



East Village Association – Board of Directors’ Meeting
 Thursday, June 15, 2023, at 3:00pm
 UCSD Park & Market (1100 Market Street, Room 321)

CLOSED SESSION TO DISCUSS POTENTIAL LEGAL ISSUE ON ITEM 7

AGENDA

1. Meeting Protocol & Introductions / Terry McCleary, President
2. Non-Agenda: Public Comment & Announcements
3. Approval of May 18, 2023 Minutes *Action Item* P. 3 - 9
4. Community Reports
 SDPD, City Attorney’s Office, Senator Atkins’ Office, Assemblymember Horvath’s Office, Supervisor Vargas’ Office, Mayor Gloria’s Office, Councilmember Whitburn’s Office, Economic Development Department, and DCPC.
5. Community Presentations
 - a. San Diego Padres Presentation on the Renovation of Gallagher Square
6. Committee Reports:
 - Executive Committee / Terry McCleary, President
 - a. YTD Draft Financial Report *Action Item* P. 10 - 15
 - b. Approval of FY24 EVA Annual Budgets *Action Item* P. 16 - 18
 - c. EVA Board FY24 Diversity & Inclusion Trainings
 - d. EVA Bylaws Finalization Timeline
 - e. FY24 County of San Diego NRP & CE Grants *Action Item*
 - f. EVA Letter of Support for Padres Renovation of Gallagher Square *Action Item* P. 19
 - g. Next Meeting: July 13, 2023 at 3:00 PM
 UCSD Park & Market (1100 Market Street)
 - District Identity & Placemaking Committee / Robyn Spencer & Justin Navalle, Co-Chairs
 - a. Olive Public Relations Status Report P. 20 - 21
 - b. Taste of East Village Proposal *Action Item* P. 22 - 25
 - c. East Village Sub-Districting Draft Map & Planned Community Workshops
 - d. Tecture Wayfinding Signage Project – Update
 - e. Next Meeting: July 6, 2023 at 2:00 PM
 Spaces Makers Quarter (845 15th Street – 2nd Floor)
 - Civil Sidewalks Committee / Diana Puetz, Chair
 - a. City Council Consideration of Proposed Unsafe Camping Ordinance – Update P. 26 - 27
 - b. Safe Encampment Sites (Two Proposed Sites Outside of Downtown) – Update
 - c. Creation of Task Force to Continue Discussions with East Village Stakeholders *Action Item*

EAST VILLAGE ASSOCIATION OF SAN DIEGO

d. Next Meeting: TBD

Parking & Mobility Committee / Hasan Ahmed, Chair

- a. Enhanced Pedestrian Lighting on Market Street – Update
- b. FY24 Implementation of Additional Enhanced Pedestrian Lighting in Key Corridors – Update P. 28
- c. 94 Exit Enhanced Pedestrian Amenities & Traffic Calming Measures – Update
- d. New Task Forces Established: J Street Promenade & East Village Gateways
- e. Next Meeting: TBD

7. **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 & Action *Action Item*

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

9. Next Meeting: July 20, 2023 at 3:00pm
UCSD Park & Market (1100 Market Street, Room 321)

10. Adjournment *Action Item*

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at meeting location and on the EVA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Dominic Li Mandri at 619-233-5009 or via email at ethan@newcityamerica.com at least 48-hours prior to the meeting.



East Village Association - Board of Directors' Meeting
Thursday, May 18, 2023, at 3:00pm
UCSD Park & Market (1100 Market Street, Room 321)

PRESENT: Terry McCleary, Robyn Spencer, David Miles, Hasan Ahmed, Justin Navalle, Chan Buie, Kristen Rice, Manny Rodriguez, Jonathan Francese, Lisa Gerson

EXCUSED: Tyler Winslow, Todd Brown, Andrew Greenberg, Ken Kawachi, Diana Puetz, Angie Weber, Simon Andrews, Todd Miller, Andrew Shemirani

GUESTS: Margaret Doyle, Latrell Crenshaw, Emily Bonner, Jason Wallace, Mary Soriano, Daniel Fellus

STAFF: Marco Li Mandri, Dominic Li Mandri, Ethan Olsen, Chris Gomez, Shirley Zawadzki, Rosie DeLuca, Larisa Medina (Olive PR)

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 at 3:06pm by EVA District Manager, Dominic Li Mandri. EVA Board, staff and guests all gave introductions.	1. No action taken
2. Non-Agenda: Public Comment & Announcements	2. Nothing to report.	2. No action taken
3. Approval of April 20, 2023 Meeting Minutes	3. Minutes from April 20, 2023, were reviewed.	3. Terry McCleary moved to accept the April 20, 2023, minutes. Manny Rodriguez seconded the motion. Motion passed unanimously.

EAST VILLAGE ASSOCIATION OF SAN DIEGO

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<p>4. Community Reports</p>	<p>4. Margaret Doyle with Assemblymember Tasha Boerner’s office stated that 700+ bills from the Senate are currently being reviewed in the Assembly. Margaret stated Assemblymember Boerner has a fentanyl prevention task and alcohol & drug treatment plan in process addressing the current drug epidemic.</p> <p>Emily Bonner with Councilmember Whitburn’s Office announced that Stephen Whitburn has been elected as chair of the MTS Board. Emily stated that the unsafe camping ordinance is set for Tuesday, June 13, at 2:00pm at City Council. Emily stated that the Councilmember is looking at safe encampment locations which would include other services and allow for pets. The presented lots include ‘20th & B Street’ and ‘O’ Lot.</p> <p>Latrell Crenshaw with the City Economic Development Department reported that the BID Budgets are set for City Council approval on Tuesday, May 23, at 2:00pm.</p> <p>Chris Gomez thanked Latrell and the Economic Development Department for allowing NCA to adjust EVA’s budgeting to conform to staff’s preferred accounting methods.</p>	<p>4. No action taken</p>
<p>5. Committee Reports</p> <p><u>Executive Committee / Terry McCleary, President</u></p> <p>a. Nomination of Officers</p>	<p>5.a. Dominic reviewed the Nomination of EVA Officers.</p> <ul style="list-style-type: none"> i. President, Terry McCleary (2 year) ii. 1st Vice President (Business VP), Hasan Ahmed (1 Year) iii. 2nd Vice President (Property VP), Tyler Winslow (1 Year) iv. Secretary, Robyn Spencer (2 Year) v. Treasurer, David Miles (1 Year) 	<p>5.a. Manny Rodriguez moved to seat all nominated EVA Officers to the Board. Chan Buie seconded the motion. Motion passed unanimously.</p>

<p>b. FY24-FY25 Board Terms Recap</p>	<p>5.b. Dominic reviewed the different term lengths and director roles of the EVA Board slate. Dominic stated that the EVA Bylaws allow for up to 25 members and new members can be added throughout the year.</p>	<p>5.b. No action taken</p>
<p>c. YTD Draft Financial Report</p>	<p>5.c. Shirley Zawadzki presented the YTD draft financial report. Shirley reported that BID funds need to be expended by the end of June 30, 2023. Shirley also reported that in the month of April, no Parking District funds were spent in effort of saving the funds for the Enhanced Pedestrian Lighting project.</p>	<p>5.c. Hasan Ahmed moved to accept the YTD Draft Financial Report. Justin Navalle seconded the motion. Motion passed unanimously.</p>
<p>d. EVA Line of Credit and Certificate of Deposit (CD) Discussion</p>	<p>5.d. Chris reported that Torrey Pines Bank was unable to approve a line of credit without an EVA personal guarantor. Chris reiterated that EVA needs to spend \$250,000 in parking meter revenues before June 30th. The funds need to be spent, submitted, and then reimbursed by the City.</p> <p>Chris asked the Board to authorize staff to work with David Miles to transfer funds from savings and if necessary, perform an early withdrawal of the CDs for the purpose of cash flow. Chris added that if EVA does not spend the \$250,000 by June 30, 2023, EVA will forfeit these funds back to the City. Once the funds are reimbursed by the City, they will be deposited back into the savings/CD accounts.</p>	<p>5.d. Robyn Spencer moved to authorize staff to, as needed, withdraw the CDs early to spend the necessary \$250,000 for FY23. Kristen Rice seconded the motion. David Miles abstained. Motion passed.</p>
<p>e. Authorize Executive Committee to Approve Final EVA Letter Endorsing Proposed City Ordinance Prohibiting Encamping on Public Property</p>	<p>5.e. Dominic summarized that the proposed unsafe camping ban will prohibit any encampments within a two-block radius of schools, parks, service centers, clinics, and transit platforms in the City of San Diego.</p> <p>Marco reported that he will finalize a letter with amendments to the ordinance language and ask EVA’s support of the ban on unsafe encampments around City sites. Marco stated that the letter will be sent to the EVA Officers for review, amendment, and approval.</p>	<p>5.e. Hasan Ahmed moved to authorize staff to send a letter to the Mayor and City Councilmembers endorsing the proposed ordinance with stated language amendments. Terry McCleary seconded the motion. Motion passed unanimously.</p>
<p>f. NCA’s Six-Month Progress</p>	<p>5.f. Dominic presented the NCA/EVA six-month contract mark progress report and summarized accomplishments thus far.</p>	<p>5.f. No action taken</p>

<p>g. Next Meeting</p> <p><u>District Identity & Placemaking Committee / Robyn Spencer & Justin Navalle, Co-Chairs</u></p> <p>a. Comic Con Banner Rental for One-Month</p> <p>b. Banner Program Improvements & New Banner Series</p> <p>c. East Village Lifestyle Photoshoot</p> <p>d. Olive Public Relations Status Report</p>	<p>5.g. Dominic reported that the next meeting will be held on June 8, 2023, at 3:00pm at UCSD Park & Market (1100 Market Street Room 321).</p> <p>5.a. Ethan Olsen reported that staff has been in contact with a representative from Comic-Con to rent out all EVA owned banner poles within the BID boundary. Ethan announced that staff referenced previous EVA rental agreements with Comic-Con and found that banner poles were rented out for \$80 per pole. Staff presented a 150 pole, district wide buyout for \$12,000. Comic-Con counter offered a net \$10,000 to EVA, excluding all production and installation costs.</p> <p>Marco requested that the DIP Committee evaluate a pricing menu for future banner rentals.</p> <p>5.b. Chris gave a status overview on the EVA banner program. Chris stated that there is a BID budget line item ‘contingency’ that has a \$22,000 carryforward stemming from FY22. Chris stated that this funding along with the ‘banners’ line item in the budget can be used to tighten up banner infrastructure and initiate a new cycle of banner production.</p> <p>5.c. Dominic reported that the EVA District Identity and Placemaking Committee moved to authorize staff to engage with a photographer to perform a lifestyle photoshoot to tell the story of East Village. Dominic stated that this lifestyle photoshoot will cost \$3,420 and will provide new high resolution photos for the EVA website and social media.</p> <p>5.d. Larisa Medina reviewed the PR & social media report. Larisa stated that EVAs social media engagement rate has been extremely high. Larisa reported that an influencer package is available for the EVA.</p>	<p>5.g. No action taken</p> <p>5.a. Justin Navalle moved to approve staff to enter an agreement with Comic Con for a \$10,000 one-month banner rental buyout. David Miles seconded the motion. Motion passed unanimously.</p> <p>5.b. Robyn Spencer moved to authorize staff to use the contingency and banners line item in the EVA BID budget on banner infrastructure and production. David Miles seconded the motion. Motion passed unanimously.</p> <p>5.c. Robyn Spencer moved to approve staff to engage with a photographer to produce lifestyle photos for \$3,420. David Miles seconded the motion. Motion passed unanimously.</p> <p>5.d. No action taken</p>
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	<p>#1) travel influencer outreach #2) neighborhood experience giveaways #3) event partnerships comping influencers</p> <p>Larisa stated that Olive is working with Marco Li Mandri for an educational piece regarding the unhoused community as well as any future implementation of unhoused programs in the district.</p>	
<p>e. East Village Sub-Districting Draft Map & Planned Community Workshops</p>	<p>5.e. Dominic announced that in effort to improve the identity within the 130 block East Village District, staff constructed a preliminary Sub-District map. Dominic noted that the draft is subject to radical change and feedback, and that the map in the packet is not the most up-to-date map. Updated versions have been distributed at the meeting. Dominic reported that community workshops will be held within each sub-district to further contour the draft map and receive approval from businesses, residents and the EVRG.</p>	<p>5.e. No action taken</p>
<p>f. Tecture Wayfinding Signage Project – Update</p>	<p>5.f. Dominic gave an update on the Tecture Wayfinding Signage Project. Dominic noted that the Tecture project was amended from 6 signs for \$300,000 to 10 signs for \$150,000.</p> <p>Dominic stated that if EVA were to ask for credit back from Tecture, they would charge EVA for all billable hours spent on the project. Dominic noted that we should continue forward with the project, no additional funds need to be expended.</p>	<p>5.f. No action taken</p>
<p>g. Next Meeting:</p>	<p>5.g. The next District Identity & Placemaking Committee meeting will take place on June 1, 2023, at 2:00pm at Spaces (845 15th Street 2nd Floor Conference Rm).</p>	<p>5.g. No action taken</p>
<p><u>Civil Sidewalks Committee / Diana Puetz, Chair</u></p>		
<p>a. EVA Prospective Maintenance District Service Schedule & Modeling – Update</p>	<p>5.a. Dominic reported that the Civil Sidewalks Committee met with key property and business owners to discuss the current Clean & Safe service model for the PBID. Dominic reported that staff had been instructed to begin crafting an alternative model report for the East Village area based on the</p>	<p>5.a. No action taken</p>

	existing PBID allocations for the area. This report will be presented to the Civil Sidewalks Committee at the next meeting for further review and refinement.	
b. Proposed Ordinance Banning Encampments Around Certain Sites – Update	5.b. Dominic summarized that the proposed sidewalk ban will prohibit any encampments within a two-block radius of schools, parks, service centers, clinics, and transit platforms. The proposed ordinance will be heard at City Council on Tuesday, June 13, at 2:00pm.	5.b. No action taken
c. Safe Encampment Site (Two Proposed Sites Outside of Downtown) – Update	5.c. Marco stated that he has been in discussion with various people from the Housing Commission regarding potential sites for organized homeless shelters. Two proposed sites are ‘Lot O’ and ‘20 th & B Street’ which are possible safe encampment sites that would include wrap around services such as bathrooms and showers.	5.c. No action taken
d. Next Meeting:	5.d. The Civil Sidewalks Committee will meet as needed.	5.d. No action taken
<u>Parking & Mobility Committee</u>		
a. Enhanced Pedestrian Lighting RFP – Update	5.a. Chris stated that the EVA RFP for Enhanced Pedestrian Lighting is currently posted, and submissions are due by May 22, 5:00pm. The RFP solicits strand lighting on Market Street from 7 th Avenue to 17 th Street.	5.a. No action taken
b. Installation of New Parking Meters between Island & K St. / Park & 17 th St.	5.b. Dominic updated the Board on the decision of City Council and the Downtown Parking Management Group to install parking meters between Island & K Street near Fault Line Park as well as Park & 17 th Street.	5.b. No action taken
c. FY24 Implementation of Additional Enhanced Pedestrian Lighting in Key Corridors	5.c. Dominic reported that additional enhanced pedestrian lighting will be implemented in key East Village corridors within FY24. Chris stated that parking meter revenues will cover the additional enhanced pedestrian lighting projects.	5.c. No action taken
6. CLOSED SESSION: BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO DISCUSS POTENTIAL		

<p>LITIGATION. GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REPORTED AFTER CLOSED SESSION.</p> <p>a. Potential Litigation with Past Employee – Update</p> <p>b. East Village Block Party Event Management Performance & Action</p>		
<p>7. REOPEN MEETING & REPORT TO PUBLIC: Update on East Village Association’s decision, if any, on Closed Session Item.</p>	<p>7. Dominic reopened the meeting and updated the public on the potential litigation with a prior employee. Chris recommended that the EVA engage counsel to review the response from Great American Insurance Group and analyze policy coverage.</p> <p>7.b. Chris reported that the 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. No action taken</p> <p>7.b. No action taken</p>
<p>8. Next Meeting:</p>	<p>8. The next Board of Directors meeting will be held on Thursday, June 15, 2023, at 3:00pm at UCSD Park & Market (1100 Market Street, Room 321).</p>	<p>8. No action taken</p>
<p>9. Adjournment</p>	<p>9. Meeting adjourned.</p>	<p>9. Manny Rodriguez moved to adjourn the meeting. David Miles seconded the motion. Motion passed unanimously.</p>

Minutes taken by: Ethan Olsen, New City America.

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

06/12/23

Accrual Basis

	May 23	Budget	Jul '22 - May 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40010 · Membership	0.00		915.00		
40055 · BID Disbursements					
40065 · SBEP Management	0.00	0.00	18,200.00	18,200.00	18,200.00
40055 · BID Disbursements - Other	15,739.15	14,597.00	166,041.37	160,567.00	175,000.00
Total 40055 · BID Disbursements	15,739.15	14,597.00	184,241.37	178,767.00	193,200.00
40060 · BID Carryforward Income	0.00	1,852.00	0.00	20,372.00	22,223.00
Total Income	15,739.15	16,449.00	185,156.37	199,139.00	215,423.00
Expense					
SBEP Expenses					
Management Grant	2,275.00	2,275.00	15,925.00	15,925.00	18,200.00
Total SBEP Expenses	2,275.00	2,275.00	15,925.00	15,925.00	18,200.00
512028 · Consulting/Business Promotion					
51176 · Social Media Consultant	5,500.00	8,000.00	17,009.00	14,500.00	22,500.00
Total 512028 · Consulting/Business Promotion	5,500.00	8,000.00	17,009.00	14,500.00	22,500.00
512059 · Personnel					
51135 · Executive Director	10,647.50	10,670.00	65,684.50	65,670.00	76,340.00
51140 · Payroll Taxes	0.00	0.00	1,785.32	1,800.00	1,800.00
51145 · Payroll Fees	0.00	0.00	12.25	0.00	0.00
51147 · Employee Benefits	0.00	0.00	1,044.84	1,045.00	1,045.00
51150 · Workers Compensation	0.00	0.00	1,072.01	775.00	775.00
Total 512059 · Personnel	10,647.50	10,670.00	69,598.92	69,290.00	79,960.00
512110 · Design & Improvements					
51200 · Placemaking/Banners	8,995.42	3,833.00	13,725.45	9,883.00	13,673.00
Total 512110 · Design & Improvements	8,995.42	3,833.00	13,725.45	9,883.00	13,673.00
512138 · Promotion/Advertising/Marketing					
Advertising	0.00	0.00	65.48	0.00	0.00
51250 · Banner / Branding	0.00	0.00	1,223.44	0.00	0.00
51265 · Member Benefits	0.00	0.00	406.50	407.00	407.00
51320 · IT Website	3,420.00	0.00	7,545.00	8,250.00	8,250.00
51325 · IT Services	87.50	116.67	1,786.36	1,283.33	1,400.00
Total 512138 · Promotion/Advertising/Marketing	3,507.50	116.67	11,026.78	9,940.33	10,057.00
512143 · Office Operational					
Computer Services	0.00	374.00	52.99	427.00	800.00
Office Supplies	0.00	0.00	814.08	500.00	500.00
Postage	13.20	150.00	328.20	500.00	500.00
Storage	0.00	0.00	202.00	0.00	0.00
51160 · Legal Services	0.00	1,250.00	3,500.00	4,750.00	6,000.00
51165 · Accounting Services	350.00	0.00	3,350.00	9,000.00	9,000.00
51170 · Audit & Tax Filing	0.00	300.00	9,000.00	2,700.00	3,000.00
51345 · Bid Council/Found. Membership	0.00	42.00	300.00	462.00	500.00
51350 · Insurance	0.00	416.67	4,273.10	4,583.33	5,000.00
51355 · Office Rent	2,619.14	2,495.00	12,125.93	12,005.00	14,500.00
51360 · Membership / Parking	0.00	0.00	16.25	0.00	0.00
51365 · Permits & Fees	0.00	84.00	410.00	924.00	1,000.00
51370 · Printing	794.44	750.00	5,313.04	5,250.00	6,000.00
51380 · Telephone & Utilities	0.00	42.00	233.95	462.00	500.00
51385 · Utilities/Equipment	0.00	250.00	401.25	250.00	500.00
51390 · Dues/Subscriptions	0.00	0.00	982.99	1,000.00	1,000.00
Total 512143 · Office Operational	3,776.78	6,153.67	41,303.78	42,813.33	48,800.00
512153 · Contingency	22,223.00	11,116.50	22,223.00	11,116.50	22,233.00

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

06/12/23

Accrual Basis

May 2023

	May 23	Budget	Jul '22 - May 23	YTD Budget	Annual Budget
Total Expense	56,925.20	42,164.84	190,811.93	173,468.16	215,423.00
Net Ordinary Income	-41,186.05	-25,715.84	-5,655.56	25,670.84	0.00
Net Income	-41,186.05	-25,715.84	-5,655.56	25,670.84	0.00

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

06/12/23

Accrual Basis

May 2023

	May 23	Budget	Jul '22 - May 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40085 · Parking District Income	154,801	32,907	296,019	361,987	394,810
40086 Parkng Meter Projects	0	0	0	0	0
Total Income	154,801	32,907	296,019	361,987	394,810
Expense					
512028 · Consulting/Business Promotion					
51176 · Social Media Consultant	0	0	2,375	2,375	2,375
51195 · Ambassador Program	0	7,929	95,150	87,221	95,150
Total 512028 · Consulting/Business Promotion	0	7,929	97,525	89,596	97,525
512059 · Personnel					
Public Relations	0	0	0	0	0
51135 · Executive Director	0	1,799	32,598	29,809	32,598
51136 · Operations Manager	0	0	0	0	0
51137 · Program Manager	0	0	0	0	0
51138 · Admin./Spec. Events/Opers. Mgr.	0	0	0	0	0
51140 · Payroll Taxes	0	0	32	32	32
51145 · Payroll Fees	0	0	0	0	0
51150 · Workers Compensation	0	0	183	183	183
Total 512059 · Personnel	0	1,799	32,813	30,024	32,813
512110 · Design & Improvements					
51200 · Placemaking/Banners	0	0	0	0	12,344
51205 · Placemaking/Tecture	0	0	0	0	0
51206 · Placemaking/Lights	236,778	235,278	236,778	235,278	235,278
51210 · Parklet Maintenance	0	0	427	427	427
Total 512110 · Design & Improvements	236,778	235,278	237,205	235,705	248,049
512138 · Promotion/Advertising/Marketing					
51250 · Banner / Branding	10,844		10,844		
51255 · Graphic Design	0	0	0	0	0
51260 · Market Research / Home Bus.	0	0	0	0	0
51265 · Member Benefits	0	0	0	0	0
51280 · On-Line / Print Marketing	0	0	0	0	0
51290 · Outreach-Welcome Packet	0	0	0	0	0
51320 · IT Website	0	0	0	0	0
51325 · IT Services	0	233	2,800	2,567	2,800
51335 · Member Events	0	0	0	0	0
51336 Public Relations	0	0	0	0	0
Total 512138 · Promotion/Advertising/Marketing	10,844	233	13,644	2,567	2,800
521240 New Iniatives					
Wayfinding Systems	0	0	0	0	0
Enhanced Pedestrian Lighting	0	0	0	0	0
Total 521240 New Iniatives	0	0	0	0	0
512143 · Office Operational					
Admin Oversight	0	0	0	0	0
51165 · Accounting Services	0	600	600	600	600
51170 · Audit & Tax Filing	0	0	0	0	0
51350 · Insurance	0	0	0	0	0
51355 · Office Rent	0	477	7,443	6,817	7,443
51370 · Printing	0	180	180	180	180
51380 · Telephone & Utilities	0	0	0	0	0
51385 · Utilities/Equipment	0	0	0	0	0
512143 · Office Operational - Other	0	2,400	2,400	2,400	2,400
Total 512143 · Office Operational	0	3,657	10,623	9,997	10,623
512186 · Special Events	0	0	3,000	3,000	3,000

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

06/12/23

Accrual Basis

May 2023

	May 23	Budget	Jul '22 - May 23	YTD Budget	Annual Budget
Total Expense	247,622	248,897	394,810	370,889	394,810
Net Ordinary Income	-92,821	-215,990	-98,791	-8,902	0
Net Income	-92,821	-215,990	-98,791	-8,902	0

9:10 AM

East Village Association Inc.
Profit & Loss
July 2022 through May 2023

06/12/23

Accrual Basis

	110 - Association A...	210 - BID	310 - EV Block Party	400 - Parking District	510 - SBEP	TOTAL
Ordinary Income/Expense						
Income						
SBEP Income	0.00	0.00	0.00	0.00	1,573.53	1,573.53
40010 · Membership	0.00	915.00	0.00	0.00	0.00	915.00
40020 · Banner/Branding	10,000.00	0.00	0.00	0.00	0.00	10,000.00
40030 · Donations / Grants	0.00	0.00	79.20	0.00	0.00	79.20
40040 · Sponsorships	5,710.60	0.00	20,000.00	0.00	0.00	25,710.60
40050 · Interest Income	809.63	0.00	0.00	0.00	0.00	809.63
40055 · BID Disbursements	0.00	184,241.37	0.00	0.00	0.00	184,241.37
40075 · Other Income	5,786.03	0.00	0.00	0.00	0.00	5,786.03
40085 · Parking District Income	0.00	0.00	0.00	296,019.00	0.00	296,019.00
41015 · Special Event Activity	332.35	0.00	54,560.03	0.00	0.00	54,892.38
41030 · Block Party Event	0.00	0.00	2,315.50	0.00	0.00	2,315.50
Total Income	22,638.61	185,156.37	76,954.73	296,019.00	1,573.53	582,342.24
Expense						
SBEP Expenses	0.00	15,925.00	0.00	0.00	5,079.00	21,004.00
512028 · Consulting/Business Promotion	250.00	17,009.00	0.00	97,525.07	0.00	114,784.07
512059 · Personnel	14,521.44	69,598.92	0.00	32,812.80	0.00	116,933.16
512110 · Design & Improvements	0.00	13,725.45	0.00	237,204.97	0.00	250,930.42
512138 · Promotion/Advertising/Marketing	2,298.80	11,026.78	0.00	13,643.96	0.00	26,969.54
512143 · Office Operational	8,494.97	41,303.78	1,353.34	10,623.39	1,121.70	62,897.18
512153 · Contingency	0.00	22,223.00	0.00	0.00	0.00	22,223.00
512186 · Special Events	13,723.50	0.00	98,673.46	3,000.00	0.00	115,396.96
Total Expense	39,288.71	190,811.93	100,026.80	394,810.19	6,200.70	731,138.33
Net Ordinary Income	-16,650.10	-5,655.56	-23,072.07	-98,791.19	-4,627.17	-148,796.09
Net Income	-16,650.10	-5,655.56	-23,072.07	-98,791.19	-4,627.17	-148,796.09

9:11 AM
06/12/23
Accrual Basis

East Village Association Inc.
Balance Sheet
As of June 1, 2023

	Jun 1, 23
ASSETS	
Current Assets	
Checking/Savings	
10010 · Union - Checking	38,383.72
10020 · Union - Savings Account	873.65
10040 · CD-3433-7 mos 4.16%	100,342.48
10050 · CD-3532-11mos 4.26%	100,350.73
Total Checking/Savings	239,950.58
Accounts Receivable	
12000 · Accounts Receivable	
12001 · Parking Receivable	155,050.93
12000 · Accounts Receivable - Other	10,000.00
Total 12000 · Accounts Receivable	165,050.93
Total Accounts Receivable	165,050.93
Other Current Assets	
12080 · Rent Deposit	1,152.00
Total Other Current Assets	1,152.00
Total Current Assets	406,153.51
TOTAL ASSETS	406,153.51
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	97,448.57
Total Accounts Payable	97,448.57
Total Current Liabilities	97,448.57
Total Liabilities	97,448.57
Equity	
Fund Balance - Parking District	19,419.24
39000 · Retained Earnings	459,145.20
Net Income	-169,859.50
Total Equity	308,704.94
TOTAL LIABILITIES & EQUITY	406,153.51

1:45 PM

06/05/23

Accrual Basis

East Village Association Inc.
Proposed FY24 BID Budget
July 2023 through June 2024

	Total 210 - BID	TOTAL
	Jul '23 - Jun 24	Jul '23 - Jun 24
Ordinary Income/Expense		
Income		
40055 · BID Disbursements	180,000.00	180,000.00
40060 · BID Carryforward Income	63,984.00	63,984.00
Total Income	243,984.00	243,984.00
Expense		
512059 · Personnel		
Public Relations	45,000.00	45,000.00
51135 · Executive Director	128,503.00	128,503.00
Total 512059 · Personnel	173,503.00	173,503.00
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
Total 512138 · Promotion/Advertising/Marketing	13,200.00	13,200.00
512143 · Office Operational		
Computer 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
Total 512143 · Office Operational	44,600.00	44,600.00
512153 · Contingency	12,681.00	12,681.00
Total Expense	243,984.00	243,984.00
Net Ordinary Income	0.00	0.00
Net Income	0.00	0.00

1:09 PM

06/01/23

Accrual Basis

East Village Association Inc.
Profit & Loss Budget Overview
 July 2023 through June 2024

	Jul '23 - Jun 24
Ordinary Income/Expense	
Income	
40085 · Parking District Income	400,001.00
Total Income	400,001.00
Expense	
512138 · Promotion/Advertising/Marketing	
51280 · On-Line / Print Marketing	2,500.00
51320 · IT Website	4,500.00
51336 Public Relations	20,000.00
Total 512138 · Promotion/Advertising/Marketing	27,000.00
521240 New Initiatives	
Wayfinding Systems	1,127.00
Enhanced Pedestrian Lighting	300,000.00
Total 521240 New Initiatives	301,127.00
512143 · Office Operational	
Admin Oversight	52,174.00
51170 · Audit & Tax Filing	4,500.00
51355 · Office Rent	13,200.00
51380 · Telephone & Utilities	2,000.00
Total 512143 · Office Operational	71,874.00
Total Expense	400,001.00
Net Ordinary Income	0.00
Net Income	0.00

EVA Letterhead

June 8, 2023

Mayor Todd Gloria
City Administration Building
202 C Street, 11th Floor
San Diego, CA 92101

Re: East Village Association Supports Gallagher Square Redevelopment

Dear Mayor Gloria,

On behalf of the East Village Association's Board of Directors and the 700+ local businesses that our organization represents, I would like to express our collective support for the San Diego Padres' Gallagher Square renovation project.

The Padres' plans for Gallagher Square total \$20 million, which represents a significant investment in the continued economic development of East Village. In addition, this project offers a thoughtful, balanced approach toward enhancing the game day experience for fans while also benefiting surrounding East Village residents and community members alike. The project features a variety of exciting new amenities such as a children's playground and play area, a fenced, off-leash dog park, restrooms, public art displays from local artists, along with an improved wiffle ball field, temporary pickleball courts and a statue matchup homage to two legendary Padres baseball players, Tony Gwynn and Trevor Hoffman. Also, new state-of-the-art delay towers and directional speakers will be installed at the concert stage and around Gallagher Square to help mitigate noise impacts of concerts and entertainment on surrounding residents.

Most importantly, Gallagher Square will be reconfigured in a manner that allows for portions of the park to remain open for more frequent public use. With improvements planned to be complete prior to the 2024 season, Gallagher Square will attract even more residents and visitors to the East Village area, particularly during the off season, thereby increasing economic activity for surrounding businesses, driving up local tax revenues and creating new jobs for working families.

The San Diego Padres' Gallagher Square redevelopment delivers on the East Village Association's mission of promoting the economic vibrancy of our beloved neighborhood. For these reasons, we strongly urge your support for this project.

Sincerely,

Signature

East Village Association



EVA Board Meeting PR & Social Media Agenda Thursday, June 15, 2023

PITCHING

Current/Upcoming Focus

- The Hidden Gems of East Village to Put on Your Day Trip Itinerary (Family Focus / Date Focus / Singles Focus)
- Summer in East Village | What to do and Where to Eat – Where the locals go and what they know
- Venues in East Village for Wedding Season

WRITING

Current/Upcoming

- San Diego Downtown News June Article
- San Diego Downtown News July Article
- Summer in East Village | What to do and Where to Eat – Where the locals go and what they know
- Venues in East Village for Wedding Season

SOCIAL MEDIA



Recap & Highlights

- Gained 330 new followers
- Earned 90K impressions on social posts
- Earned over 2.8K engagements on social posts

Upcoming

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

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

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	213	5321	1656	55107
 EastVillageSD	117	10974	1127	35043

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



May 22, 2023 · East Village San Diego

Did you know? 🌟 The Coliseum Athletic Club in Makers Quarter, no...

👁️ Reach 4,487

👤 Engaged users 489

👉 Clicks 240

👉 Other clicks 348

📊 Engagement rate per reach 10.9%

📊 Engagement rate per impression 8.9%



May 27, 2023 · East Village San Diego

In the heart of East Village, a mural speaks a thousand words. "Hunger" ...

👁️ Reach 1,059

👤 Engaged users 112

👉 Clicks 13

👉 Other clicks 40

📊 Engagement rate per reach 10.6%

📊 Engagement rate per impression 8.5%



Jun 4, 2023 · East Village San Diego

The Ratner Building is a historic six-building complex occupying a full ci...

👁️ Reach 1,034

👤 Engaged users 64

👉 Clicks 35

👉 Other clicks 25

📊 Engagement rate per reach 6.2%

📊 Engagement rate per impression 6.1%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Jun 7, 2023 · EastVillageSD

The perfect croissant doesn't exist - @izolabakery (710 13th St #300) 📍...

👁️ Reach 3,014

💬 Comments 7

❤️ Likes 177

📌 Saves 19

📊 Engagement 272

📊 Engagement rate per reach 9%

📊 Engagement rate per impression 0%



May 22, 2023 · EastVillageSD

Did you know? 🌟 The Coliseum Athletic Club in Makers Quarter, no...

👁️ Reach 3,067

💬 Comments 3

❤️ Likes 205

📌 Saves 12

📊 Engagement 220

📊 Engagement rate per reach 7.2%

📊 Engagement rate per impression 5.4%



Jun 4, 2023 · EastVillageSD

The Ratner Building is a historic six-building complex occupying a full ci...

👁️ Reach 2,976

💬 Comments 8

❤️ Likes 156

📌 Saves 6

📊 Engagement 170

📊 Engagement rate per reach 5.7%

📊 Engagement rate per impression 4.5%

FUSE EVENTS



AN EVENT
MANAGEMENT
COMPANY

Event Management
Fuseevents

SAN DIEGO, CALIFORNIA
Fuseevents.com



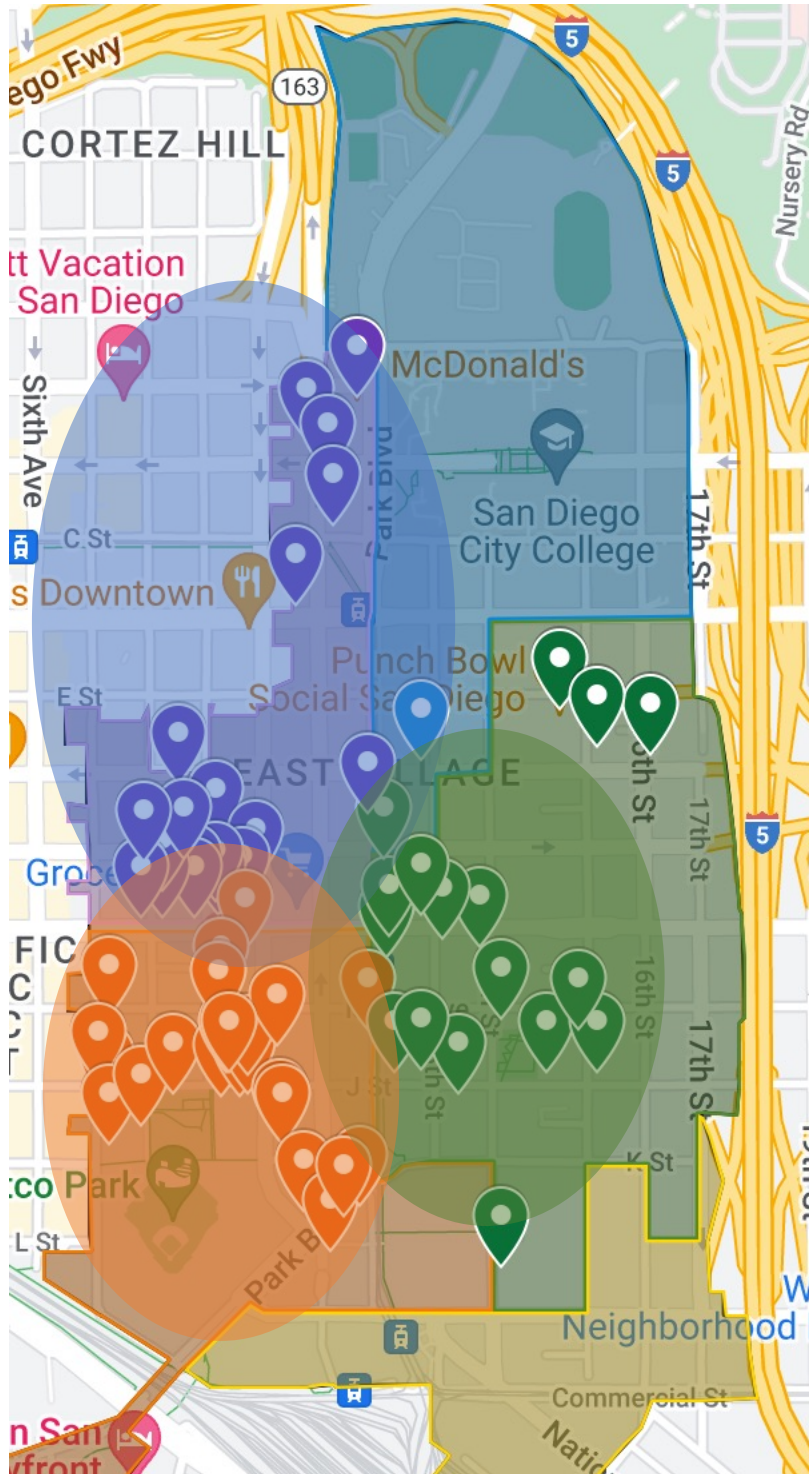
Proposal for Taste of East Village

Fuse Events is excited to propose a tasting event that will bring people to the East Village neighborhood and highlight the restaurants that are the backbone of the community. The Taste of East Village will be a multi-day event that will partner with multiple restaurants each night to create an elevated assortment of sips and bites.



For the first year of the Taste of East Village, a maximum of 400 tickets per night will be offered to sell. This amount allows the event to slowly grow year after year and not burden the restaurants the inaugural year with a large ask for product and staff time. Attendees will be given time windows to manage crowd flow and a central location to check in. Once checked in, each attendee will receive a customized “passport” that details what restaurants are participating, their location and what they are offering that night. In order to guarantee the best quality and give the restaurant the opportunity to promote their location, attendees will walk to the participating restaurants to pick up their samples. Fuse Events will also work with East Village’s PR firm to solicit media partners and bring more awareness to the event. It’s a wonderful way to showcase East Village and an opportunity for the restaurants to have hundreds of new and returning customers visit their establishment and taste what they have to offer.

Possible Restaurant Grouping



- Day One Route
- Day two Route
- Day three Route

Estimated Event Budget

East Village Taste Event Budget					
Income		Estimate	Profit		Total Profit
	Revenue	# Tickets	Ticket Price		TOTAL
	Presale Tickets	300	\$ 40.00		\$ 12,000.00
	General Admission Tickets	900	\$ 45.00		\$ 40,500.00
	Comp Tickets	60	\$ (45.00)		\$ (2,700.00)
	TOTAL EST. TICKETS SOLD	1260			\$ 49,800.00
	Sponsors	3	\$ 500.00		\$ 1,500.00
				TOTAL INCOME	\$ 51,300.00
Cost of Goods & Services		Estimate	Cost		Total Cost
	Advertising and Event Marketing				\$ 750.00
	Staff Hours				\$ 12,000.00
	Signage				\$ 1,750.00
	Restaurant Supplies				\$ 2,400.00
	Labor Crew Hours	60	\$ 20.00		\$ 1,200.00
	PR/ Social Ads				\$ 750.00
	Entertainment	9	\$ 100.00		\$ 900.00
	Photographer				\$ 600.00
	Production				\$ 500.00
	Misc. Expenses				\$ 250.00
				TOTAL COST OF GOODS & SERVICES	\$ 21,100.00
	Net Profit				\$ 30,200.00
	50% Split				\$ 15,100.00



May 26th, 2023

Honorable Mayor Todd Gloria
 Honorable Councilmember Stephen Whitburn
 Honorable Councilmembers of the City of San Diego

SUBJECT: East Village Association Support for the Proposed Public Encampment Ordinance

Honorable Mayor and City Council Members:

The East Village Association (EVA) is uniquely aware of the detrimental impacts that unregulated encampments are having on the public right-of-way and public's perception of safety in Downtown San Diego. These impacts are experienced most acutely in the East Village neighborhood of downtown, where residents, students, workers, and visitors are subjected to daily observances of distress and despair around these encampment sites, a reality that continues to erode the public's confidence in the City's ability to adequately address this unfolding crisis as downtown emerges from the COVID-19 pandemic.

To summarize, since the winding down of the public health emergency orders, Downtown San Diego's recovery has been impacted by several limiting factors:

- The rise of the unhoused population in downtown to approx. 2,000 individuals, which has resulted in the uncontrolled proliferation of encampments on downtown sidewalks.
- A 12% (and growing) vacancy rate for downtown commercial office buildings, (Class A, B and C), a trend exacerbated by the perception of disorder on our downtown sidewalks.
- The reduction of police officers in the SDPD, particularly in Central Division, and the resulting diminished perception of public safety on downtown sidewalks.
- Commentary from rank-and-file police officers that their ability to effectively respond to unhoused individuals is seriously curtailed.
- The growing (and concerning) trend of residents vacating their downtown units or relocating out of downtown altogether, citing the fatigue around the unfolding homeless crisis as a primary motivation for moving.
- The experiences of K-12 and higher education students and educators exposed to deplorable and unsafe sidewalk conditions as they walk to and from school throughout East Village and Barrio Logan.
- The dismal display of block-long encampments situated around the main thoroughfares to Downtown San Diego, including southbound 163/10th Avenue, westbound MLK freeway/F

EAST VILLAGE ASSOCIATION OF SAN DIEGO

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

Street, northbound 5 and the entrance to downtown from Imperial Avenue; this includes the miserable situation on Commercial Avenue adjacent to Father Joe's Villages.

In response to the sense of disorder increasingly encountered on the public sidewalks of East Village, the EVA wholeheartedly endorses the proposed first step to address this escalating humanitarian crisis in our downtown neighborhood. We fully support Councilmember Whitburn's and Mayor Gloria's efforts to adopt an enabling ordinance, consistent with the *Martin v. Boise* ruling, to provide immediate relief to the public right-of-way in the East Village area. We urge the City of San Diego to take immediate action at the next City Council meeting on June 13th to alleviate the daily misery experienced by unhoused individuals living on our local sidewalks, which we feel would, in turn, also provide relief to the residents, employees, tourists, visitors, and businesses of East Village that are also coping with the conditions of this crisis on a daily basis.

Money is not the key issue here, rather prioritization and management of resources is. In addition, we would request that the City Council also consider these two points in consideration of the proposed ordinance when the full Council hears the issue on June 13th:

1. Adopt a City Council resolution whereby at least 300 participants (living in sprung tents and safe camping zones and operated by non-profits), are created in each of Council Districts 1, 2, 4, 5, 6, 7, 8, 9. Each Council district must take its fair share of the unhoused population to stabilize District 3 and Downtown San Diego. These sprung tents and safe camping zones in each Council district must be up and running by the middle of 2024, at the latest. The sites could be funded by CDBG funds where applicable, City general funds, County funds, district businesses, philanthropists, and foundations. East Village has historically & disproportionately borne the brunt of hosting service centers for the County's unhoused populations, and that centralization has created untenable conditions on our local sidewalks.
2. Ensure that all schools, whether public or private, and K – higher education, have at least a 500-foot perimeter of no encampments at any time, under the new ordinance; as well as ensure that all parks, whether publicly or privately managed, also maintain at least a 300-foot perimeter of no encampments at all times under the new ordinance.

On behalf of the East Village Association of San Diego, we strongly urge you to adopt the encampment ordinance on June 13th and insist that full implementation of the ordinance be conducted as of July 17th, 2023.

Sincerely,



Terry McCleary
Board President, EVA

Cc: East Village Association Board of Directors
East Village Association Residents Group

East Village District | JUNE 2023

EVA First Draft Lighting Corridors Map

LEGEND

- Phase 1: Q3 - Q4 2023
- Phase 2: Q1 2024
- Phase 3: TBD
- Phase 4: TBD
- Phase 5: TBD
- Phase 6: TBD
- Phase 2a: TBD
- Phase 2b: TBD

LEGEND

EVA BID BOUNDARY

