



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

**CLOSED SESSION TO DISCUSS POTENTIAL LEGAL ISSUE ON ITEM 6**

AGENDA

1. Meeting Protocol & Introductions / Terry McCleary, President
2. Non-Agenda: Public Comment & Announcements  
*Please keep comments directed to the topic being discussed.*
3. Approval of November 16, 2023 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, and DCPC.
5. Committee Reports:
  - Executive Committee / Terry McCleary, President
    - a. YTD Draft Financial Report *Action Item* P. 9 - 13
    - b. FY25 EVA BID Budget *Action Item* P. 14 - 15
    - c. FY24 EVA BID Contract 6-Month Extension Letter P. 16
    - d. FY23 EVA Annual Report P. 17 - 20
    - e. Next Meeting: February 8, 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. 21 - 22
    - b. East Village Artisan Market – Update
    - c. 2023 East Village Tree Lighting & Holiday Market – Sat. 12/9
    - d. 2024 East Village Tree Lighting & Holiday Market – Sat., 11/30 *Action Item*
    - e. East Village Block Party on Opening Weekend – Sat., 3/30
    - f. Taste of East Village – Wed. & Thu. 8/28 – 8/29 *Action Item* P. 23 - 27
    - g. East Village Banner Program Rental Guide Approval *Action Item* P. 28 - 30
    - h. Next Meeting: February 1, 2024, at 2:00pm  
 UCSD Park & Market (1100 Market Street)
  - Civil Sidewalks Committee / Diana Puetz, Chair

**EAST VILLAGE ASSOCIATION**

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 ■ #EastVillageSD

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

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

- a. FY25 DCPD Projects & Budget *Action Item*
- b. Enhanced Pedestrian Lighting on Market St. & Park Blvd. – Update
- c. Texture Wayfinding Signage Project – Update
- d. Next Meeting: As Needed

P. 31

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. EVA/NCA 1-Year Management Mark Annual Contract Review Process *Action Item*
- b. Potential Litigation with Past Employee – Update *Action Item*
- c. 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: February 15, 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, November 16, 2023, at 3:00pm  
UCSD Park & Market (1100 Market Street, Room 321)

**PRESENT:** Hasan Ahmed, Tyler Winslow, Robyn Spencer, David Miles, Justin Navalle, Simon Andrews, Jon Weber, Ken Kawachi, Diana Puetz, Chan Buie, Manny Rodriguez, Kristen Rice, Todd Miller, Lisa Gerson, Sarah Potter, Daniel Fellus, Jason Wallace

**ABSENT:** Andrew Greenberg, Andrew Shemirani, Terry McCleary, Todd Brown, Jonathan Francese, Davis Newton, Tyler Lindsay

**GUESTS:** Elena Rangel, Joyce Summer, Shlomo Fellus, Latrell Crenshaw, Jennifer von Stauffenberg

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

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Meeting Protocol & Introductions / Terry McCleary, President	1. The meeting was called to order by the EVA District Manager, Dominic Li Mandri. EVA Board members, staff and guests all gave introductions.	1. <i>No action taken</i>
2. Non-Agenda: Public Comment & Announcements	2. Dominic expressed his condolences on the passing of Peter Seidler, owner of the San Diego Padres, and announced that he will be missed by the San Diego Community.  Joyce Summer added that Peter Seidler was an extremely kindhearted individual who gave back constantly to the San Diego Community. Peter also spearheaded the very successful Padres Volunteer program that exists across San Diego today.	2. <i>No action taken</i>
3. Approval of October 19, 2023 Minutes	3. Minutes from the October 19, 2023, Board meeting was reviewed.	3. <i>Justin Navalle moved to accept the October 19, 2023, minutes. Sarah</i>

### EAST VILLAGE ASSOCIATION

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

		<i>Potter seconded the motion. Robyn Spencer and Simon Andrews abstained. Motion passed.</i>
4. Community Reports	<p>4. Manny Rodriguez reported that DCPC recently voted to reject a city plan calling for the expansion of Grape Street near the San Diego International Airport. The city plan calls for adding a bike lane and eliminating 25-50 parking spaces on Grape Street. Manny reported that DCPC overwhelmingly opposed the proposal.</p> <p>Latrell Crenshaw from the Economic Development Department reported that he is filling in for the absence of Sean Plaisted who primarily supports the East Village BID. Latrell stated that a productive meeting was conducted earlier in the week with all BIDs across San Diego to discuss 2024 contractual changes. Latrell announced that EDD will be conducting contract monitoring review sessions with each of the BIDs via Zoom in the coming weeks.</p>	<i>4. No action taken</i>
<p>5. Committee Reports</p> <p><u>Executive Committee /</u> <u>Terry McCleary,</u> <u>President</u></p> <p>a. YTD Draft Financial Report</p> <p>b. US Bank CD Investment Rollover – Update</p> <p>c. NCA Annual Review per City BID Contract</p>	<p>5.a. Tammy DeLuca presented the October financial report.</p> <p>5.b. David Miles reported that the EVA Executive Committee agreed to rollover and renew the Certificate of Deposit for a 13-month term.</p> <p>5.c. Dominic announced that the East Village Association has now been under New City America management for a full calendar year. Dominic informed the Board that an annual review will be required to determine if New City America is meeting the Board’s expectations. This review will</p>	<p><i>5.a. David Miles moved to accept the October financial report. Daniel Fellus seconded the motion. Motion passed unanimously.</i></p> <p><i>5.b. No action taken</i></p> <p><i>5.c. No action taken</i></p>

	be brought to the EVA Board in January of 2024.	
d. East Village Board Member Resignation – (Chad Johnson)	5.d. Dominic reported that Chad Johnson, EVA Property Director from the Merian, is stepping down from the EVA Board as he recently accepted a new work position.	<i>5.d. No action taken</i>
e. East Village Board Nomination Form Received	5.e. Dominic announced that Jason Wallace of Top Mark Capital has been involved in EVA Board and Committee meetings over the past 6 months and comes with a recommendation Tyler Winslow and the Executive Committee. Top Mark Capital is paid to date on BID fees.	<i>5.e. Hasan Ahmed moved to appoint Jason Wallace to the EVA Board. Tyler Winslow seconded the motion. Motion passed unanimously.</i>
f. East Village Opening Weekend Block Party RFP Candidate Selection	5.f. Dominic explained that the four (4) East Village Block Party RFP Candidates have been discussed extensively by the RFP Task Force, DI&P Committee, Executive Committee and now Board. Dominic noted that It'sFarOut compromises Board Members Justin Navalle and Robyn Spencer, both of whom understand the nature of the East Village community and have experience orchestrating the East Village Block Party in prior years. Chris Gomez clarified that Justin and Robyn were excluded from the entire vetting and voting process. Additionally, EVA Staff interviewed It'sFarOut on Monday and clarified a series of questions that were raised during the Task Force discussion.	<i>5.f. Hasan Ahmed moved to approve It'sFarOut as the event planning consultant to produce the 2024 East Village Opening Weekend Block Party. Manny Rodriguez seconded the motion. Robyn Spencer and Justin Navalle abstained. Motion passed.</i>
g. Reminder of Office and Meeting Changes Effective December 1 <sup>st</sup>	5.g. Dominic noted that the EVA lease at Spaces is ending effective December 1. In the future, DI&P Committee, Executive Committee, and Board of Director meetings will be held at UCSD Park & Market Classroom #321.	<i>5.g. No action taken</i>
h. Next Meeting:	5.h. The next Executive Committee is scheduled for Thursday, January 11, 2024, at 3:00pm at UCSD Park & Market (1100 Market Street).	<i>5.h. No action taken</i>
<u>District Identity &amp; Placemaking Committee / Robyn Spencer &amp; Justin Navalle, Co-Chairs</u>		
a. Olive Public Relations Report	5.a. Jennifer von Stauffenberg gave an update on Olive's public relations activities in the East Village.	<i>5.a. No action taken</i>

<p>b. 2024 East Village Oktoberfest Partnership with It'sFarOut</p>	<p>5.b. Ethan Olsen announced that the 2023 East Village Oktoberfest was a tremendous success and requested approval for the same 2024 East Village Oktoberfest partnership with It'sFarOut. The EVA will support through marketing and non-profit support, with a net revenue split between It'sFarOut and EVA after expenses are covered.</p>	<p>5.b. <i>Todd Miller moved to approve the 2024 East Village Oktoberfest Partnership with It'sFarOut. Manny Rodriguez seconded the motion. Justin Navalle and Robyn Spencer abstained. Motion passed.</i></p>
<p>c. East Village SALUTES! – Update</p>	<p>5.c. Ethan reported that the East Village Salutes! commemorative veteran's event was well orchestrated and promoted. Ethan thanked veteran Chan Buie of Hey Sugar for her generous support and passion towards the event. The event attendance was lower than anticipated. Some of the participation issues that were considered were locals being out of town on vacation for Veteran's weekend, and Sunday's being an extremely slow day for Park 12 resident activity. Ethan reported that staff and the DI&amp;P Committee will deliberate on hosting the event in future years.</p>	<p>5.c. <i>No action taken</i></p>
<p>d. East Village Tree Lighting &amp; Holiday Market – Update</p>	<p>5.d. Ethan reported that the 6<sup>th</sup> Annual East Village Tree Lighting and Holiday Market is scheduled for Saturday, December 9, from 3:00pm to 7:00pm at Quartyard and 13<sup>th</sup> Street at 1301 Market Street. Ethan reported that Justin Navalle is booking entertainment for inside Quartyard, and on 13<sup>th</sup> Street.</p> <p>Ethan thanked Diana Puetz, Ken Kawachi and the San Diego Padres as well as Angie and Jon Weber of Cowboy Star, for their generous donations towards the event.</p>	<p>5.d. <i>No action taken</i></p>
<p>e. Next Meeting:</p> <p><u>Civil Sidewalks Committee / Diana Puetz, Chair</u></p>	<p>5.e. The next District Identity &amp; Placemaking Committee meeting is scheduled for January 4, at 2:00pm at UCSD Park &amp; Market (1100 Market Street).</p>	<p>5.e. <i>No action taken</i></p>
<p>a. Progress on Downtown-Adjacent Safe Encampment Sites – Update</p>	<p>5.a. Dominic announced that the new safe encampment site 'O Lot' is now partially opened and is actively being managed by Dreams for Change, and the Downtown San Diego Partnership. The two</p>	<p>5.a. <i>No action taken</i></p>

<p>b. Downtown San Diego Sidewalk Vending Ordinance Amendments – Update</p> <p>c. Next meeting:</p>	<p>management teams are focusing on family reunification.</p> <p>5.b. Dominic stated that City Council will meet on Tuesday, December 5, to review the potential language amendment to the Downtown San Diego Sidewalk Vending Ordinance.</p> <p>5.c. The Civil Sidewalks Committee will meet as needed.</p>	<p>5.b. <i>No action taken</i></p> <p>5.c. <i>No action taken</i></p>
<p><u>Parking &amp; Mobility Committee / Hasan Ahmed, Chair</u></p>		
<p>a. Enhanced Pedestrian Lighting – Update</p>	<p>5.a. Ethan gave an update on the Enhanced Pedestrian Lighting on Market Street and Park Boulevard. Ethan stated that Pro-Cal crews have been stringing seismic wiring across the streetlight poles and anticipate Market Street being completed by November 30, and Park Boulevard being completed by Mid-December.</p>	<p>5.a. <i>No action taken</i></p>
<p>b. 15<sup>th</sup> Street Traffic Signal Installations (CIP B22111) Letter of Support</p>	<p>5.b. Ethan reported that the Parking &amp; Mobility Committee is recommending that a letter of support be sent to the Mayor’s Office in support of funding the 15<sup>th</sup> Street intersections traffic signal installations (CIP B22111) which is the exit of the 94 Freeway, and an artery into East Village with no traffic or speed regulations.</p>	<p>5.b. <i>Hasan Ahmed moved to approve a letter of support for CIP B22111 funding to the Mayor’s Office. David Miles seconded the motion. Motion passed unanimously.</i></p>
<p>c. Funding Approval for Tecture Wayfinding Signage Poles</p>	<p>5.c. Ethan stated that the expenses for pole production were presented to the Parking &amp; Mobility Committee for pole funding and project approval. The project will be a NTE \$49,000 expense for the production and placement of the ten (10) \$4,900 Tecture Wayfinding poles under the parameters that one (1) pole is made as a prototype prior to the completed 9. Ethan noted that \$60,000 in additional funding was allocated for the enhanced pedestrian lighting project and that the \$49,000 can be used out of the parking district funds.</p>	<p>5.c. David Miles moved to approve a NTE \$49,000 to the production of Tecture poles. Justin Navalle seconded the motion. Motion passed unanimously.</p>
<p>d. Funding for Tecture Wayfinding Signage Permits</p>	<p>5.d. Ethan stated that the expenses for pole right-of-way permits were presented to the Parking &amp; Mobility Committee for funding allocation and approval. The permit will be a NTE \$25,000 process through Marco Polo Cortes who is extremely</p>	<p>5.d. David Miles moved to approve the NTE \$25,000 permitting process through Marco</p>

<p>e. Next Meeting:</p>	<p>experienced with permitting through the City of San Diego. Ethan noted the remaining \$11,000 of parking district funding that was initially allocated for the enhanced pedestrian lighting project can be used for permitting expenses. The remainder of the expenses can be funded through the Oktoberfest and Taste revenue that falls under non-assessment dollars.</p> <p>5.e. The Parking &amp; Mobility Committee will meet as needed.</p>	<p>Polo Cortes. Todd Miller seconded the motion. Motion passed unanimously.</p> <p><i>5.e. No action taken</i></p>
<p>6. CLOSED SESSION:</p> <p>a. Potential Litigation with Past Employee – Update</p> <p>b. EVA Vendor Contract Review – Summary</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.a. Dominic reopened the meeting and updated the public on the pending litigation with a prior employee.</p> <p>7.b. Dominic reported that current EVA vendors are being reevaluated by the Board and Staff as the new calendar year 2024 approaches.</p>	<p><i>7.a. No action taken</i></p> <p><i>7.b. No action taken</i></p>
<p>8. Next Meeting:</p>	<p>8. Dominic reported that the EVA Board has historically gone dark in the month of December due to quorum issues, however the Board can choose to hold a December meeting or cancel.</p> <p>The next Board of Directors meeting will be held in 2024 on Thursday, January 18, 2024, at 3:00pm at UCSD Park &amp; Market (1100 Market Street, Room 321).</p>	<p><i>8. Todd Miller moved to cancel the December EVA Board meeting. Chan Buie seconded the motion. Motion passed unanimously.</i></p>
<p>9. Adjournment</p>	<p>9. Meeting adjourned.</p>	<p><i>9. Motion adjourned by consensus.</i></p>

Minutes taken by: Ethan Olsen, New City America.



**East Village Association Inc.**  
**Balance Sheet**  
**As of December 31, 2023**

	Dec 31, 23	Dec 31, 22
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
10010 · US Bank - Checking	113,817.99	100,433.55
10020 · US Bank - Savings Account	882.16	282,478.35
10040 · US Bank CD-3433-7 mos 4.1...	102,864.59	0.00
10050 · US Bank CD-3532-11mos 4.2...	102,888.54	0.00
<b>Total Checking/Savings</b>	320,453.28	382,911.90
<b>Accounts Receivable</b>		
12000 · Accounts Receivable		
12001 · Parking Receivable	93,957.70	100,216.13
12002 · Programs Receivable	10,380.60	2,500.00
<b>Total 12000 · Accounts Receivable</b>	104,338.30	102,716.13
<b>Total Accounts Receivable</b>	104,338.30	102,716.13
<b>Other Current Assets</b>		
12070 · Parking Receivable	0.00	-19,431.15
12075 · Prepaid Expense	0.00	11.91
12080 · Rent Deposit	1,152.00	1,152.00
<b>Total Other Current Assets</b>	1,152.00	-18,267.24
<b>Total Current Assets</b>	425,943.58	467,360.79
<b>TOTAL ASSETS</b>	<b>425,943.58</b>	<b>467,360.79</b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
2000 · Accounts Payable	719.00	449.76
<b>Total Accounts Payable</b>	719.00	449.76
<b>Total Current Liabilities</b>	719.00	449.76
<b>Total Liabilities</b>	719.00	449.76
<b>Equity</b>		
<b>Net Unrestricted Assets</b>	433,965.33	459,145.20
<b>Net Income</b>	-8,740.75	7,765.83
<b>Total Equity</b>	425,224.58	466,911.03
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>425,943.58</b>	<b>467,360.79</b>

**East Village Association Inc.**  
**BID - Profit & Loss Budget Performance**  
**December 2023**

**10**

01/03/24

Accrual Basis

	<u>Dec 23</u>	<u>Budget</u>	<u>Jul - Dec 23</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
40055 · BID Disbursements	16,641.00	0.00	16,641.00	0.00	0.00
40065 · SBEP Management	0.00	15,000.00	66,963.35	90,000.00	180,000.00
40055 · BID Disbursements - Other					
<b>Total 40055 · BID Disbursements</b>	<u>16,641.00</u>	<u>15,000.00</u>	<u>83,604.35</u>	<u>90,000.00</u>	<u>180,000.00</u>
40060 · BID Carryforward Income	0.00	5,332.00	0.00	31,992.00	63,984.00
<b>Total Income</b>	<u>16,641.00</u>	<u>20,332.00</u>	<u>83,604.35</u>	<u>121,992.00</u>	<u>243,984.00</u>
<b>Expense</b>					
<b>SBEP Expenses</b>					
Management Grant	2,377.29	0.00	2,377.29	0.00	0.00
<b>Total SBEP Expenses</b>	<u>2,377.29</u>	<u>0.00</u>	<u>2,377.29</u>	<u>0.00</u>	<u>0.00</u>
<b>512138 · Promotion/Advertising/Marketing</b>					
Advertising	400.50	416.67	1,736.08	2,499.98	5,000.00
51250 · Banner / Branding	0.00	416.67	0.00	2,499.98	5,000.00
51320 · IT Website	350.00	166.67	1,579.27	999.98	2,000.00
51335 · Member Events	0.00	100.00	0.00	600.00	1,200.00
51336 Public Relations	3,750.00	3,750.00	22,580.00	22,500.00	45,000.00
<b>Total 512138 · Promotion/Advertising/Marke...</b>	<u>4,500.50</u>	<u>4,850.01</u>	<u>25,895.35</u>	<u>29,099.94</u>	<u>58,200.00</u>
<b>512143 · Office Operational</b>					
Admin Oversight	8,330.71	10,708.58	61,870.71	64,251.52	128,503.00
Computer Supplies & Services	0.00	500.00	475.88	3,000.00	6,000.00
Office Supplies	0.00	250.00	1,703.00	1,500.00	3,000.00
Postage	0.00	83.33	0.00	500.02	1,000.00
Storage	272.00	100.00	1,282.00	600.00	1,200.00
51160 · Legal Services	0.00	250.00	0.00	1,500.00	3,000.00
51165 · Accounting Services	0.00	375.00	1,140.00	2,250.00	4,500.00
51350 · Insurance	270.90	416.67	2,888.47	2,499.98	5,000.00
51355 · Office Rent	45.00	1,200.00	6,469.79	7,200.00	14,400.00
51365 · Permits & Fees	15.25	83.33	380.75	500.02	1,000.00
51370 · Printing	492.63	208.33	2,497.37	1,250.02	2,500.00
51380 · Telephone & Utilities	42.92	125.00	254.76	750.00	1,500.00
51390 · Dues/Subscriptions	415.97	125.00	1,441.74	750.00	1,500.00
<b>Total 512143 · Office Operational</b>	<u>9,885.38</u>	<u>14,425.24</u>	<u>80,404.47</u>	<u>86,551.56</u>	<u>173,103.00</u>
512153 · Contingency	0.00	1,056.75	0.00	6,340.50	12,681.00
<b>Total Expense</b>	<u>16,763.17</u>	<u>20,332.00</u>	<u>108,677.11</u>	<u>121,992.00</u>	<u>243,984.00</u>
<b>Net Ordinary Income</b>	<u>-122.17</u>	<u>0.00</u>	<u>-25,072.76</u>	<u>0.00</u>	<u>0.00</u>
<b>Net Income</b>	<u><u>-122.17</u></u>	<u><u>0.00</u></u>	<u><u>-25,072.76</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>

**East Village Association Inc.**  
**Parking - Profit & Loss Budget Performance**  
**December 2023**

	<u>Dec 23</u>	<u>Budget</u>	<u>Jul - Dec 23</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
40085 · Parking District Income	6,097	33,333	220,739	200,000	400,001
<b>Total Income</b>	<u>6,097</u>	<u>33,333</u>	<u>220,739</u>	<u>200,000</u>	<u>400,001</u>
<b>Expense</b>					
512138 · Promotion/Advertising/Marketing					
51280 · On-Line / Print Marketing	0	208	1,267	1,250	2,500
51320 · IT Website	0	375	4,125	2,250	4,500
51336 Public Relations	1,750	1,667	10,500	10,000	20,000
<b>Total 512138 · Promotion/Advertising/Marke...</b>	<u>1,750</u>	<u>2,250</u>	<u>15,892</u>	<u>13,500</u>	<u>27,000</u>
521240 New Initiatives					
Wayfinding Systems	0	94	0	563	1,127
Enhanced Pedestrian Lighting	0	25,000	171,496	150,000	300,000
<b>Total 521240 New Initiatives</b>	<u>0</u>	<u>25,094</u>	<u>171,496</u>	<u>150,563</u>	<u>301,127</u>
512143 · Office Operational					
Admin Oversight	4,292	4,348	25,752	26,087	52,174
51170 · Audit & Tax Filing	0	375	2,660	2,250	4,500
51355 · Office Rent	55	1,100	4,994	6,600	13,200
51380 · Telephone & Utilities	0	167	0	1,000	2,000
<b>Total 512143 · Office Operational</b>	<u>4,347</u>	<u>5,990</u>	<u>33,406</u>	<u>35,937</u>	<u>71,874</u>
<b>Total Expense</b>	<u>6,097</u>	<u>33,333</u>	<u>220,794</u>	<u>200,000</u>	<u>400,001</u>
<b>Net Ordinary Income</b>	<u>0</u>	<u>0</u>	<u>-55</u>	<u>0</u>	<u>0</u>
<b>Net Income</b>	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>-55</u></u>	<u><u>0</u></u>	<u><u>0</u></u>

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

	110 - Associatio...	520 - Managem... (210 - BID)	210 - BID - Other (210 - BID)	Total 210 - BID	400 - Parking Di...	TOTAL
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
40040 · Sponsorships	20,000.00	0.00	0.00	0.00	0.00	20,000.00
40050 · Interest Income	4,341.27	0.00	0.00	0.00	0.00	4,341.27
40055 · BID Disbursements	0.00	16,641.00	0.00	16,641.00	0.00	16,641.00
40065 · SBEP Management	0.00	0.00	66,963.35	66,963.35	0.00	66,963.35
40055 · BID Disbursements - Other	0.00	16,641.00	66,963.35	83,604.35	0.00	83,604.35
<b>Total 40055 · BID Disbursements</b>				<b>83,604.35</b>		<b>83,604.35</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	220,739.25	220,739.25
41000 · Event Income	124,174.21	0.00	0.00	0.00	0.00	124,174.21
<b>Total Income</b>	<b>148,825.74</b>	<b>16,641.00</b>	<b>66,963.35</b>	<b>83,604.35</b>	<b>220,739.25</b>	<b>453,169.34</b>
<b>Expense</b>						
Misc. Expense	61.00	0.00	0.00	0.00	0.00	61.00
SBEP Expenses	8,296.00	0.00	0.00	0.00	0.00	8,296.00
City Fees and Services	0.00	2,377.29	0.00	2,377.29	0.00	2,377.29
Management Grant	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total SBEP Expenses</b>	<b>8,296.00</b>	<b>2,377.29</b>	<b>0.00</b>	<b>2,377.29</b>	<b>0.00</b>	<b>10,673.29</b>
512059 · Personnel	-429.36	0.00	0.00	0.00	0.00	-429.36
51150 · Workers Compensation	-429.36	0.00	0.00	0.00	0.00	-429.36
<b>Total 512059 · Personnel</b>	<b>-429.36</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>-429.36</b>
512138 · Promotion/Advertising/Marketing	843.00	0.00	1,736.08	1,736.08	0.00	2,579.08
Advertising	0.00	0.00	0.00	0.00	1,267.14	1,267.14
51280 · On-Line / Print Marketing	12.17	0.00	1,579.27	1,579.27	4,125.00	5,716.44
51320 · IT Website	0.00	0.00	22,580.00	22,580.00	10,500.00	33,080.00
51336 Public Relations	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total 512138 · Promotion/Advertising/Marketing</b>	<b>855.17</b>	<b>0.00</b>	<b>25,895.35</b>	<b>25,895.35</b>	<b>15,892.14</b>	<b>42,642.66</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	61,870.71	61,870.71	25,752.00	87,622.71
Admin Oversight	0.00	0.00	475.88	475.88	0.00	475.88
Computer Supplies & Services	-11.97	0.00	1,703.00	1,703.00	0.00	1,691.03
Office Supplies	0.00	0.00	1,282.00	1,282.00	0.00	1,282.00
Storage	4,992.00	0.00	0.00	0.00	0.00	4,992.00
51160 · Legal Services	0.00	0.00	1,140.00	1,140.00	0.00	1,140.00
51165 · Accounting Services	0.00	0.00	0.00	0.00	2,680.00	2,680.00
51170 · Audit & Tax Filing	20.00	0.00	0.00	0.00	0.00	20.00
51340 · Bank Fees / Credit Card	260.20	0.00	0.00	0.00	0.00	260.20
51350 · Insurance	0.00	0.00	2,888.47	2,888.47	0.00	2,888.47
51355 · Office Rent	0.00	0.00	6,469.79	6,469.79	4,994.26	11,464.05

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

	110 - Associatio...	520 - Managem... (210 - BID)	210 - BID - Other (210 - BID)	Total 210 - BID	400 - Parking Di...	TOTAL
51360 · Membership / Parking	42.50	0.00	0.00	0.00	0.00	42.50
51365 · Permits & Fees	365.00	0.00	380.75	380.75	0.00	745.75
51370 · Printing	0.00	0.00	2,497.37	2,497.37	0.00	2,497.37
51380 · Telephone & Utilities	0.00	0.00	254.76	254.76	0.00	254.76
51390 · Dues/Subscriptions	0.00	0.00	1,441.74	1,441.74	0.00	1,441.74
<b>Total 512143 · Office Operational</b>	<b>5,667.73</b>	<b>0.00</b>	<b>80,404.47</b>	<b>80,404.47</b>	<b>33,406.26</b>	<b>119,478.46</b>
512186 · Special Events Program Expense	117,988.19	0.00	0.00	0.00	0.00	117,988.19
<b>Total 512186 · Special Events</b>	<b>117,988.19</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>117,988.19</b>
<b>Total Expense</b>	<b>132,438.73</b>	<b>2,377.29</b>	<b>106,299.82</b>	<b>108,677.11</b>	<b>220,794.25</b>	<b>461,910.09</b>
<b>Net Ordinary Income</b>	<b>16,387.01</b>	<b>14,263.71</b>	<b>-39,336.47</b>	<b>-25,072.76</b>	<b>-55.00</b>	<b>-8,740.75</b>
<b>Net Income</b>	<b>16,387.01</b>	<b>14,263.71</b>	<b>-39,336.47</b>	<b>-25,072.76</b>	<b>-55.00</b>	<b>-8,740.75</b>

**East Village Association Inc.  
Budget Overview - BID  
July 2023 through June 2024**

	<u>Total 210 - BID</u>	<u>TOTAL</u>
	<u>Jul '23 - Jun 24</u>	<u>Jul '23 - Jun 24</u>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
40055 · BID Disbursements	180,000.00	180,000.00
40060 · BID Carryforward Income	63,984.00	63,984.00
<b>Total Income</b>	<u>243,984.00</u>	<u>243,984.00</u>
<b>Expense</b>		
512138 · Promotion/Advertising/Marketing		
Advertising	5,000.00	5,000.00
51250 · Banner / Branding	5,000.00	5,000.00
51320 · IT Website	2,000.00	2,000.00
51335 · Member Events	1,200.00	1,200.00
51336 Public Relations	45,000.00	45,000.00
<b>Total 512138 · Promotion/Advertising/Marke...</b>	<u>58,200.00</u>	<u>58,200.00</u>
512143 · Office Operational		
Admin Oversight	128,503.00	128,503.00
Computer Supplies & Services	6,000.00	6,000.00
Office Supplies	3,000.00	3,000.00
Postage	1,000.00	1,000.00
Storage	1,200.00	1,200.00
51160 · Legal Services	3,000.00	3,000.00
51165 · Accounting Services	4,500.00	4,500.00
51350 · Insurance	5,000.00	5,000.00
51355 · Office Rent	14,400.00	14,400.00
51365 · Permits & Fees	1,000.00	1,000.00
51370 · Printing	2,500.00	2,500.00
51380 · Telephone & Utilities	1,500.00	1,500.00
51390 · Dues/Subscriptions	1,500.00	1,500.00
<b>Total 512143 · Office Operational</b>	<u>173,103.00</u>	<u>173,103.00</u>
512153 · Contingency	12,681.00	12,681.00
<b>Total Expense</b>	<u>243,984.00</u>	<u>243,984.00</u>
<b>Net Ordinary Income</b>	<u>0.00</u>	<u>0.00</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>0.00</u></u>

**East Village Association Inc.**  
**Budget Overview - BID**  
 July 2024 through June 2025

	<u>Total 210 - BID</u>	<u>TOTAL</u>
	<u>Jul '24 - Jun 25</u>	<u>Jul '24 - Jun 25</u>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
40055 · BID Disbursements	192,436.80	192,436.80
40060 · BID Carryforward Income	3,725.73	3,725.73
<b>Total Income</b>	<u>196,162.53</u>	<u>196,162.53</u>
<b>Expense</b>		
512138 · Promotion/Advertising/Marketing		
Advertising	5,000.00	5,000.00
51250 · Banner / Branding	1,000.00	1,000.00
51320 · IT Website	2,000.00	2,000.00
51336 Public Relations	32,500.00	32,500.00
<b>Total 512138 · Promotion/Advertising/Marke...</b>	<u>40,500.00</u>	<u>40,500.00</u>
512143 · Office Operational		
Admin Oversight	120,000.00	120,000.00
Computer Supplies & Services	2,500.00	2,500.00
Office Supplies	4,636.80	4,636.80
Postage	250.00	250.00
Storage	3,300.00	3,300.00
51165 · Accounting Services	4,000.00	4,000.00
51350 · Insurance	5,000.00	5,000.00
51355 · Office Rent	3,600.00	3,600.00
51365 · Permits & Fees	100.00	100.00
51370 · Printing	6,500.00	6,500.00
51380 · Telephone & Utilities	550.00	550.00
51390 · Dues/Subscriptions	1,500.00	1,500.00
<b>Total 512143 · Office Operational</b>	<u>151,936.80</u>	<u>151,936.80</u>
512153 · Contingency	3,725.73	3,725.73
<b>Total Expense</b>	<u>196,162.53</u>	<u>196,162.53</u>
<b>Net Ordinary Income</b>	<u>0.00</u>	<u>0.00</u>
<b>Net Income</b>	<u><u>0.00</u></u>	<u><u>0.00</u></u>

December 19, 2023

Dominic Li Mandri, District Manager  
East Village Association – New City America  
UCSD Park & Market  
1100 Market Street  
Desk #462-2  
San Diego, CA 92101

Delivered via email: [dominic@newcityamerica.com](mailto:dominic@newcityamerica.com)

**RE: FY 2024 EAST VILLAGE ASSOCIATION BID MANAGEMENT AGREEMENT DURATION EXTENDED THROUGH JUNE 30, 2024**

Dear Dominic:

This letter provides notification that our office completed a compliance monitoring review of the FY 2024 **EAST VILLAGE ASSOCIATION BID** Management Agreement. We want to thank you and your organization for the courtesy and cooperation extended to our staff in its completion.

The compliance monitoring included a review of the organization’s documentation regarding website posting, records retention, membership, public meetings, accountability provisions, and accounting procedures.

As the City’s Contract Administrator, the Economic Development Department has determined that any and all corrective action required at this time, in response to the contract monitoring review, has been made.

This communication serves as a six-month extension of the Fiscal Year 2024 BID Management Agreement from January 1, 2024 through June 30, 2024.

If there are any clarifications needed, please contact (619) 236-6607 or [lcrenshaw@sandiego.gov](mailto:lcrenshaw@sandiego.gov).

Sincerely,



Michelle Muñoz  
Small Business Engagement Coordinator  
Economic Development Department

cc: Christina Bibler, Director, Economic Development  
Monica Hardman, Deputy Director, Economic Development  
Elizabeth Studebaker, Assistant Deputy Director, Economic Development  
Sean Karafin, Program Manager, Economic Development  
Sean Plaisted, Small Business Engagement Specialist, Economic Development





# FY23 ANNUAL REPORT

COVERING JULY 2022 TO JUNE 2023

## LETTER FROM EAST VILLAGE ASSOCIATION PRESIDENT, TERRY McCLEARY

With the close of the 2023 fiscal year, the East Village Association reflects on a year defined by transition and reorientation in downtown San Diego's largest business and residential neighborhood. In the Summer of 2022, the East Village Association's Board of Directors began its search for alternative management that culminated in the solicitation, and selection of the San Diego-based firm, New City America, to serve as the Association's new administrative team. The New City America team was selected for its experience and expertise on how to effectively manage the East Village Business Improvement District (BID) and Community Parking District, as well as how to build a coalition of like-minded stakeholders to be part of the neighborhood's revitalization.

Since coming aboard in November 2022, New City America has positioned the Association to function more efficiently as a non-profit organization all the while progressing district-wide projects and improvements intended to benefit East Village as a whole. A testament to this revamped East Village Association is the newly seated Board of Directors, a roster that now includes 24 business and property owner directors, and Community-at-Large directors from all corners of East Village.

Under the guidance of this new Board of Directors, the East Village Association has undertaken a series of new initiatives intended to rehabilitate the image and appeal of the neighborhood while promoting economic vitality amongst its various commercial corridors. Just this past May, the Board of Directors voted to revamp its district-wide banner series by rolling out a new set of banners, dubbed the I (heART) EV! Series, throughout the East Village that feature the iconic murals of the neighborhood. Shortly thereafter, in June, the Board moved forward with the dual initiatives of installing enhanced strand LED-lighting along Market Street from 7th to 17th Streets, as well as down Park Boulevard from Broadway to K Street. The joint improvement project was designed to enhance two of East Village's main corridors and demonstrate incremental progress in rehabilitating the perception of Downtown's urban environment. Another critical initiative debuting, just before the end of the fiscal year, was the fully renovated East Village San Diego website. The newly redesigned website is public facing and user-friendly, designed to geographically highlight businesses, points of interest, and events, in the East Village for residents and visitors alike. This enhanced online experience

presents users with a variety of pinpointed businesses in the East Village to shop, dine, live, and stay.

The closeout of FY23 also saw the return of some major events to East Village, which have historically been pivotal to the economic vitality and positive identity of the neighborhood. In Spring of 2023, the East Village Association brought back its annual East Village Opening Weekend Block Party event, marking the return of the baseball season in Downtown San Diego, but also, finally, the return to a familiar normalcy for many residents, visitors, and local fans. Beginning in FY24, the East Village Association will be working to build upon the level excitement that started in FY23 by rolling out an extensive calendar of events designed to showcase both the amazing businesses that call East Village home as well as promote the destination appeal of living in Downtown's largest residential neighborhood.

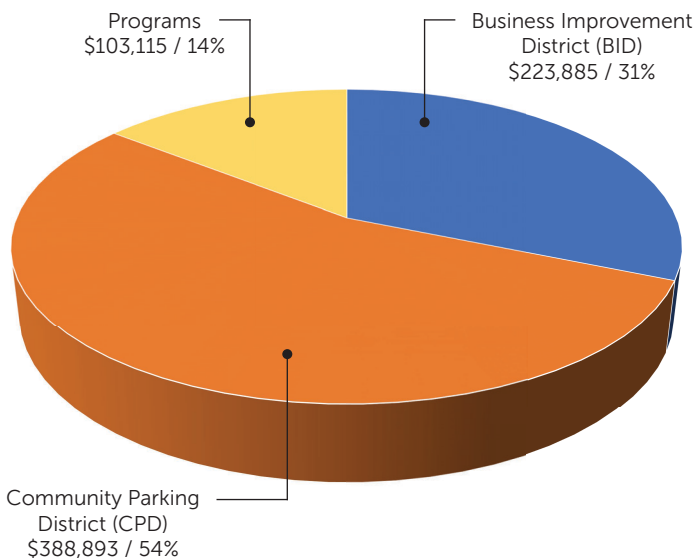
The East Village Association is preparing for our best year yet as the community continues to bounce back from the aftermath of the pandemic and a slow(er) Downtown recovery. Within the past year alone, Downtown San Diego has noticeably benefited from new policy initiatives being implemented and new (local) economic assets being realized, lending to the East Village neighborhood a sense of momentum and



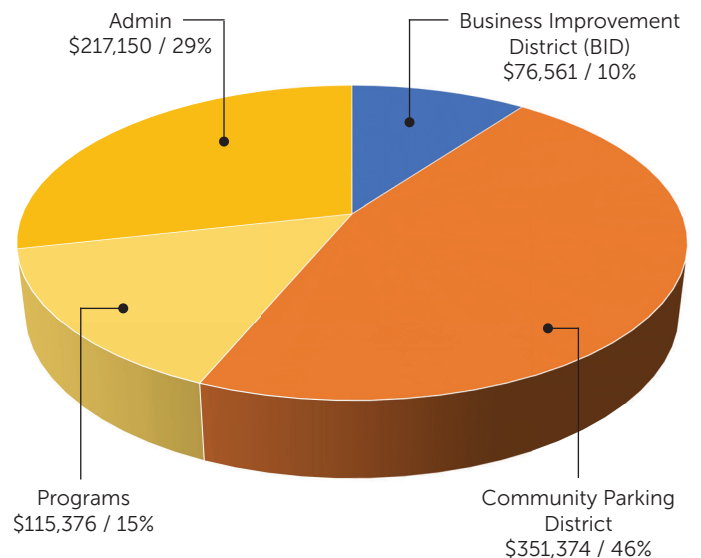
excitement that's undeniably resilient and optimistic. Both these factors have reminded our Board that the fundamentals of our East Village community are strong and resilient, and that with proper guidance and dedication, this neighborhood can prosper once again.

## EAST VILLAGE ASSOCIATION FY23 FINANCIALS

### INCOME



### EXPENSE





### OLIVE PUBLIC RELATIONS FY23 MEDIA RECAP

In an effort to reinforce positive messaging and promote the business community, the East Village Association solicited the services of Olive Public Relations, a full-time public relations and social media management firm. Below, Olive Public Relations unveils their experience and explains their successes from the advantageous partnership.

#### MEDIA RELATIONS

After kicking off with East Village during the holidays, the 2022-2023 season has already been a success. Starting off strong, the 2022 East Village Holiday Market & Tree Lighting garnered over 30 media hits highlighting the widely attended event and spreading the holiday spirit. Then, after officially starting our contract in the new year, the return of the popular 2023 East Village Opening Weekend Block Party drew hundreds of attendees from across San Diego. After a successful season for the Padres, the event kicked off baseball season with energy and excitement, garnering over 100 media hits in March.

This year's media relations strategy concentrated on outlining the most important features of the neighborhood and highlighting the annual events. The process involved building out a PR plan, press kit and timeline to position East Village as the premier hub for unique culinary experiences and hip

gathering spots for both singles and families in San Diego.

For the past year, our focus has been working to reshape the East Village narrative on the local level. Favorable coverage was secured across the board on print, TV, radio and online. Media highlights from the past year include coverage in/on San Diego Union-Tribune, Ranch & Coast, San Diego Magazine, Thrillist and local San Diego TV including KUSI, FOX 5, ABC 10 and CBS 8.

#### SOCIAL MEDIA

Over the past six months, the East Village Association's social media initiatives have driven a transformative journey. By crafting a focused social media strategy, we defined our voice, tone, and visual identity, which acted as a steady guide. Through this lens, we curated engaging content spotlighting East Village as a hub of arts, culture, education, and entertainment, each post capturing the vibrant pulse of the neighborhood. We generated excitement around the diverse small businesses that call East Village home, and through strategic storytelling and compelling visuals, we fostered growth in our social following and nurtured authentic relationships with the community.

# EAST VILLAGE / San Diego

EAST VILLAGE ASSOCIATION

**OFFICERS**

**Terry McCleary**  
*President*

**Hasan Ahmed**  
*Vice President*

**Tyler Winslow**  
*Vice President*

**David Miles**  
*Treasurer*

**Robyn Spencer**  
*Secretary*

**BUSINESS DIRECTORS**

**Simon Andrews**

**Todd Brown**

**Chan Buie**

**Jonathan Francese**

**Justin Navalle**

**Ken Kawachi**

**Manny Rodriguez**

**Angie Weber**

**PROPERTY/COMMUNITY DIRECTORS**

**Lisa Gerson**

**Andrew Greenberg**

**Todd Miller**

**Diana Puetz**

**Kristen Rice**

**Andrew Shemirani**

**ADMINISTRATIVE STAFF**

**Marco Li Mandri**  
*Executive Director*

**Dominic Li Mandri**  
*District Manager*

**Ethan Olsen**  
*Asst. District Manager*

**Christopher Gomez**  
*Brand Communications & Public Affairs Manager*

**Shirley Zawadzki**  
*Financial Manager*

**Rosie DeLuca**  
*Asst. Financial Manager*

**Laura Li Mandri**

**Monica Montes**

**Dianne Serna**

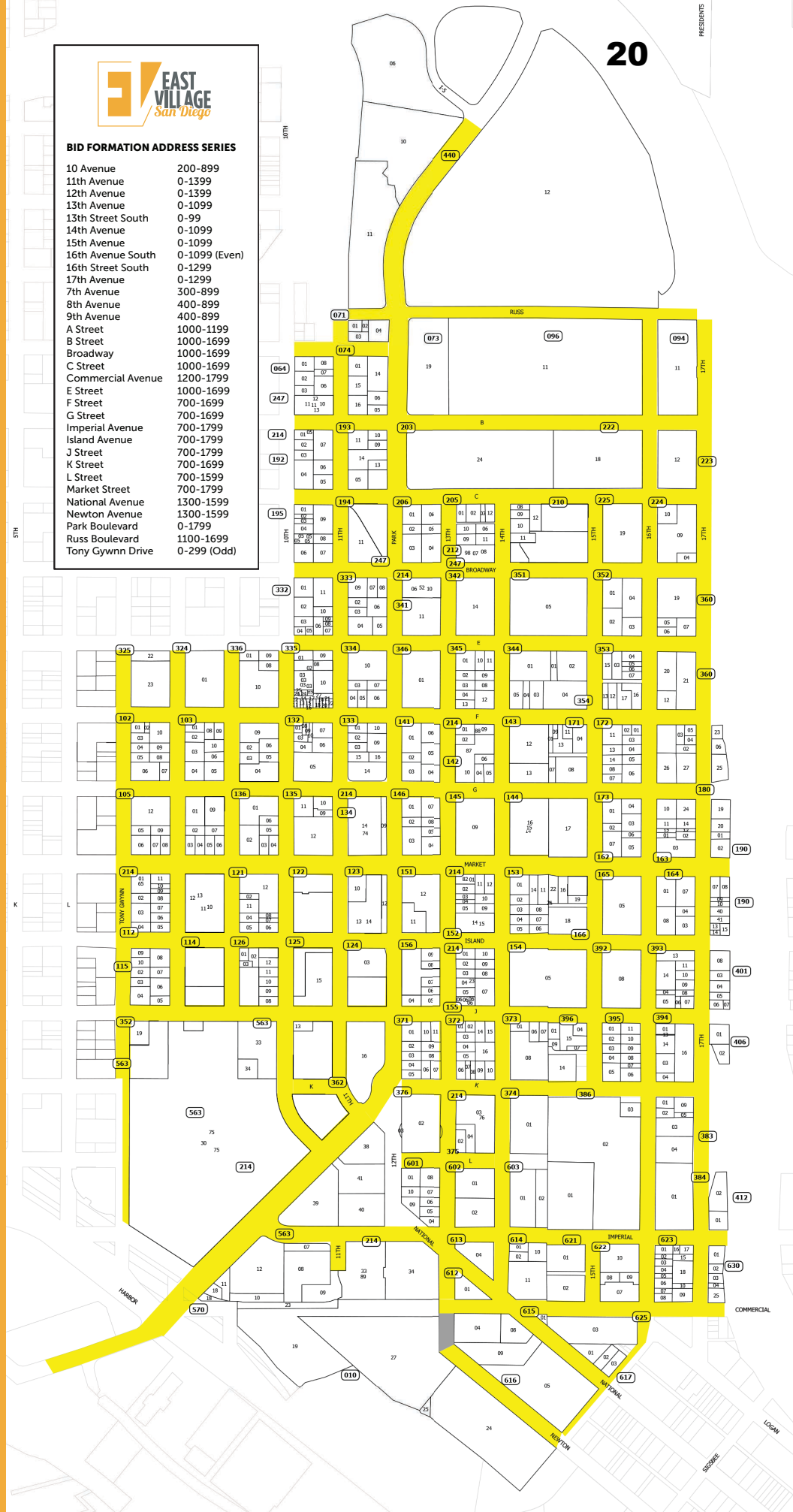
**Michelle Mercado**

**Liam Zawadzki**



**BID FORMATION ADDRESS SERIES**

10 Avenue	200-899
11th Avenue	0-1399
12th Avenue	0-1399
13th Avenue	0-1099
13th Street South	0-99
14th Avenue	0-1099
15th Avenue	0-1099
16th Avenue South	0-1099 (Even)
16th Street South	0-1299
17th Avenue	0-1299
7th Avenue	300-899
8th Avenue	400-899
9th Avenue	400-899
A Street	1000-1199
B Street	1000-1699
Broadway	1000-1699
C Street	1000-1699
Commercial Avenue	1200-1799
E Street	1000-1699
F Street	700-1699
G Street	700-1699
Imperial Avenue	700-1799
Island Avenue	700-1799
J Street	700-1799
K Street	700-1699
L Street	700-1599
Market Street	700-1799
National Avenue	1300-1599
Newton Avenue	1300-1599
Park Boulevard	0-1799
Russ Boulevard	1100-1699
Tony Gwynn Drive	0-299 (Odd)





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

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**Pitches**

**Tackle your New Year's Resolutions in East Village**

- Secured online coverage on FOX 5 San Diego, Yahoo! Sports
- Secured broadcast coverage on FOX 5
- Secured broadcast interest with CBS 8, KUSI

**New Year's Eve Celebrations in East Village**

- Secured online coverage on San Diego Union-Tribune, San Diego Union-Tribune en Espanol, THERE San Diego, NBC 7, Telemundo 20, SoCal Pulse, DoSD, CBS 8, SD Today, San Diego Sun
- Secured print coverage in San Diego Union-Tribune, San Diego Union-Tribune en Espanol
- Secured broadcast coverage on CBS 8, KUSI

**East Village Tree Lighting & Holiday Market**

- Secured online coverage on San Diego Union-Tribune, NBC 7, San Diego Sun, Patch (San Diego), Presidio Sentinel, THERE San Diego, SD Today, Thrillist, San Diego Magazine, DoSD, News Break, SD News, North County Sun, Times of San Diego, San Diego Union-Tribune en Espanol, US Head Topics, Ranch & Coast
- Secured print coverage in San Diego Union-Tribune, San Diego Magazine, San Diego Family Magazine, Ranch & Coast, Presidio Sentinel, San Diego Reader
- Secured broadcast coverage on CBS 8, KUSI
- Secured newsletter coverage on SD Today and DoSD

**East Village SALUTES!**

- Secured online coverage on San Diego Sun, San Diego Union-Tribune, FOX 5, Yahoo! News, News Break, Times of San Diego, Press Bee, MSN, Patch (San Diego), THERE San Diego, San Diego Magazine, CBS 8, SD Today, SD News, DoSD, Newstral, CNBC News Today, San Diego Family Magazine, Presidio Sentinel
- Secured print coverage in San Diego Magazine, San Diego Family Magazine, San Diego Navy/Marine Corps Dispatch, Presidio Sentinel, San Diego Downtown News, San Diego Union-Tribune, San Diego Reader
- Secured broadcast coverage on ABC 10, FOX 5, KUSI, CBS 8, NBC 7

**Other Coverage**

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

**Other**

- Attended the East Village Tree Lighting & Holiday Market

**SOCIAL MEDIA**



**Recap & Highlights**

- Gained 268 new followers
- Earned 141K impressions on social posts (37% increase)
- Earned over 3.3K engagements on social posts (65% increase)
- Holiday-themed content performed very well and boosted engagement
- Promoted Small Business Season

**Upcoming**

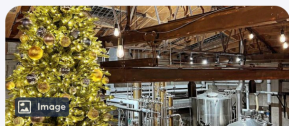
- Continue to highlight and engage with local businesses and organizations
- Continue to promote local events

**SOCIAL MEDIA ANALYTICS (Last 30 days as of Jan 12)**

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	101	6412	1832	86282
 EastVillageSD	167	11453	1478	54898

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


Best performing content published during the selected period.



Dec 19, 2023 • East Village San Diego

**Our local businesses are sleighin' the holiday game! 🎄🔥 Come join the...**


👁️ Reach	1,910
👤 Engaged users	181
👉 Clicks	14
👉 Other clicks	42
📊 Engagement rate per reach	9.5%
📊 Engagement rate per impression	6.6%



Jan 9, 2024 • East Village San Diego

**Pure bliss in every bite! 🍩 What are some of your favorite sweet spots i...**

👁️ Reach	693
👤 Engaged users	44
👉 Clicks	3
👉 Other clicks	12
📊 Engagement rate per reach	6.3%
📊 Engagement rate per impression	5.5%



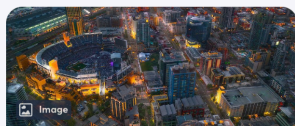
Jan 7, 2024 • East Village San Diego

**In #EastVillageSD, art isn't just confined to galleries – it's...**

👁️ Reach	1,702
👤 Engaged users	86
👉 Clicks	9
👉 Other clicks	42
📊 Engagement rate per reach	5.1%
📊 Engagement rate per impression	4.5%

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


Best performing content published during the selected period.



Dec 15, 2023 • EastVillageSD

**Sunset views and EV hues – the perfect way to bid farewell to the...**

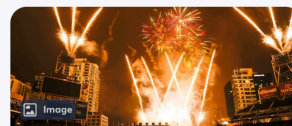
👁️ Reach	10,098
💬 Comments	10
❤️ Likes	802
📌 Saves	129
📊 Engagement	1,046
📊 Engagement rate per reach	10.4%
📊 Engagement rate per impression	10.3%



Dec 28, 2023 • EastVillageSD

**'Tis the season! for comfort food and cozy vibes! 🍲📍 ...**

👁️ Reach	1,578
💬 Comments	2
❤️ Likes	78
📌 Saves	18
📊 Engagement	120
📊 Engagement rate per reach	7.6%
📊 Engagement rate per impression	7.1%



Dec 31, 2023 • EastVillageSD

**Wishing you a sparkling New Year's Eve 🎆🔥 Join the celebration in...**

👁️ Reach	1,628
💬 Comments	1
❤️ Likes	102
📌 Saves	1
📊 Engagement	107
📊 Engagement rate per reach	6.6%
📊 Engagement rate per impression	6.3%



## STATEMENT OF WORK

THIS STATEMENT OF WORK is agreed to as of this 11th day of January 2024 by Fuse Events (“Consultant”) and the East Village Association (“Company”) and is subject to the Professional Consulting Services Agreement executed between Consultant and Company.

### 1. Consultant Information

Consultant Name:  
Fuse Events, LLC  
2210 Columbia St,  
San Diego, CA 92101

### 2. Company Information (CLIENT)

Client Name:  
East Village Association  
845 15<sup>th</sup> Street, #405  
San Diego, CA 92101

### 3. Project Information

#### **Taste of East Village**

Manage the pre-planning and onsite coordination of the Taste of East Village event including the following:

- Coordination with the East Village Association
- Budget creation
- Marketing and promotion
- Manage ticketing platform
- Restaurant communication
- Menu coordination
- Planning and coordination of event logistics
- Ordering collateral
- Onsite support and staffing
- Manage post-event follow up and reporting
  - Final budget review
  - Create post event attendee and restaurant surveys

### 4. Rate

All event expenses, fees and profit split will be paid solely by ticket sales revenue.

Schedule of Payment description:

All event expenses and staff hours are paid first from ticket sales.

All profit beyond event expenses and staff hours to be divided between Fuse Events and East Village Association in a 50/50 split.

The above payment schedule is not guaranteed and based on available ticket sales revenue.

### 5. Term

This agreement begins on January 15, 2024.

This agreement shall remain in effect until terminated by either Party upon thirty (30) days prior written notice. Terms are agreed to as Net 30.



**THIS AGREEMENT** made this 11<sup>th</sup> day of January 2024, between, (CLIENT) East Village Association, whose address is 845 15<sup>th</sup> Street, #405, San Diego, CA 92101 and **Fuse Events, LLC** (hereinafter FUSE) an Incorporated Company, whose address is 2210 Columbia St, San Diego, CA 92101. CLIENT and FUSE are hereinafter collectively referred to as the “Parties.” This agreement contains proprietary information, which may not be reproduced or disclosed by CLIENT except to representatives, attorneys, and accountants of CLIENT. It will be binding when signed by authorized representatives of both parties. **Any alterations to this agreement are considered void until initialed by both parties.**

1. Acceptance of this agreement, as signified by signature below, authorizes FUSE to produce the event described in the foregoing pages of this document and any addenda hereto.
2. CLIENT shall indemnify and hold FUSE, its owners, employees, shareholders, officers, directors, and agents harmless from and against any and all losses, liabilities, claims, demands, damages, injuries, costs, expenses, and attorneys' fees, of whatever nature, (collectively, “Claims”), arising as a result of the acts or omissions of CLIENT or its agents, or arising from CLIENT's use of the contracted services or items, unless such claims arise out of FUSE’s intentionally negligent acts or omissions in performing its obligations under this agreement. In the event of termination of this agreement, this Section 4 shall remain in full force and effect.
3. CLIENT acknowledges and agrees that upon termination of this Agreement, all products, programs, documents and other materials belonging to FUSE and all copies thereof and any documents or tangible work products produced by FUSE shall be and remain the property of FUSE and shall not be utilized by CLIENT or disclosed to any third party without prior written consent of FUSE.
4. CLIENT shall comply with any and all regulations, ordinances, directives, and rules imposed by any controlling Federal, State, and local governments regarding the services to be provided by FUSE, including any permits that may be required, such compliance to be at CLIENT’S sole cost and expense. Failure to comply with this paragraph shall be a material breach of this Agreement and FUSE shall have the right to immediately terminate this Agreement.

#### FEES AND PAYMENTS

5. If for any reason whatsoever payment is not timely submitted to FUSE for its services in accordance with this Agreement, it will be considered a material breach of this Agreement and FUSE SHALL HAVE THE RIGHT TO IMMEDIATELY TERMINATE THIS AGREEMENT AND ENFORCE ITS RIGHTS HEREUNDER. Final Balance
6. Method of Payment - Payment is to be made in US Dollars by check drawn on a United States bank or by wire transfer. Prices quoted throughout this contract and in Attachment A (Deposit Invoice) reflect a 5% cash discount for payment made by check or wire transfer. If payment is not made by check or wire transfer, the discount shall be rescinded. These charges will be reflected in the final invoice.
7. Past Due - Final payment is due 10 days after date of final invoice. A 1.5% service charge on balance per month will be added. Additionally, should any additional charges or costs be accrued with any contracting party because of a delay in payment by Client, Client will be responsible for such amounts.

#### CANCELLATION OR INABILITY TO PERFORM BY FUSE

8. FUSE will make every effort to conduct the program as described, however, reserves the right to make adjustments to programs without affecting their material nature or overall quality. Should situations beyond the control of FUSE make changes necessary, FUSE will work with CLIENT on any such changes. FUSE reserves the right to make equitable substitutions when necessary. Additionally, FUSE will not be liable for any delays in performance due to causes beyond its control, including acts of third-party suppliers or any COVID 19 related issues.

9. In the event FUSE breaches its obligations under this agreement for any reason other than as defined in Force Majeure SECTION 10, then FUSE shall return to CLIENT its payments in full (for complete nonperformance) or the full amount paid for that (or those) service(s) not provided (for partial nonperformance). In no event shall FUSE be liable for incidental or consequential damages sustained by CLIENT arising out of any claimed breach of this agreement. FUSE makes no warranties, expressed or implied.

#### **FORCE MAJEURE/TERMINATION/EXCUSE OF PERFORMANCE**

10. Either party may terminate its performance obligations without liability to the extent its performance is affected by acts or occurrences beyond its control that makes it impossible to hold the event or for FUSE to provide the services specified herein. The acts or occurrences that trigger the right of either party to terminate this Agreement under the terms of this section include, but are not limited to: acts of God, COVID 19, war, government regulation (including governmental advisories, quarantines and curfews), natural disaster, fire, strikes or other labor disputes, curtailment or disruption of transportation, civil disorder, terrorism and responses thereto, an act or occurrence creating a significant risk to the participants' health or safety (as determined by both parties), or affecting a party's performance. This Agreement may be terminated without liability for any one of such reasons by written notice from one party to the other within ten (10) days from the Force Majeure act or occurrence. If the Program is scheduled for less than ten (10) days from the Force Majeure event, notice must be received in writing within twenty-four (24) hours of the Force Majeure event. Should this Agreement be terminated according to the terms in this Section, FUSE will return to Client any payments previously paid by Client to FUSE, less all of the following amounts which FUSE shall be entitled to retain: any non-recoverable and other out-of-pocket costs FUSE has paid or is obligated to pay to FUSE's vendors, suppliers and subcontractors, and any costs (including labor) for which FUSE has otherwise incurred an obligation to pay, as of the time of the Force Majeure Termination, so long as such direct and / or indirect costs are supported by reasonable documentation. FUSE shall additionally not be liable for delays due to causes beyond its reasonable control.

#### **ARBITRATION AND CONTROLLING LAW**

11. This Agreement shall be governed by the laws of the state of California (other than that state's principles regarding conflicts of laws). The Parties agree that any and all disputes and causes of action arising out of or connected with this Agreement shall be resolved exclusively by final and binding arbitration under the rules of the American Arbitration Association ("AAA") and held at the AAA regional office in San Diego, California. The Federal Arbitration Act will govern the interpretation, enforcement and all proceedings at such arbitration. Judgment upon such arbitration award may be entered in any court having jurisdiction. Each Party shall be responsible for paying his/her or its respective costs of the arbitration, including without limitation any fees imposed by the AAA and/or the chosen arbitrator. The prevailing Party will be entitled to reasonable attorney's fees and costs in addition to any other relief awarded.

**GENERAL PROVISIONS**

- 12. During the term of this Agreement and for 12 months thereafter, CLIENT shall not, without written consent of FUSE, solicit any employee of FUSE with whom CLIENT has had contact in connection with the relationship arising under this Agreement for hire or employment of any nature.
- 13. This Agreement shall not be assigned by CLIENT without prior written consent of FUSE and any attempt by CLIENT to assign any of its rights, duties, or obligations which arise under this Agreement without such consent shall be void.
- 14. The undersigned acknowledge and agree he/she has the authority to execute this document on behalf of the organization listed, and the language stated above accurately reflects the understanding of both parties.
- 15. This agreement represents the entire understanding and agreement between the parties hereto with respect to the subject matter hereof. All prior agreements or representations of the parties, written and oral, shall be null and void and of no effect.

IN WITNESS WHEREOF, the parties, by their duly authorized representatives, have executed this Statement of Work to be effective as of the date first written above.

*East Village Association*

*Fuse Events, Inc.*

By: \_\_\_\_\_

By: \_\_\_\_\_

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

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

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

### East Village San Diego Street Banner Program Application

Spanning across 130 blocks, East Village is San Diego’s largest downtown neighborhood encompassing the streets between Seventh Avenue to 17th Street. With over 700 businesses scattered around the neighborhood, hundreds of restaurants, hotels, art galleries, unique retail, gathering spots, and of course, PETCO Park, home to the San Diego Padres, call East Village their home.

The East Village Banner Program provides local businesses and organizations an opportunity to promote their business, event, or cause. The East Village Banner Program offers organizations the ability to use colorful, exciting, and extremely effective banners to convey information about special events to visitors and residents of the urban East Village environment.

The East Village Association, Inc. (EVA) is a nonprofit corporation 501c3 that manages the East Village Business Improvement District.

Please complete the following information so we may assist you with your banner program:

#### APPLICANT INFORMATION:

Name of Organization: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

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

#### EVENT INFORMATION:

Name of Event: \_\_\_\_\_ Event Dates: \_\_\_\_\_

Requested dates for banner placement: From: \_\_\_\_\_ To: \_\_\_\_\_

Number of banners requested: (minimum of 30 banners required) \_\_\_\_\_

**Note: Approximately 400 banners are available for rental. Street poles display banner sizes 24"x 52" and 30"x 94".**

**APPROVAL PROCESS:**

East Village Association, Inc. will review and approve, or deny, each banner application. If the banner program is approved, the applicant is responsible for arranging and paying for all aspects of the banner program: design, production, installation and coordination, City of San Diego permit, as well as required insurance. Our full-service banner consultant handles every aspect of the execution of this process, apart from the actual banner design.

**BANNER DISPLAY FEES:**

The EVA monthly display fee for use is as follows (please initial your selection):

**HIGH TRAFFIC COORIDOR (\$30 Per Banner)**

<i>Street Name</i>	<i>Banner Count</i>	<i>Cost</i>
<input type="checkbox"/> 10th Avenue	36	\$1,080
<input type="checkbox"/> 11th Street	54	\$1,620
<input type="checkbox"/> Broadway	54	\$1,620
<input type="checkbox"/> F Street	84	\$2,520
<input type="checkbox"/> Market Street	42	\$1,260

**STANDARD COORIDOR (\$20 Per Banner)**

<i>Street Name</i>	<i>Banner Count</i>	<i>Cost</i>
<input type="checkbox"/> E Street	14	\$280
<input type="checkbox"/> G Street	16	\$320
<input type="checkbox"/> 7th Avenue	10	\$200
<input type="checkbox"/> Island Avenue	30	\$600
<input type="checkbox"/> J Street	26	\$520
<input type="checkbox"/> Imperial Street	32	\$640

**FULL EAST VILLAGE BANNER PROGRAM BUYOUT: \$10,660**

*NOTE: The above fees do not include banner production, installation or city permits.*

A 50% deposit payment is due upon approval of the application to reserve space. This deposit is non-refundable. The remaining payment is due one week prior to installation date. Banner locations can be requested, but not guaranteed unless other arrangements have been made (additional fees may apply).

**BANNER PROGRAM DETAILS:**

All programs are responsible for complying with all East Village Business Improvement District (BID) and City of San Diego requirements regarding promotional content. Welcome Banners are permitted in the City of San Diego when used to promote a local event or city amenity. They are not permitted for advertising or content that is simply commercial. Banners are not for promoting products. If a company is sponsoring an event for brand recognition, the brand can be used but is regulated by sponsor restrictions. Banners are not for "call to action" campaigns. Quotes like "visit us at Booth # 723" or "visit our website for more details" are not permitted. Sponsor logos are restricted to only 5% of the total banner area.

East Village Banners are in the following sizes:

- 30"w x 94"h. 5% or 141 square inches is approximately an 8" x 17.6" rectangle or an 11.9" x 11.9" square.
- 24"w x 52"h.

NOTE: Non-profits will receive a 20% rental price deduction. Non-profit banner designs must have content preapproved by East Village Association.

**Ethan Olsen**

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**From:** Dominic Li Mandri  
**Sent:** Wednesday, January 10, 2024 5:47 PM  
**To:** Ayala, Krystal  
**Cc:** Ethan Olsen  
**Subject:** RE: DCPD FY 25 Budget Development

Thank you! I appreciate the prompt response!

Please find the EVA's draft FY25 DCPD budget:

Enhance Pedestrian Lighting: \$345,000  
 Administrative Oversight: \$60,000  
 Wayfinding Capital & Infrastructure: \$50,000  
 Public Relations: \$35,000  
 Office Rent: \$5,000  
 Website: \$5,000

TOTAL EVA FY25 DCPD BUDGET REQUEST: \$500,000

These budget line items and draft budget total were approved by the EVA's Parking & Mobility Committee earlier today at 3:00 PM.

Please let me know if you have any questions.

Thanks again Krystal,

**Dominic Li Mandri**  
*District Manager*  
 East Village Association  
 619-546-5636 (office)  
 619-241-1900 (cell)

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**From:** Ayala, Krystal <KAyala@sandiego.gov>  
**Sent:** Wednesday, January 10, 2024 5:33 PM  
**To:** Dominic Li Mandri <dominic@newcityamerica.com>  
**Subject:** RE: DCPD FY 25 Budget Development

Email is fine! And whatever format works best for you, I can compile based on however you send it.

**Krystal Ayala**  
 Program Manager, Curb & Parking  
 City of San Diego  
 Department of Sustainability & Mobility

(619)236-7079  
[kayala@sandiego.gov](mailto:kayala@sandiego.gov)

**CONFIDENTIAL COMMUNICATION**