conflict with these Bylaws, with the Articles of Incorporation of this Corporation, or with provisions of law.

## Section 20. Telephonic Participation

Any Director may participate in Regular, Special or Emergency Meetings by telephone conference, electronic video screen communication (skype or zoom), or similar communications equipment, so as long as all Directors can hear and be heard by one another. Participating in the meeting by such means allows Directors to participate in the dialogue but does not count towards quorum and are not allowed to participate in vote.

## ARTICLE 6 OFFICERS

### Section 1. Number of Officers

The officers of the Corporation shall be a President, a Vice President, a Secretary, and a Chief Financial Officer, who shall be designated the Treasurer. Any number of offices may be held by the same person except that neither the Secretary nor the Treasurer may serve concurrently as the President.

### Section 2. Qualification, Election, and Term of Office

A) The President, Vice President(s), Secretary(ies) and Chief Financial Officer/Treasurer(s) shall be selected from the membership of the Board and shall be Board members.

B) Officers shall be elected individually each year by the Board of Directors at the Annual Meeting, or if a vacancy exists, at any time. Normally, the officers shall be elected once the Annual meeting has appointed new Board members. This shall be the first action of the new Board once seated.

C) Officers shall be elected for two (2) year terms ~~commencing 2023~~ and shall be voted in a staggered manner in the following schedule:

1) President and Treasurer: Odd Years (i.e., 2023, 2025, etc.)

2) Vice President(s) and Secretary(ies): Even Years (i.e. 2024, 2026, etc.)

~~However, following the first election of Officers after adoption of Sections 1, 2 and 3 of Article 4 from the March 16, 2023 Board Meeting, President and Treasurer shall serve a term of two (2) year, and the Vice President(s) and Secretary shall serve a term of one (1) years.~~

D) Officers shall hold office for two (2) year terms. All Officers shall serve their terms in full or until he or she resigns or is removed or is otherwise disqualified to serve, or until his or her successor shall be elected and qualified, whichever occurs first. In the case an Officer vacates seat midterm, the successor shall complete the term and then can be considered for new term when the term cycle comes back up for nominations.

### Section 3. Additional Officers

- A) The Board of Directors may appoint one or more auxiliary Vice Presidents, Assistant Secretaries, Assistant Treasurers, or other auxiliary officers or agents as it may deem desirable, and such officers shall serve such terms, have such authority, and perform such duties as may be prescribed from time to time by the Board of Directors. Such auxiliary officers need not be members of the Board of Directors.
- B) The Board of Directors shall appoint an Executive Director and/or a District Manager who shall serve as a non-voting ex-officio officer(s) of the Corporation, with such powers, duties and term of office as shall be assigned by the Board from time to time.

### Section 4. Duties of Officers

- A) **President.** The President shall be the Chief Executive Officer of the Corporation and shall, subject to the control of the Board of Directors, supervise and control the affairs of the Corporation and the activities of the officers and staff. He or she shall perform all duties incident to his or her office and such other duties as may be required by law, by the Articles of Incorporation of this Corporation, or by these Bylaws, or which may be prescribed from time to time by the Board of Directors. He or she shall preside at all meetings of the Board of Directors. Except as otherwise expressly provided by law, by the Articles of Incorporation, or by these Bylaws, he or she shall, in the name of the Corporation, execute such deeds, mortgages, bonds, contracts, checks, or other instruments which may from time to time be authorized by the Board of Directors.
- B) **Vice President.** In the absence of the President, or in the event of his or her inability or refusal to act, the Vice President shall perform all the duties of the President, and when so acting shall have all the powers of, and be subject to all the restrictions on, the President. The Vice President shall have other powers and perform such other duties as may be prescribed by law, by the Articles of Incorporation, or by these Bylaws, or as may be prescribed by the Board of Directors.
- C) **Secretary.** The Secretary shall:
  - 1) Certify and keep at the office of the Corporation the original or a copy of these Bylaws as amended or otherwise altered to date.
  - 2) Keep at the office of the Corporation or at such other place as the Board may determine, a book of minutes of all meetings of the directors, and, if applicable, meetings of committees, recording therein the time and place of holding, whether regular or special, how called, how notice thereof was given, the names of those present or represented at the meeting, and the proceedings thereof.

- 3) See that all notices are duly given in accordance with the provisions of these Bylaws or as required by law.
  - 4) Be custodian of the records and of the seal of the Corporation and see that the seal is affixed to all duly executed documents, the execution of which on behalf of the Corporation under its seal is authorized by law or these Bylaws.
  - 5) Exhibit at all reasonable times to any director of the Corporation or to any owner of real property within the boundaries of the District, or to the duly appointed and authorized representative of such director or owner, upon request therefore, the Bylaws, and the minutes of the proceedings of the directors of the Corporation.
  - 6) In general, perform all duties incident to the office of Secretary and such other duties as may be required by law, by the Articles of Incorporation of this Corporation, or by these Bylaws, or which may be assigned to him or her from time to time by the Board of Directors.
- D) **Treasurer.** Subject to the provisions of these Bylaws relating to the "Execution of Instruments, Deposits and Funds," the Treasurer shall:
- 1) Have charge and custody of, and be responsible for, all funds and securities of the Corporation, and deposit all such funds in the name of the Corporation in such banks, trust companies, or other depositories as shall be selected by the Board of Directors or delegate such responsibilities to staff.
  - 2) Receive, and give receipt for, monies due and payable to the Corporation from any source whatsoever.
  - 3) Disburse, or cause to be disbursed, the funds of the Corporation as may be directed by the Board of Directors, taking proper vouchers for such disbursements.
  - 4) Keep and maintain adequate and correct accounts of the Corporation's properties and business transactions, including accounts of its assets, liabilities, receipts, disbursements, gains and losses.
  - 5) Exhibit at all reasonable times the books of account and financial records to any director of the Corporation, or to any owner of real property within the boundaries of the District, or to the duly appointed and authorized representative of such director or owner, upon request, therefore.
  - 6) Render to the President and Directors, whenever requested, an account of any or all of his or her transactions as Treasurer and of the financial condition of the Corporation.

- 7) Prepare, or cause to be prepared, and certify, or cause to be certified, the financial statements to be included in any required reports.
- 8) In general, perform all duties incident to the office of Treasurer and such other duties as may be required by law, by the Articles of Incorporation of the Corporation, or by these Bylaws, or which may be assigned to him or her from time to time by the Board of Directors.

### **Section 5. Compensation**

No director or officer of the Corporation shall receive compensation or salary for their service on the Board of Directors or as an officer.

## **ARTICLE 7 COMMITTEES**

### **Section 1. Executive Committee**

The President, the Vice President(s), the Secretary(ies) and the Treasurer(s) shall constitute an Executive Committee. The Board of Directors shall delegate to the Executive Committee such of the powers and authority of the Board in the management of the business and affairs of the Corporation, **except** with respect to:

- A) The approval of any action which, under law or the provisions of these Bylaws, requires the approval of the majority of the Board of Directors.
- B) Appointing a new member to the Board or the filling of vacant Board seats.
- C) The amendment or repeal of Bylaws or the adoption of new Bylaws.
- D) The amendment or repeal or any resolution of the Board which by its express terms is not so amendable or retractable.
- E) The appointment of committees of the Board or the members thereof.
- F) Regularly review of the multiple budgets with the City contracts and non-public contracts.
- G) Review and approve any and all service contracts with the Corporation.
- H) Other tasks related to financial management as approved by the Board including tax returns, audits or reviews, and reports to the City and County of San Diego.
- I) The approval of any transaction to which this Corporation is a party and in which one or more of the Directors has a material financial interest, except as expressly provided in Section 5233(d)(3) of the California Nonprofit Corporation Law.

- J) ~~The Executive Committee~~ shall conduct an annual performance review, with feedback from the general public, of the Managing Administrator's contract and present it to Board of Directors for additional feedback and recommendations.

By a majority vote of its members then in office, the Board may at any time revoke or modify any or all of the powers or authority so delegated to the Executive Committee, increase or decrease the membership of the Executive Committee by not more than two members of the Board of Directors, and fill vacancies on the Executive Committee from the members of the board. The Executive Committee shall keep regular minutes of its proceedings, cause them to be filed with the corporate records, and report the same to the Board of Directors from time to time as the Board may require.

### **Section 2. Standing Committees and Task Forces**

The Corporation shall have such standing committees as may from time-to-time be designated by resolution of the Board of Directors. Task forces can be designated by a resolution of the Board of Directors or a committee Chair. Tasks forces traditionally will report finds to committee before presented to the Board of Directors. Members of standing committees and task forces shall be appointed by the Board and/or the committee Chair. Committees and task forces shall be advisory bodies to the Board of Directors and may consist of persons who are not also members of the Board (i.e., non-seated stakeholders), and in no event shall the membership of standing committees and task forces include members of the Board of Directors constituting a quorum of the Board of Directors. These additional committees and task forces shall act in an advisory capacity to the Board ~~or committee they were created~~.

### **Section 4. Meetings and Actions of Committees.**

- A) **Executive Committee and Standing Committees.** Meetings and actions of the Executive Committee and any standing committees that may be created by the Board of Directors, shall be governed by, noticed, held and conducted in accordance with the provisions of the Ralph M. Brown Act in the same manner as meetings of the Board of Directors as provided in Article 5 of these Bylaws. The time for meetings of the Executive Committee and standing committees may be fixed by the Board of Directors, or the committee chair.
- B) **Task Forces.** Meetings and actions of Task Forces are not subject to the public meeting notice requirements of the Ralph M. Brown Act and may be noticed, held and conducted in accordance with rules and regulations promulgated by the Board of Directors, provided that such rules and regulations are not inconsistent with the provisions of these Bylaws.

## **ARTICLE 8 EXECUTION OF INSTRUMENTS, DEPOSITS AND FUNDS**

### **Section 1. Execution of Instruments**

The Board of Directors, except as otherwise provided in these Bylaws, may by resolution authorize any officer or agent of the Corporation to enter into any contract or execute and

deliver any instrument in the name of and on behalf of the Corporation, and such authority may be general or confined to specific instances. Unless so authorized, no officer, agent, or employee shall have any power or authority to bind the Corporation by any contract or engagement, to pledge its credit or to render it liable monetary for any purpose or in any amount.

### **Section 2. Checks and Notes**

Except as otherwise specifically determined by resolution of the Board of Directors, or as otherwise required by law, checks, drafts, promissory notes, orders for the payment of money, and other evidence of indebtedness of the Corporation shall be signed by at least two of the four of the Officers of the Corporation.

### **Section 3. Deposits**

All funds of the Corporation shall be deposited from time-to-time to the credit of the Corporation in such banks, trust companies, or other depositories as the Board of Directors may select.

### **Section 4. Gifts**

The Board of Directors may accept on behalf of the Corporation any contribution, gift, bequest, or devise for the charitable or public purposes of this Corporation.

## **ARTICLE 9 REPORTS**

### **Section 1. Annual Report**

Within one-hundred and fifty (150) days after the end of the fiscal year, the Corporation shall submit an "Annual Report" to the City and the BID stakeholders. The Annual Report will summarize the prior year's financial activities and include at the minimum, assets and liabilities of the Corporation as of the end of the fiscal year; principal changes in assets and liabilities including trust funds during the fiscal year; the revenue or receipts of the of the Corporation, both restricted and unrestricted for the fiscal year; expense or disbursements of the Corporation, for both general and restricted funds and any information required by Section 7 of Article 9 of these Bylaws to be included in the Annual Statement of Specific Transactions to Property Owners.

### **Section 2. Annual Work Plan and Budget**

On or before February, of each year for each fiscal year for which assessments are to be levied and collected by the City, the Corporation shall submit to the City an Annual Work Plan and Budget for the upcoming fiscal year.

### **Section 3. Audit or Review**

Annually, the Corporation shall prepare an audit or review that documents the disposition, commitment and line-item expenditures of all District revenues received during the previous fiscal year. The Corporation shall have an audit or review conducted in accordance with GAGAS within one-hundred fifty (150) days after the end of the applicable Fiscal Year or Fiscal Years.



#### **Section 4. Assessment Data**

- A) The Corporation shall maintain a complete database for each business license assessed within the District, containing the following information:
- 1) Business Licensor's Name
  - 2) Street Address
  - 3) Name and Address of Owner(s) of Record
  - 4) Amount of the BID Assessment Levied
  - 5) BID Assessment Status

If a BID assessee or a member of the public is interested in securing a copy of this list, a request can be made to the City's Economic Development Department.

### **ARTICLE 10 CORPORATE RECORDS AND SEAL**

#### **Section 1. Maintenance of Corporate Records**

The Corporation shall maintain the following corporate records which shall be maintained at the office of the Corporation. Except for records specifically exempted by law, such records shall be available for public review, and posted on the corporation's website, consistent with the provisions the Ralph M. Brown Act:

- A) Minutes of all meetings of Directors, standing committees of the Board and all meetings of members, indicating the time and place of holding such meetings, whether regular or special, the notice given, and the names of those present and the proceedings thereof.
- B) Adequate and correct books and records of account, including accounts of its properties and business transactions and accounts of its assets, liabilities, receipts, disbursements, gains and losses.
- C) A record of its stakeholders, if any, indicating their names and addresses.
- D) A copy of the Corporation's Articles of Incorporation and Bylaws as amended to date.
- E) All tax filings with the Internal Revenue Services and all appropriate and applicable offices with the state of California.

**Section 2. Corporate Seal**

The Board of Directors may adopt, use, and at will alter, a corporate seal. Such seal shall be kept at the office of the Corporation. Failure to affix the seal to corporate instruments, however, shall not affect the validity of any such instrument.

**Section 3. Directors' Inspection Rights**

Every Director shall have the absolute right at any reasonable time to inspect and copy all books, records, and documents of every kind and to inspect the physical properties of the Corporation.

**Section 4. Public's Inspection Rights**

- A) The City, and owners of businesses or properties located within the boundaries of the District, and their duly appointed authorized representatives, shall have the absolute right at any reasonable time to inspect and copy all books, records and documents of every kind not otherwise exempted by law from public inspection.
- B) For all purposes of these Bylaws, the term "duly appointed authorized representative" shall mean a person who presents to the Secretary or the District Manager of the Corporation a written document identifying the owner of real business or property located within the boundaries of the District, the identity of the real business or property within the District owned by the owner, the identity of the representative being appointed, and the scope of the representative's authorization.

**ARTICLE 11  
FISCAL YEAR**

The Corporation operates on a fiscal year that begins on the July 1st and end on June 30th of each year.

**ARTICLE 12  
INSURANCE**

The Board of Directors shall adopt a resolution authorizing the purchase and maintenance of insurance on behalf of any agent of the Corporation (including a Director, officer, employee or other agent of the Corporation) against any liability other than for violating provisions of law relating to self-dealing (Section 5233 of the California Nonprofit Corporation Law) asserted against or incurred by the agent in such capacity or arising out of the agent's status as such, whether or not the Corporation would have the power to indemnify the agent against such liability under the provisions of Section 5238 of the California Nonprofit Corporation Law.

**ARTICLE 13  
AMENDMENT OF BYLAWS**

Subject to any provision of law applicable to the amendment of Bylaws of public benefit nonprofit corporations, these Bylaws, or any of them, may be altered, amended, or repealed and new Bylaws adopted as follows:

- A) Subject to the power of members, if any, to change or repeal these Bylaws under Section 5150 of the Corporations Code, by approval of the Board of Directors unless the Bylaw amendment would materially and adversely affect the rights of members, if any, as to voting or transfer, provided, however, if this Corporation has admitted any members, then a Bylaw specifying or changing the fixed number of directors of the Corporation, the maximum or minimum number of directors, or changing from a fixed to variable board or vice versa, may not be adopted, amended, or repealed except as provided in Paragraph B of this SECTION; or
- B) By approval of the majority action of the sitting Board of Directors.

## **ARTICLE 14 PROHIBITED TRANSACTIONS**

### **Section 1. Loans**

Except as permitted by Section 5236 of the Code, the Corporation shall not make any loan of money or property to, or guarantee the obligation of, any Director or officer; provided, however, that the Corporation may advance money to a Director or officer of the Corporation or any subsidiary for expenses reasonably anticipated to be incurred in performance of the duties of such officer or Director so long as such individual would be entitled to be reimbursed for such expenses absent that advance.

### **Section 2. Self-Dealing Transactions**

Except as provided in Section 3, below, the Board shall not approve or permit the Corporation to engage in any self-dealing transaction. A self-dealing transaction is a transaction to which the Corporation is a party and in which one or more of its Directors has a material financial interest, unless the transaction is described in Section 5233(b) of the California Corporations Code. Any Board member who provides a service or product to the Board must recuse themselves from discussion as well as moving, seconding or voting on that particular issue in which they may have a financial interest.

### **Section 3. Approval**

This Corporation may engage in a self-dealing transaction if the transaction is approved by a court or by the Attorney General. This Corporation also may engage in a self-dealing transaction if the Board determines, before the transaction, that (1) the Corporation is entering into the transaction for its own benefit; (2) the transaction is fair and reasonable to the Corporation at the time; and (3) after reasonable investigation, the Board determines that it could not have obtained a more advantageous arrangement with reasonable effort under the circumstances. Such determinations must be made by the Board in good faith, with knowledge of the material facts concerning the transaction and the interest of the Director or Directors in the transaction, and by a vote of a majority of the Directors then in office, without counting the vote of the interested Director or Directors.

**ARTICLE 15  
CONFLICT OF INTEREST  
AND COMPENSATION APPROVAL POLICIES**

**Section 1. Purpose of Conflict of Interest Policy**

The purpose of this conflict of interest policy is to protect this tax-exempt Corporation's interest when it is contemplating entering into a transaction or arrangement that might benefit the private interest of an officer or Director of the Corporation or any "disqualified person" as defined in Section 4958(f)(1) of the Internal Revenue Code and as amplified by Section 53.4958-3 of the IRS Regulations and which might result in a possible "excess benefit transaction" as defined in Section 4958(c)(1)(A) of the Internal Revenue Code and as amplified by Section 53.4958 of the IRS Regulations. This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest applicable to nonprofit and charitable organizations.

**Section 2. Definitions**

- A) Interested Person. Any Director, principal officer, member of a committee with governing Board delegated powers, or any other person who is a "disqualified person" as defined in Section 4958(f)(1) of the Internal Revenue Code and as amplified by Section 53.4958-3 of the IRS Regulations, who has a direct or indirect financial interest, as defined below, is an interested person.
- B) Financial Interest. A Director has a financial interest if the person has, directly or indirectly, through business, investment, or family:
- 1) an ownership or investment interest in any entity with which the Corporation has a transaction or arrangement, or
  - 2) a compensation arrangement with the Corporation or with any entity or individual with which the Corporation has a transaction or arrangement, or
  - 3) a potential ownership or investment interest in, or compensation arrangement with, any entity or individual with which the Corporation is negotiating a transaction or arrangement.

Compensation includes direct and indirect remuneration as well as gifts or favors that are not insubstantial.

A financial interest is not necessarily a conflict of interest. Under Section 3, sub-section B, a person who has a financial interest may have a conflict of interest only if the appropriate governing Board or committee decides that a conflict of interest exists.

**Section 3. Conflict of interest Avoidance Procedures**

- A) Duty to Disclose. In connection with any actual or possible conflict of interest, an interested person must disclose the existence of the financial interest and be given

the opportunity to disclose all material facts to the Directors and members of committees with governing Board delegated powers considering the proposed transaction or arrangement.

- B) Determining Whether a Conflict of Interest Exists. After disclosure of the financial interest and all material facts, and after any discussion with the interested person, he/she shall leave the governing Board or committee meeting while the determination of a conflict of interest is discussed and voted upon. The remaining Board or committee members shall decide if a conflict of interest exists.
- C) Procedures for Addressing the Conflict of Interest.
- 1) An interested person may make a presentation at the governing Board or committee meeting, but after the presentation, he/she shall leave the meeting during the discussion of, and the vote on, the transaction or arrangement involving the possible conflict of interest.
  - 2) The chairperson of the governing Board or committee shall, if appropriate, appoint a disinterested person or committee to investigate alternatives to the proposed transaction or arrangement.
  - 3) After exercising due diligence, the governing Board or committee shall determine whether the Corporation can obtain with reasonable efforts a more advantageous transaction or arrangement from a person or entity that would not give rise to a conflict of interest.
  - 4) If a more advantageous transaction or arrangement is not reasonably possible under circumstances not producing a conflict of interest, the governing Board or committee shall determine by a majority vote of the disinterested Directors whether the transaction or arrangement is in the Corporation's best interest, for its own benefit, and whether it is fair and reasonable. In conformity with the above determination, it shall make its decision as to whether to enter into the transaction or arrangement.
- D) Violations of the Conflicts of Interest Policy. If the governing Board or committee has reasonable cause to believe a Director or committee member has failed to disclose actual or possible conflicts of interest, it shall inform the individual of the basis for such belief and afford the member an opportunity to explain the alleged failure to disclose.

If, after hearing the member's response and after making further investigation as warranted by the circumstances, the governing Board or committee determines the member has failed to disclose an actual or possible conflict of interest, it shall take appropriate disciplinary and corrective action.

**CERTIFICATE OF SECRETARY**

I, the undersigned, certify that I am the currently elected and acting Secretary of East Village Association, a California Non-profit Public Benefit Corporation, and the above Bylaws, consisting of 23 pages, are the Bylaws of the Corporation as adopted at a meeting of the Board held on July 27, 2023.

Dated: ~~July 27, 2023~~ TBD

Executed at San Diego, California

---

Robyn Spencer, Secretary



**East Village Association  
Board of Directors Alternatives for Consideration**

- Angie Weber (Business Director)  
Alternate Member: Jon Weber
  
- David Miles (Business Director)  
Alternate Member: Elena Rangel
  
- Todd Miller (Property Director)  
Alternate Member: Grace Sheehy

**EAST VILLAGE ASSOCIATION**

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Email: [info@EastVillageSanDiego.com](mailto:info@EastVillageSanDiego.com) ▪ Website: [www.EastVillageSanDiego.com](http://www.EastVillageSanDiego.com)  
Facebook / Twitter / Instagram: [@EastVillageSD](https://www.facebook.com/EastVillageSD) ▪ [#EastVillageSD](https://www.instagram.com/EastVillageSD)



**EVA Board Meeting**  
**PR & Social Media Agenda**  
 Thursday, March 21, 2024

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**Pitches**

**Women's History Month Spotlight**

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

**Black History Month Spotlight**

- Secured online coverage on SD Today, San Diego Union-Tribune, CBS 8, News Break
- Secured print coverage in San Diego Union-Tribune
- Secured broadcast coverage on CBS 8, KUSI

**East Village Block Party on Opening Weekend**

- Secured online coverage on PubClub, THERE San Diego, FOX 5/KUSI, Yahoo! News, Presidio Sentinel, DoSD, SD Today, San Diego Family Magazine, San Diego Tourism Authority
- Secured print coverage in Presidio Sentinel, San Diego Family Magazine
- Secured interest with LOCALE Magazine, Coast News Group, San Diego Union-Tribune, 97.3 The Fan, KYXY, San Diego Business Journal, CBS 8, Gente Bonita Magazine, FOX 5, PubClub, KPBS, Modern Luxury, Hispanos Unidos

**Other Coverage**

- Secured online coverage on San Diego Downtown News
- Secured print coverage in San Diego Downtown News

**SOCIAL MEDIA**

**Recap & Highlights**

- Gained 308 new followers
- Earned 207K impressions on social posts (57% increase)
- Earned over 2.7K engagements on social posts (12% increase)
- Promoting East Village Block Party
  - Facebook event page has 1914 responses

**SOCIAL MEDIA ANALYTICS (Last 30 days as of March 8)**



Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
East Village San Diego	153	6678	1830	158532
EastVillageSD	155	11546	825	48624

### Top content - Instagram (Based on engagement)

Best performing content published during the selected period.

Feb 15, 2024 · EastVillageSD

**Step up to the plate and swing into spring at the 12th Annual East Villa...**

Reach	2,734
Comments	6
Likes	186
Saves	20
Engagement	314
Engagement rate per reach	11.5%
Engagement rate per impression	10.7%

Feb 26, 2024 · EastVillageSD

**The East Village Block Party on Opening Weekend is the perfect...**

Reach	2,535
Comments	3
Likes	165
Saves	14
Engagement	242
Engagement rate per reach	9.5%
Engagement rate per impression	8.3%

Feb 29, 2024 · EastVillageSD

**Tap into the vibrant beer scene of East Village! 🍷 Did you know our...**

Reach	1,303
Comments	8
Likes	67
Saves	2
Engagement	78
Engagement rate per reach	6%
Engagement rate per impression	5.7%

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

Best performing content published during the selected period.

Feb 26, 2024 · East Village San Diego

**The East Village Block Party on Opening Weekend is the perfect...**

Reach	9,577
Engaged users	1,347
Clicks	654
Other clicks	835
Engagement rate per reach	14.1%
Engagement rate per impression	11.4%

Feb 10, 2024 · East Village San Diego

**Love is in the air and it's sweeter than ever! ❤️ Don't miss out on spreadin...**

Reach	3,178
Engaged users	248
Clicks	101
Other clicks	65
Engagement rate per reach	7.8%
Engagement rate per impression	6%

Mar 7, 2024 · East Village San Diego

**Let's celebrate the start of baseball season in style! 🍷 Join us at the...**

Reach	264
Engaged users	20
Clicks	15
Other clicks	3
Engagement rate per reach	7.6%
Engagement rate per impression	7.4%

# EAST VILLAGE

SAN DIEGO, CA

# BLOOD PARTY

## ON OPENING WEEKEND

Ⓞ 3 STAGES Ⓞ FOOD TRUCKS Ⓞ 21+ BEER GARDEN Ⓞ CAR SHOW Ⓞ

### MUSIC

**ISRAEL MALDONADO  
MARIACHI DINASTIA**

**DJ ARTISTIC • DJ BOOGIE BLANCO  
DJ KID WONDER • DJ BTK & DJ WHO**

### HOSTED BY

**DANIEL GERSZTYN  
OF SDHOSTED**

Ⓞ FREE EVENT Ⓞ FAMILY-FRIENDLY Ⓞ LIVE PAINTING Ⓞ CRAFT VENDORS Ⓞ

# SATURDAY MARCH 30, 2024

J SREET IN FRONT OF PETCO PARK





2024



EAST VILLAGE SAN DIEGO  
SPONSOR OPPORTUNITIES

# EAST VILLAGE SAN DIEGO



East Village is San Diego's largest downtown business district and neighborhood, encompassing 130 blocks, between Seventh Avenue to 17th Street. More than 700 businesses are located in the thriving urban enclave including vibrant culinary experiences, hip gathering spots and bustling watering holes, unique shopping experiences, premier educational institutions, one-of-a-kind retail, artistic installations and PETCO Park-the home of the San Diego Padres. East Village's distinctive charm continues to draw locals and visitors to its diverse and vibrant community with a unique mix of arts, culture, education, and entertainment.

The East Village Association, Inc. (EVA) is a nonprofit corporation 501c3 that manages the East Village Business Improvement District. The EVA encourages economic development and growth in the downtown district and business community through revitalizing public spaces, event development and productions, and public policy and programs.

## WHO WE REACH

### *Location + Audience*

A melting pot of cultures and ethnicities, East Village has something for everyone. With a variety of hip gathering spots and nightlife destinations, the neighborhood predominantly attracts a younger crowd.

Drawn to some of the chic neighborhood high rises like Radian, Park 12, Alexan ALX, and more, those who enjoy the hustle and bustle of city living thrive in this vibrant community. Steps from their doors is a oasis of diverse culinary experiences including Michelin guide restaurants like Sovereign Modern Thai and Callie and state-of-the-art fitness centers including Invictus Fitness and FIT Athletic. As one of the top destinations for art, food and architecture, East Village also offers many family-friendly experiences including quick and easy bites, hip retail shops and of course, baseball games and entertainment at Petco Park.



Our monthly newsletter reaches **1,710+ unique subscribers** and has an average **29% open rate**.



Our events attract a **wide demographic in age and ethnicity** with attendance for events ranging from **300 to 50,000**.



**FACEBOOK**  
**7,000+**  
**Followers**



**INSTAGRAM**  
**11,500+**  
**Followers**



**TIKTOK**  
**195+**  
**Followers**

*\*Data snapshot as of March 1, 2024.*

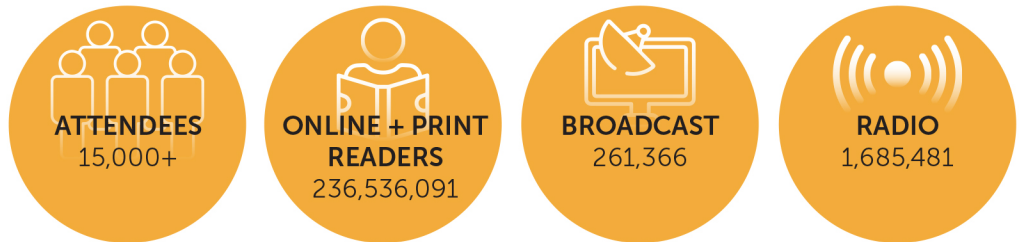


## EAST VILLAGE BLOCK PARTY

**March 30, 2024 from 10:00am to 4:30pm**

Grab your family and friends and join the East Village Association in welcoming baseball season back in San Diego with the East Village Opening Day Block Party. Taking place on J St from 7th to 10th Avenue in front of Petco Park, this event honors all things East Village including local small businesses, live music and entertainment, tasty bites, beer and cocktails, local retail vendors, photo opportunities, a variety of fun family-friendly activities, and of course a celebration of East Village's very own San Diego Padres. Open to all ages, the free celebration is the perfect way to celebrate the community and our beloved team.

### EAST VILLAGE BLOCK PARTY REACH



## TASTE OF EAST VILLAGE

**August 28 & 29, 2024 from 4:00pm to 8:00pm**

Taste of East Village captures the essence of the neighborhood's culinary diversity, providing a flavorful experience for attendees. This event serves as a platform to highlight and celebrate local businesses, offering guests a chance to savor the distinct flavors of East Village. Through a showcase of the area's vibrant food scene, Taste of East Village creates a communal celebration that supports and promotes the culinary gems within the neighborhood.

### TASTE OF EAST VILLAGE REACH



\* The numbers are based on the circulation and UVPm reported by media to a trusted media database called MuckRack. There is no multiplier applied.



## EAST VILLAGE OKTOBERFEST

**October 5, 2024 from 1:00pm to 7:00pm**

Delve into the unique blend of German culture and Mexican influences at Oktoberfest in East Village. Witness East Village’s transformation into a modern faced Oktoberfest activation with one-of-a-kind Latin flair for the evolving East Village community. The lively event will highlight the history of German influence on Mexican lager, music and food, with guests sampling a variety of the best lagers, ales, local brews while enjoying live musical performances and a variety of activations. East Village’s Oktoberfest is a celebration of diversity and cultural exchange by not only entertaining but educating. It’s a celebration of a rich cultural tapestry that defines our community. The event is 21+.

### EAST VILLAGE OKTOBERFEST REACH



## EAST VILLAGE SALUTES!

**Date and Time TBD**

To celebrate the brave men and women who have served our nation, East Village SALUTES! promises a day of festivities, gratitude, and community spirit. Taking place on Veteran’s Day weekend, East Village SALUTES! is dedicated to honoring Veterans and underscoring the remarkable contributions they continue to make within our East Village community. The event will not only pay homage to our heroes but will also highlight the thriving Veteran-owned businesses in the area. Attendees can look forward to a street festival-style atmosphere with activities for all ages. The free event will feature a variety of attractions, including Veteran-owned business vendor booths, live musical performances, and family-friendly activities that promise fun for all ages.

### EAST VILLAGE SALUTES REACH



\* The numbers are based on the circulation and UVPM reported by media to a trusted media database called MuckRack. There is no multiplier applied.



## EAST VILLAGE TREE LIGHTING & HOLIDAY MARKET

**November 30, 2024 from 3:00pm to 7:00pm**

The East Village Tree Lighting, held in the heart of Downtown San Diego, is a festive event that illuminates the neighborhood with holiday cheer through enchanting lights and a bustling holiday market. This event uniquely reflects the flavors of East Village, serving as a vibrant showcase for local businesses in the heart of downtown, where attendees can discover and support the diverse offerings of the community while enjoying the magic of the tree lighting ceremony.

### EAST VILLAGE TREE LIGHTING & HOLIDAY MARKET REACH



\* The numbers are based on the circulation and UVPM reported by media to a trusted media database called MuckRack. There is no multiplier applied.

## FLAGSHIP EVENTS

SPONSORSHIP LEVEL	Community Partner \$1,000	Exhibitor \$2,000	Select Partner \$7,500	Premier Partner \$10,000	Legacy Partner \$20,000
Hyperlink Logo on East Village Website	✓	✓	✓	✓	✓
Logo on Printed Collateral (Event Day)	✓	✓	✓	✓	✓
Logo on Marketing Material (Pre-Event)			✓	✓	✓
Booth Space (10x10)		✓			
Category Exclusive			AVAILABLE	AVAILABLE	✓
Activation Space (10x10 or Larger)			✓	✓	✓
Zone / Area Naming Rights				✓	✓
TV / Media / Digital Coverage*				AVAILABLE	✓
"Presented by" on All Collateral					✓



**EAST VILLAGE**  
SAN DIEGO, CA  
**BLOCK PARTY**  
ON OPENING WEEKEND  
March 2024  
15,000+ Attendees



**EAST VILLAGE**  
SAN DIEGO  
**+ OKTOBERFEST +**  
BIER - MÚSICA - FOOD  
October 2024  
6,500+ Attendees  
(Ticketed)

\*\* TV / Media / Digital opportunities are subject to media outlet and may have restrictions.



## ANCILLARY EVENTS

SPONSORSHIP LEVEL	Community Partner \$500	Exhibitor \$1,000	Select Partner \$3,500	Premier Partner \$5,000	Legacy Partner \$10,000
Hyperlink Logo on East Village Website	✓	✓	✓	✓	✓
Logo on Printed Collateral (Event Day)	✓	✓	✓	✓	✓
Logo on Marketing Material (Pre-Event)			✓	✓	✓
Booth Space (10x10)		✓			
Category Exclusive			AVAILABLE	AVAILABLE	✓
Activation Space (10x10 or Larger)			✓	✓	✓
Zone / Area Naming Rights				✓	✓
TV / Media / Digital Coverage*				AVAILABLE	✓
"Presented by" on All Collateral					✓

**EAST VILLAGE  
SALUTES!**  
SD

TBD  
1,500+ Attendees

TASTE OF  
EAST VILLAGE  
SAN DIEGO

August 2024  
700 Attendees  
(Ticketed)

East Village  
TREE LIGHTING &  
HOLIDAY MARKET

December 2024  
5,000+

\*\* TV / Media / Digital opportunities are subject to media outlet and may have restrictions.

## OTHER OPPORTUNITIES



The East Village Association has an additional branding opportunity, the East Village Banner Program, that catches anywhere between 6,500 to 25,000 sets of eyes per day. The Banner Program has an inventory of almost 400 5-foot and 8-foot banner brackets that span over 130 city blocks.

Brackets are available to be rented on a monthly basis and the rate given only encompasses the rental fee and not fabrication or installation.

For more information about the East Village Banner Program or others, please email [events@eastvillagesandiego.com](mailto:events@eastvillagesandiego.com).

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**EAST VILLAGE ASSOCIATION**

**1041 Market Street #200  
San Diego, CA 92101**

**619.546.5636**

**EastVillageSanDiego.com**

**A Non-Profit 501c3 Corporation  
Fed Tax ID No. 61-1558972**

## East Village San Diego 2024 Sponsorship Agreement Form

Please select event and level that you would like to sponsor.

### FLAGSHIP EVENTS

Check one of the options below.

- East Village Block Party (3/30)
- East Village Oktoberfest (10/5)

### FLAGSHIP SPONSORSHIP LEVELS

Check one of the options below.

- Legacy Partner / \$20,000**  
Premier Partner + "Presented by" on All Collateral.
- Premier Partner / \$10,000**  
Select Partner + Zone/Area Naming Rights.
- Select Partner / \$7,500**  
Community Partner + Activation Space.
- Exhibitor / \$2,000**  
Community Partner + 10x10 Booth Space.
- Community Partner / \$1,000**  
Hyperlink Logo on Website + Logo on Printed Collateral (Event Day).

### CONTACT INFORMATION

Name: \_\_\_\_\_

Company (If Applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**I hereby agree to sponsor the above event and level I have selected on behalf of myself/business.**

Signature: \_\_\_\_\_

### ONCE COMPLETE

Remit form and payment to: East Village Association  
Mail to: 1041 Market Street #200, San Diego, CA 92101  
Email to: Events@EastVillageSanDiego.com

The East Village Association (EVA) is a 501(c)(3) Corporation. Any contributions made to EVA, are considered tax-deductible. Please consult with your financial advisor for more details. Federal Tax ID #61-1558972.

### ANCILLARY EVENTS

Check one of the options below.

- East Village SALUTES! (TBD)
- Taste of East Village (8/28 & 29)
- East Village Tree Lighting & Holiday Market (11/30)

### ANCILLARY SPONSORSHIP LEVELS

Check one of the options below.

- Legacy Partner / \$10,000**  
Premier Partner + "Presented by" on All Collateral.
- Premier Partner / \$5,000**  
Select Partner + Zone/Area Naming Rights.
- Select Partner / \$3,500**  
Community Partner + Activation Space.
- Exhibitor / \$1,000**  
Community Partner + 10x10 Booth Space.
- Community Partner / \$500**  
Hyperlink Logo on Website + Logo on Printed Collateral (Event Day).





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**

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

CITY OF SAN DIEGO, CALIFORNIA  
COUNCIL POLICY

CURRENT

2. Prior to consideration of the proposal by the City Council or any of its committees, the requesting entity shall make the proposal publicly available for review and shall conduct a noticed public meeting for affected citizens in the proposed Community Parking District. The requesting entity shall also provide notice of this public meeting to all affected Community Planning Groups.
  3. Geographic areas that, prior to December 31, 1997, were established as Parking Meter Districts are hereby now designated as established Community Parking Districts, and the organizations designated by the City Council as Parking Meter District Advisory Boards are hereby now designated as the established Community Parking District Advisory Boards.
  4. The Community Parking District Program shall be administered by the Mayor or City Manager.
- B. Revenues Subject to Allocation to a Community Parking District
1. Annually, the costs of administering the Community Parking District Program, including the services of dedicated Transportation Engineer(s), and parking meter operations costs shall be subtracted from the total parking meter revenue prior to the calculation of the revenue subject to allocation to the Community Parking Districts.
  2. A percentage of the total parking meter revenues, less the administrative and parking meter operations costs described in Section B.1 above, generated within each Community Parking District shall be allocated to that Community Parking District on an annual basis. The percentage shall be forty-five (45%) each fiscal year.
  3. In addition to this 45% allocation, the City may allocate all or a portion of the parking management-related revenues to a Community Parking District on a case-by-case basis. Such additional revenues may be allocated to a Community Parking District so long as all of the following requirements are met:
    - a. Any City administrative costs necessary to implement and collect the fees are fully recovered;

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

**CURRENT**

- b. The City conducts, or causes to be conducted, an analysis of the proposed use(s) of the additional parking management-related revenues, and the analysis indicates that the amount allocated, along with any other authorized revenues, is sufficient to implement and manage the proposed use(s);
    - c. The amount allocated is no more than necessary to implement and manage the proposed use(s); and
    - d. The City determines through a fiscal impact analysis that the Community Parking District's proposed use(s) is/are in the City's long-term best interest.
  4. For the purpose of this Policy, City revenues which may be allocated to a Community Parking District in addition to parking meter revenue, if any, may include:
    - a. Fees paid by users to park in a facility operated by the Community Parking District;
    - b. Valet parking fees;
    - c. Residential or shopper parking permit fees;
    - d. Parking in-lieu fees levied on new development; and
    - e. Any other authorized fees obtained to regulate parking in a Community Parking District.
  5. Community Parking District revenues allocated to each Community Parking District will be disbursed pursuant to the adoption and approval of an Annual Plan & Budget submitted to the City Council, as provided in sections C and D below. The Mayor or City Manager shall maintain relevant data indicating the location of each parking meter, revenue earned by each meter, and other revenue sources, for the purpose of projecting and verifying parking management-related revenues allocable to each District.