



East Village Association – Annual Board of Directors’ Meeting
 Thursday, May 18, 2023, at 3:00pm
 UCSD Park & Market (1100 Market Street, Room 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
3. Approval of April 20, 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. Committee Reports:
 - Executive Committee / Terry McCleary, President
 - a. Nominations of Officers
 - i. President, Terry McCleary (2 Year) *Action Item*
 - ii. 1st Vice President (Business VP), Hasan Ahmed (1 Year) *Action Item*
 - iii. 2nd Vice President (Property VP), Tyler Winslow (1 Year) *Action Item*
 - iv. Secretary, Robyn Spencer (2 Year) *Action Item*
 - v. Treasurer, David Miles (1 Year) *Action Item* P. 10
 - b. FY24-FY25 Board Terms Recap
 - c. YTD Draft Financial Report *Action Item* P. 11 - 14
 - d. EVA Line of Credit and Certificate of Deposit (CD) Discussion *Action Item*
 - e. Authorize Executive Committee to Approve Final EVA Letter Endorsing
 Proposed City Ordinance Prohibiting Encampments on
 Public Property *Action Item*
 - f. NCA’s Six-Month Progress Report: Summary of Accomplishments P. 15 - 16
 - g. Next Meeting: June 8, 2023 at 3:00 PM
 UCSD Park & Market (1100 Market Street)
 - District Identity & Placemaking Committee / Robyn Spencer & Justin Navalle, Co-Chairs
 - a. Comic Con Banner Rental for One-Month *Action Item* P. 17
 - b. Banner Program Improvements & New Banner Series *Action Item* P. 18 - 19
 - c. East Village Lifestyle Photoshoot *Action Item* P. 20
 - d. Olive Public Relations Status Report P. 21 - 23
 - e. East Village Sub-Districting Draft Map & Planned Community Workshops P. 24
 - f. Tecture Wayfinding Signage Project – Update P. 25 - 27
 - g. Next Meeting: June 1, 2023 at 2:00 PM

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th 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)

Spaces Makers Quarter (845 15th Street – 2nd Floor)

Civil Sidewalks Committee / Diana Puetz, Chair

- a. EVA Prospective Maintenance District Service Schedule & Modeling – Update
- b. Proposed Ordinance Banning Encampments Around Certain Sites – Update
- c. Safe Encampment Site (Two Proposed Sites Outside of Downtown) – Update
- d. Next Meeting: TBD

Parking & Mobility Committee

- a. Enhanced Pedestrian Lighting RFP – Update
- b. Installation of New Parking Meters between Island & K St. / Park & 17th St.
- c. FY24 Implementation of Additional Enhanced Pedestrian Lighting in Key Corridors

P. 28 - 29

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

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

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

8. Next Meeting: June 15, 2023 at 3:00pm
UCSD Park & Market (1100 Market Street, Room 321)

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 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, April 20, 2023, at 3:00pm
UCSD Park & Market (1100 Market Street, Room 213/214)

PRESENT: Terry McCleary, Robyn Spencer, David Miles, Simon Andrews, Diana Puetz, Tyler Winslow, Hasan Ahmed, Justin Navalle, Chan Buie, Kristen Rice, Manny Rodriguez, Todd Miller

ABSENT: Andrew Shemirani, Todd Brown, Angie Weber, Andrew Greenberg, Ken Kawachi, Jonathan Francese, Lisa Gerson

GUESTS: Larry Turner, Margaret Doyle, Sean Plaisted, Latrell Crenshaw, Malik Thornton, Jay Denison, Carlos Isaziga, Grace Sheehy, Chloe Lauer, Jason Wallace

STAFF: Marco Li Mandri, Dominic Li Mandri, Ethan Olsen, Chris Gomez, Eleanor Lazar, Sydney Costales

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 Terry McCleary, President and EVA District Manager, Dominic Li Mandri. EVA Board, staff and guests all gave introductions.	1. No action taken
2. Approval of March 16, 2023 Meeting Minutes	2. Minutes from March 16, 2023, were reviewed.	2. Diana Puetz moved to accept the March 16, 2023, minutes. David Miles seconded the motion. Motion passed unanimously.
3. Non-Agenda: Public Comment & Announcements	3. Malik Thornton with Councilmember Whitburn's Office thanked all who came out to support the Encampment ban. Malik reported that the vote from the committee passed three to one and will be going to City Council in the coming weeks.	3. No action taken

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th 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)

	<p>Latrell Crenshaw with the City Economic Development Department reported that the BID Budgets passed the initial City Council hearing. Latrell stated that the next hearing is May 23, and the public is highly encouraged to attend and speak in support of this item. Latrell added that the city is soon offering a forum on Green Waste & Organics trash can use which will offer resources and overall guidance on this topic.</p> <p>Margaret Doyle with Assemblymember Tasha Boerner Horvath’s office stated that bills are still flowing consistently. Marco asked about movement on combating Prop 47. Margaret reported that there are 3 bills in various stages that must be amended. Diana Puetz requested an update at the next meeting on any Fentanyl-related legislation in the works.</p> <p>Manny Rodriguez from the Downtown Community Planning Council, DCPC, reported that he now sits as the Chair of the Executive Committee with Chloe Lauer as Vice Chair and Bob Link as Executive Secretary. Manny reported that DCPC is in support of the safe encampment site and while Inspiration Point is an option, DCPC would like to assess different locations.</p>	
<p>4. Committee Reports</p> <p><u>Executive Committee / Terry McCleary, President</u></p> <p>a. Nominations Task Force Board Recommendations</p>	<p>4.a. Dominic reported that the Nominations Task Force, comprised of Terry McCleary, Robyn Spencer, and Hasan Ahmed met on Wednesday, April 12 to review received nominations to the EVA Board. Dominic announced that there are 19 candidates interested in serving on the EVA Board of Directors and noted that Pendry Hotels has withdrawn their application to serve on the Board. Dominic reiterated that we are still in compliance with a 2/3 split of Business Directors to 1/3 Property/Community Directors.</p> <p>i. Approval of Business Directors:</p> <p>Hasan Ahmed, Simon Andrews, Chan Buie, Todd Brown, Jonathan Francese, Ken</p>	<p><i>4.a. Hasan Ahmed moved to accept the business director slate as recommended by the Nominations Task Force. Simon Andrews seconded the motion. Motion passed unanimously.</i></p> <p><i>4.a. Hasan Ahmed moved to accept the Property/Community Director slate as recommended by the Nominations</i></p>

<p>b. Nominations of Officers</p>	<p>Kawachi, Terry McCleary, David Miles, Justin Navalle, Kristen Rice, Manny Rodriguez, Robyn Spencer, Angie Weber, Tyler Winslow</p> <p>ii. Approval of Property/Community Directors</p> <p>Lisa Gerson, Andrew Greenberg, Todd Miller, Diana Puetz, Andrew Shemirani</p> <p>iii. Selection of Board Terms – Count Off</p> <p>1 Year Members: Hasan Ahmed, Chan Buie, Jonathan Francese, Terry McCleary, Justin Navalle, Manny Rodriguez, Angie Weber, Lisa Gerson, Todd Miller, Andrew Shemirani</p> <p>2 Year Members: Simon Andrews, Todd Brown, Ken Kawachi, David Miles, Kristen Rice, Robyn Spencer, Tyler Winslow, Andrew Greenberg, Diana Puetz</p> <p>4.b. Dominic reported that EVA needs to select Officers to the Board</p> <p>i. President (2 Year)</p> <p>Hasan Ahmed nominated Terry McCleary as EVA President.</p> <p>ii. Vice President (1 Year)</p> <p>Hasan Ahmed nominated Hasan Ahmed as EVA Vice President. Who se</p> <p>iii. Secretary (2 Year)</p> <p>Chan Buie nominated Robyn Spencer as EVA Secretary.</p>	<p><i>Task Force. Simon Andrews seconded the motion. Motion passed unanimously.</i></p> <p><i>4.a. No action taken</i></p> <p><i>4.b. Simon Andrews moved to nominate Terry McCleary as President for vote at the next Board meeting. Hasan Ahmed seconded the motion. Terry McCleary abstained. Motion passed.</i></p> <p><i>4.b. Simon Andrews moved to nominate Hasan Ahmed as Vice President for vote at the next Board meeting. Todd Miller seconded the motion. Motion passed unanimously.</i></p> <p><i>4.b. Chan Buie moved to nominate Robyn Spencer as Secretary for vote at the next Board meeting. Justin Navalle seconded the motion. Motion passed</i></p>
-----------------------------------	---	---

<p>c. YTD Draft Financial Report</p> <p>d. Letter Endorsing Proposed City Ordinance Prohibiting Encampments on Public Property</p>	<p>iv. Treasurer (1 Year)</p> <p>Robyn Spencer nominated David Miles as EVA Treasurer.</p> <p>4.c. Marco Li Mandri presented the YTD draft financial report. Marco reported that the \$200,000 was invested into two CDs through US Bank, funds are earmarked for the Landmark sign. Marco stated that funds are generated primarily from the BID & Parking Meter Revenue.</p> <p>Chris reported that BID Parking District budgets have been adjusted by City staff due to miscalculations on the City's end. Sean Plaisted of EDD asked to be looped in on the Parking District budget conversation.</p> <p>4.d. Dominic summarized that the proposed sidewalk encampment ban proposes a prohibition on any encamping within two blocks of schools, parks, service centers, clinics, and transit platforms. Dominic shared that the Civil Sidewalks Committee recently reviewed the ordinance at its first meeting and recommended the radius around each institution be expanded beyond two-blocks and that all academic institutions be included in the ordinance, as opposed to just Kindergarten through 12th grade. Additionally, the Committee also recommended the time of enforcement be broadened to 24 hours as opposed to merely while classes are in session. Dominic added that this ordinance should work in tandem with having shelter beds available for unhoused citizens.</p> <p>Dominic reported that the EVA Executive and Civil Sidewalks Committee have both recommended staff draft a letter, based on these points, in support of the ban on sidewalk encampments around City sites.</p>	<p><i>unanimously.</i></p> <p><i>4.b. Robyn Spencer moved to nominate David Miles as Treasurer for vote at the next Board meeting. Hasan Ahmed seconded the motion. Motion passed unanimously.</i></p> <p><i>4.c. Hasan Ahmed moved to approve the YTD draft financial report. Robyn Spencer seconded the motion. Motion passed unanimously.</i></p> <p><i>4.d. Hasan Ahmed moved to approve staff to endorse the proposed City Encampment ban with recommended amendments. Tyler Winslow seconded the motion. Motion passed unanimously.</i></p>
--	--	--

<p>e. Next Meeting</p> <p><u>District Identity & Placemaking Committee / Robyn Spencer & Justin Navalle, Co-Chairs</u></p>	<p>4.e. Dominic reported that the next meeting will be held on May 11, 2023, at 3:00pm at UCSD Park & Market (1100 Market Street).</p>	<p>4.e. No action taken</p>
<p>a. Olive Public Relations Status Report</p>	<p>4.a. Eleanor reviewed the PR & social media report and stated that the Opening Weekend Block Party is where Olive’s main emphasis has been. Olive heavily promoted the Block Party through PR articles, social media, radio segments and TV segments including KUSI, ABC, CBS, and FOX.</p> <p>Sydney Costales introduced herself as a new additional account manager from Olive assisting the East Village contract.</p>	<p>4.a. No action taken</p>
<p>b. EVA Opening Weekend Block Party – Recap</p>	<p>4.b. Dominic gave a brief overview of the East Village Opening Weekend Block Party. Dominic stated that the event was on Saturday, April 1, 2023, from 10:00am – 5:00pm.</p>	<p>4.b. No action taken</p>
<p>c. Next Meeting</p>	<p>4.c. The next District Identity & Placemaking Committee meeting will take place on May 4, 2023, at 2:00pm at Spaces (845 15th Street 2nd Floor Conference Rm).</p>	<p>4.c. No action taken</p>
<p><u>Civil Sidewalks Committee / Diana Puetz, Chair</u></p>		
<p>a. First Meeting – Recap</p>	<p>4.a. Dominic reported that the Civil Sidewalks Committee met for the first-time last week and key property and business owners were present for the meeting. Main topics of discussion included the Sidewalk Encampment Ban, current PBID service model and the Protect Act.</p>	<p>4.a. No action taken</p>
<p>b. EVA Prospective Maintenance District Service Schedule & Modeling</p>	<p>4.b. Dominic summarized the discussion at the Civil Sidewalks Committee meeting regarding the parameters of the current Clean & Safe service model provided to the East Village area. Dominic reported that staff had been instructed to begin crafting an alternative service model report for</p>	<p>4.b. No action taken</p>

<p>c. Local Ordinance Recap: The Protect Act</p> <p>d. Next Meeting</p> <p><u>Parking & Mobility Committee</u></p> <p>a. EVA RFP for Enhanced Pedestrian Lighting</p> <p>b. Next Meeting</p>	<p>the East Village area based on the 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.</p> <p>4.c. Dominic gave an update on the Protect Act which was introduced to the Board by Angie Weber. Dominic reported that the Protect Act would hamper the ability of police to perform proactive checks and detain suspicious persons. Discussion followed.</p> <p>4.d. The Civil Sidewalks Committee will meet as needed.</p> <p>4.a. Chris presented the draft EVA RFP for Enhanced Pedestrian Lighting. The RFP solicits strand lighting on Market Street from 7th Avenue to 17th Street.</p> <p>4.b. The Parking & Mobility Committee will meet as needed. Meetings will be held dependent upon relevant content.</p>	<p>4.c. No action taken</p> <p>4.d. No action taken</p> <p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>5. Community Reports</p>	<p>5. Covered previously during the public comment section.</p>	<p>5. No action taken</p>
<p>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.</p> <p>a. Potential Litigation with Past Employee</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>Chris reported that the East Village Block Party had resulted in a significant loss to EVA and there were serious mismanagement concerns that directly impacted the EVA's event bottom-line.</p>	<p>7.a. The Board unanimously voted to allocate a not to exceed amount to secure an attorney to review EVA's insurance policy to do an analysis on coverage.</p> <p>7.b. The Board unanimously voted to engage EVA's counsel to review contract, performance, and draft demand letter to Block Party coordinator.</p>
<p>8. Next Meeting:</p>	<p>8. The next Board of Directors meeting will be held on Thursday, May 18, 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. Robyn Spencer moved to adjourn the meeting. Tyler Winslow seconded the motion. Motion passed unanimously.</p>

Minutes taken by: Ethan Olsen, New City America.

**FY 24' – FY 25' East Village Association
Board of Directors' Terms**

1 Year Members (2023-2024)

Business Directors

Hasan Ahmed – Café de L'Opera
 Chan Buie – Hey Sugar Sweets
 Jonathan Francese – Consortium Holdings (The Invigatorium)
 Terry McCleary – MAKE pizza + salad
 Justin Navalle – Quartyard
 Manny Rodriguez – IZOLA Bakery
 Angie Weber – Cowboy Star Restaurant & Butcher Shop

Property/Community Directors

Lisa Gerson – H.G. Fenton (Urbana Apartments)
 Todd Miller – UCSD Park & Market
 Andrew Shemirani – Flocke & Avoyer Commercial Real Estate

2 Year Members (2023-2025)

Business Directors

Simon Andrews – Graphic Solutions
 Todd Brown – Bub's @ the Ballpark
 Ken Kawachi – San Diego Padres
 David Miles – US Bank
 Kristen Rice – Sempra
 Robyn Spencer – Tavern+Bowl / MobSquad
 Tyler Winslow – HP Investors

Property/Community Directors

Andrew Greenberg – Trilogy Real Estate Management
 Diana Puetz – San Diego Padres

2:26 PM

05/15/23

Accrual Basis

East Village Association Inc.
Balance Sheet
 As of May 15, 2023

	May 15, 23
ASSETS	
Current Assets	
Checking/Savings	
10010 · Union - Checking	127,793.51
10020 · Union - Savings Account	83,873.65
10040 · CD-3433-7 mos 4.16%	100,000.00
10050 · CD-3532-11mos 4.26%	100,000.00
Total Checking/Savings	411,667.16
Accounts Receivable	
12000 · Accounts Receivable	
12001 · Parking Receivable	8,891.33
12000 · Accounts Receivable - Ot...	10,000.00
Total 12000 · Accounts Receivable	18,891.33
Total Accounts Receivable	18,891.33
Other Current Assets	
12080 · Rent Deposit	1,152.00
Total Other Current Assets	1,152.00
Total Current Assets	431,710.49
TOTAL ASSETS	431,710.49
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	5,482.46
Total Accounts Payable	5,482.46
Total Current Liabilities	5,482.46
Total Liabilities	5,482.46
Equity	
Fund Balance - Parking District	19,419.24
39000 · Retained Earnings	459,145.20
Net Income	-52,336.41
Total Equity	426,228.03
TOTAL LIABILITIES & EQUITY	431,710.49

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

05/08/23

Accrual Basis

April 2023

	Apr 23	Budget	Jul '22 - Apr 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40010 · Membership	915.00		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	15,893.55	14,597.00	150,302.22	145,970.00	175,000.00
Total 40055 · BID Disbursements	15,893.55	14,597.00	168,502.22	164,170.00	193,200.00
40060 · BID Carryforward Income	0.00	1,852.00	0.00	18,520.00	22,223.00
Total Income	16,808.55	16,449.00	169,417.22	182,690.00	215,423.00
Expense					
SBEP Expenses					
Management Grant	2,275.00	2,275.00	13,650.00	13,650.00	18,200.00
Total SBEP Expenses	2,275.00	2,275.00	13,650.00	13,650.00	18,200.00
512028 · Consulting/Business Promotion					
51176 · Social Media Consultant	134.00	500.00	6,009.00	6,500.00	22,500.00
Total 512028 · Consulting/Business Promotion	134.00	500.00	6,009.00	6,500.00	22,500.00
512059 · Personnel					
Public Relations	5,500.00	0.00	5,500.00	0.00	0.00
51135 · Executive Director	10,647.50	55,000.00	55,037.00	55,000.00	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	296.25	0.00	1,072.01	775.00	775.00
Total 512059 · Personnel	16,443.75	55,000.00	64,451.42	58,620.00	79,960.00
512110 · Design & Improvements					
51200 · Placemaking/Banners	0.00	3,800.00	4,730.03	6,050.00	13,673.00
Total 512110 · Design & Improvements	0.00	3,800.00	4,730.03	6,050.00	13,673.00
512138 · Promotion/Advertising/Marketing					
Advertising	65.48	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	0.00	4,035.00	4,125.00	8,250.00	8,250.00
51325 · IT Services	412.40	116.67	1,698.86	1,166.66	1,400.00
Total 512138 · Promotion/Advertising/Marketing	477.88	4,151.67	7,519.28	9,823.66	10,057.00
512143 · Office Operational					
Computer Services	0.00	53.00	52.99	53.00	800.00
Office Supplies	534.37	500.00	814.08	500.00	500.00
Postage	0.00	350.00	315.00	350.00	500.00
Storage	202.00	0.00	202.00	0.00	0.00
51160 · Legal Services	0.00	3,500.00	3,500.00	3,500.00	6,000.00
51165 · Accounting Services	0.00	9,000.00	3,000.00	9,000.00	9,000.00
51170 · Audit & Tax Filing	0.00	300.00	9,000.00	2,400.00	3,000.00
51345 · Bid Council/Found. Membership	0.00	42.00	300.00	420.00	500.00
51350 · Insurance	0.00	416.67	4,273.10	4,166.66	5,000.00
51355 · Office Rent	2,063.41	9,510.00	9,506.79	9,510.00	14,500.00
51360 · Membership / Parking	15.00	0.00	16.25	0.00	0.00
51365 · Permits & Fees	0.00	84.00	410.00	840.00	1,000.00
51370 · Printing	0.00	4,500.00	4,518.60	4,500.00	6,000.00
51380 · Telephone & Utilities	43.54	42.00	233.95	420.00	500.00
51385 · Utilities/Equipment	0.00	0.00	401.25	0.00	500.00
51390 · Dues/Subscriptions	0.00	1,000.00	982.99	1,000.00	1,000.00
Total 512143 · Office Operational	2,858.32	29,297.67	37,527.00	36,659.66	48,800.00
512153 · Contingency	0.00	0.00	0.00	0.00	22,233.00
Total Expense	22,188.95	95,024.34	133,886.73	131,303.32	215,423.00
Net Ordinary Income	-5,380.40	-78,575.34	35,530.49	51,386.68	0.00
Net Income	-5,380.40	-78,575.34	35,530.49	51,386.68	0.00

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

05/08/23

Accrual Basis

April 2023

	Apr 23	Budget	Jul '22 - Apr 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40085 · Parking District Income	0	32,908	141,218	329,080	394,810
Total Income	0	32,908	141,218	329,080	394,810
Expense					
512028 · Consulting/Business Promotion					
51176 · Social Media Consultant	0	334	2,375	3,340	4,000
51195 · Ambassador Program	0	10,901	95,150	109,010	130,810
Total 512028 · Consulting/Business Promot...	0	11,235	97,525	112,350	134,810
512059 · Personnel					
51135 · Executive Director	0	2,801	32,598	28,010	33,600
51136 · Operations Manager	0	1,800	0	18,000	21,600
51137 · Program Manager	0	0	0	0	0
51138 · Admin./Spec. Events/Oper. Mgr.	0	0	0	0	0
51140 · Payroll Taxes	0	543	32	5,430	6,500
51145 · Payroll Fees	0	3	0	30	40
51150 · Workers Compensation	0	111	183	1,110	1,334
Total 512059 · Personnel	0	5,258	32,813	52,580	63,074
512110 · Design & Improvements					
51200 · Placemaking/Banners	0	4,912	0	49,120	58,938
51205 · Placemaking/Tecture	0	3,162	0	31,620	37,938
51206 · Placemaking/Lights	0	4,167	0	41,670	50,000
51210 · Parklet Maintenance	0	250	427	2,500	3,000
Total 512110 · Design & Improvements	0	12,491	427	124,910	149,876
512138 · Promotion/Advertising/Marketing					
51255 · Graphic Design	0	84	0	840	1,000
51260 · Market Research / Home Bus.	0	500	0	5,000	6,000
51265 · Member Benefits	0	0	0	0	0
51290 · Outreach-Welcome Packet	0	251	0	2,510	3,000
51320 · IT Website	0	21	0	210	250
51325 · IT Services	0	417	2,800	4,170	5,000
51335 · Member Events	0	1,100	0	11,000	13,200
Total 512138 · Promotion/Advertising/Marke...	0	2,373	2,800	23,730	28,450
512143 · Office Operational					
51165 · Accounting Services	0	0	600	0	0
51350 · Insurance	0	0	0	0	0
51355 · Office Rent	0	634	7,443	6,340	7,600
51370 · Printing	0	0	180	0	0
51380 · Telephone & Utilities	0	0	0	0	0
51385 · Utilities/Equipment	0	0	0	0	0
512143 · Office Operational - Other	0	0	2,400	0	0
Total 512143 · Office Operational	0	634	10,623	6,340	7,600
512186 · Special Events	0	917	3,000	9,170	11,000
Total Expense	0	32,908	147,188	329,080	394,810
Net Ordinary Income	0	0	-5,970	0	0
Net Income	0	0	-5,970	0	0

1:18 PM

05/08/23

Accrual Basis

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

	110 - Association Activities	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	1,442.13	1,442.13
40010 · Membership	0.00	915.00	0.00	0.00	0.00	915.00
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	116.42	0.00	0.00	0.00	0.00	116.42
40055 · BID Disbursements	0.00	168,502.22	0.00	0.00	0.00	168,502.22
40085 · Parking District Income	0.00	0.00	0.00	141,218.07	0.00	141,218.07
41015 · Special Event Activity	332.35	0.00	54,560.03	0.00	0.00	54,892.38
Total Income	6,159.37	169,417.22	74,639.23	141,218.07	1,442.13	392,876.02
Expense						
SBEP Expenses	0.00	13,650.00	0.00	0.00	1,407.00	15,057.00
512028 · Consulting/Business Promotion	0.00	6,009.00	0.00	97,525.07	0.00	103,534.07
512059 · Personnel	12,443.94	64,451.42	0.00	32,812.80	0.00	109,708.16
512110 · Design & Improvements	0.00	4,730.03	0.00	426.93	0.00	5,156.96
512138 · Promotion/Advertising/Marketing	1,932.86	7,519.28	0.00	2,800.00	0.00	12,252.14
512143 · Office Operational	6,406.88	37,527.00	502.34	10,623.39	1,367.70	56,427.31
512186 · Special Events	13,434.23	0.00	98,173.46	3,000.00	1,738.00	116,345.69
Total Expense	34,217.91	133,886.73	98,675.80	147,188.19	4,512.70	418,481.33
Net Ordinary Income	-28,058.54	35,530.49	-24,036.57	-5,970.12	-3,070.57	-25,605.31
Net Income	-28,058.54	35,530.49	-24,036.57	-5,970.12	-3,070.57	-25,605.31



6-Month Mark of EVA/NCA Management – Progress/Accomplishment Report

- Continued compliance with City of SD of all corporate documents and Board/Committee meeting requirements.
- Finalized move and organization of new East Village office and storage spaces.
- Worked with Economic Development Department to amend budgets to allow for a more user-friendly, legible monthly YTD budget.
- Created an Excel spreadsheet of storage container inventory, contents and quantities.
- Compiled a usable Business Improvement District Database for district-wide corresponding and programming.
- Sent EVA Board Nomination postcard forms to businesses across EV.
- Setup a Nominations Task Force to review new applications to the Board of Directors.
- Oversaw annual elections to restructure Board and compiled 19 East Village Association Directors: (14 Business Directors and 5 Property Directors).
- Lobbied Mayor's Office to expeditiously repair damaged streetlights in the East Village area.
- Presented at EIR Committee & Planning Commission to advocate for new digital smart directories.
- Create an alliance with other Downtown BIDs to be sure that EVA has language amended between City and SDDP to include EVA in revenue share.
- Successfully held first EVA Civil Sidewalks Committee meeting with key stakeholders
- Performed several SDPD/EVA walkabouts in the East Village community.
- Continued EVA representation on various City and BID Alliance Committees
- Revived discussions with Tecture re: fabrication of 10 wayfinding signs and worked to realign project with an act actionable timeline.
- Finalized contract with Olive PR for EVA traditional media and social media campaigns.
- Finalized contract with Geocentric for EVA website redesign.
- Soon to perform lifestyle photoshoot to showcase EV lifestyle and neighborhood.
- Presented first sub-district preliminary map to initiate DIP Committee and community feedback.
- Removed old, decrepit EVA Banners and donated to local East Village residents to upcycle.
- Compiled EVA banner pole locations and composed map to illustrate pole inventory for renting.
- Continued the relationship between EVA & Comic-Con to rent out banner poles to net the Association \$10,000.
- Collaborating with SD Street Banners & DIP Committee regarding new banner program; working on District-wide program, in coordination with sub-districting process.
- Began strategy discussion on Taste of East Village, in coordination with sub-districting process.
- Surveyed 6 unique sites as potential special events locations for EVA in 2023/24.
- Accomplished massive promotional content for EV Opening Weekend Block Party.
- Launched RFP for Enhanced Pedestrian Lighting on Market St from 7th - 17th Avenue.

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th 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)



90-Day Mark of EVA/NCA contract – Progress/Accomplishment Report

- Consolidated the EVA Office from two to one office
- Review, dispose, shred, or donate items in EVA Public Storage
- Organization of EVA historical documents; upload documents to EVA Website
- Review of files and shredded financial tax documents from 2015 and older
- Streamlined phone & email address monitoring; Monitored weekly
- Sorted through archived Files, unread emails, and 6 months of unopened mail to evaluate if additional action was needed
- Planned & successfully organized the Annual EVA Holiday Tree Lighting Event
- Created a 2023 EVA BID business database in FileMaker
- Finalized & posted 3 RFPs for EVA (Event Consultant, PR & Social, Website Redesign)
- Finalized contract with The Best Event for EV Opening Day Block Party April 1, 2023
- Produced a Draft EV Sub-District Boundary Map to Present to new Committee
- Collaborating with SD Street Banners & Special Events Committee regarding new Banner program; working on District-wide program
- East Village Branded Trashcan plaque rollout: Approx. (80) Plaques, (40) Cans total
- Continued EVA Representation on various City and Alliance Committees
- Setup a new Bylaws Review Task Force to review current Bylaws and make amendments
- Setup a new Nominations Task Force to review new Application to the Board
- Restructuring Board/Advisory Committees to begin meeting in March/April 2023
- Expanded Board of Directors and Member composition to include more EV Stakeholders
- Reviewed accounts and service providers and determined which to maintain/terminate based on budget and need
- Took Finances over from Mary Joseph and sorted through past Budgets and prepared a Midyear evaluation
- Reorganized EVA Parking District Budget & Project allocations
- Worked closely with EDD and Parking & Sustainability Department to get EVA's Contracts reactivated and in compliance
- Research & prepared quotes for installing Supplemental Lighting on Market St.
- Submit reporting to ASCAP and payment to ASCAP to get EVA in Compliance.
- Suspended Clean + Safe Supp. Ambassador Contract after two-month review
- Suspended monthly Moniker Warehouse Parklet Monthly Sweeping Service
- Prepared and Submitted two Reimbursement Packages for the BID and CPD.
- Reformatted EVA P&L Reports to Streamline Funding Sources
- Prepared and Submitted FY24 BID Budget
- Review FY24 CPD Projects to prepare FY24 CPD Budget for Board Approval
- Working on Compliance with City of SD of all Corporate Documents on Website

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th 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)

East Village Association and Comic-Con
Memorandum of Understanding (MOU)

This Memorandum of Understanding (This "MOU") is made and entered into on this 10th day of May 2023 by and between the East Village Association (EVA) and Comic-Con International: San Diego.

- The East Village Association has agreed to rent out 150 Banner poles to Comic-Con within the footprint of the East Village BID boundaries.
- Comic-Con will rent the EVA banner poles for a one (1) month period from June 24, 2023, to July 24, 2023.
- Comic-Con has agreed to pay the East Village Association \$10,000 purely for banner pole rentals.
- Banner installation, removal or production costs will be coordinated separately with Russell Warner of SD Street Banners.
- Comic-Con agrees to remit payment by May 31, 2023.

Marco Li Mandri
Executive Director
East Village Association

Comic-Con Representative

Printed Name



**East Village Association - Banner Pole Street Names
SD Street Banners Russell Warner**

Broadway..... from 10th – 16th Street

11th Avenue.....from A – Market Street

10th Avenue.....from E – Market Street

7th Avenue.....from L – Island Street

E Street.....from 14th – 17th Street

F Street.....from 7th – 16th Street

J Street..... from 13th – 16th Street

Island Avenue.....from 13th – 17th Street

Imperial Street.....from 14th – 17th Street

Market Street.....from 14th – 17th Street

G Street.....from 10th – 15th street

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th Street ■ San Diego, CA 92101 ■ Phone 619-546-5636
 Email: info@EastVillageSanDiego.com ■ Website: www.EastVillageSanDiego.com
 Facebook / Instagram/ Tik Tok / Twitter: [@EastVillageSD](https://www.instagram.com/EastVillageSD) ■ [#EastVillageSD](https://www.facebook.com/EastVillageSD)



PROPOSAL

SD STREET BANNERS LLC

9126 Togan Ave
 San Diego, CA 92129
 310-775-1060
 LIC. # 1072288

DATE April 18th, 2023

PREPARED FOR:
 Ethan Olsen
 Asst. District Manager
 New City America inc
 2210 Columbia Street
 SD, CA, 92101

DESCRIPTION	QTY	RATE	AMOUNT
<u>New YR Banner Program 2023</u>			
Print new YR banners 24"x52" <i>- includes upto 4 different artwork files</i>	340	\$45.00	\$15,300.00
Print New YR banners 30"x90" <i>- includes upto 4 different artwork files</i>	130	\$78.00	\$10,140.00
Install New YR banners	470	\$16.00	\$7,520.00
New Banner Hardware needed for 24x52 size banners	21	\$130.00	\$2,730.00
New Banner Hardware needed for 30x94 size banners	1	\$295.00	\$295.00
Replacement Bands	40	\$7.50	\$300.00
SD City Banner Permitting Fees	1	\$375.00	\$375.00
* 50% deposit or PO# required prior to production or securing program			SUB-TOTAL \$36,660.00
* Pricing is valid for 30 days			SALES TAX \$2,229.29
			FREIGHT \$282.63
<u>Make Checks Payable to "SD Street Banners LLC"</u>			TOTAL \$39,171.91

Visit our website for more banner program & holiday decor ideas
<https://www.sdstreetbanners.com/>

Dominic Li Mandri

From: Christopher M. Gomez
Sent: Monday, May 1, 2023 11:57 AM
To: Dominic Li Mandri
Subject: Fw: EVA Lifestyle Photoshoot | Proposal

From: larisa@olivepublicrelations.com <larisa@olivepublicrelations.com>
Sent: Monday, May 1, 2023 11:39 AM
To: Christopher M. Gomez <chris@newcityamerica.com>
Cc: Dominic Li Mandri <dominic@newcityamerica.com>; Ethan Olsen <ethan@newcityamerica.com>; 'Eleanor Lazar' <eleanor@olivepublicrelations.com>
Subject: EVA Lifestyle Photoshoot | Proposal

Hi Chris,

Please see below for lifestyle photoshoot cost. The below price includes:

- 8-hour shoot capturing neighborhood stills and lifestyle with models
- 2 sets of models
 - 1st set: early 30s
 - 2nd set: late 30s/early 40s couple with somewhat older kids, like 8-14 range
- 8 IG reels and additional edited video included
- Olive fee

Total: \$3,420

OR

- 6-hour shoot capturing neighborhood stills and lifestyle with models
- 2 sets of models
 - 1st set: early 30s
 - 2nd set: late 30s/early 40s couple with somewhat older kids, like 8-14 range
- 8 IG reels and additional edited video included
- Olive fee

Total: \$3,090

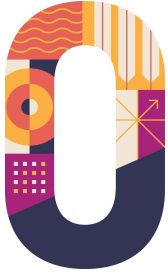
Let me know what you'd like to move forward with and we can schedule this asap. Thanks!



Larisa Medina
 Account Supervisor
 Olive Public Relations, Inc.

m: 858.205.7442
 o: 619.860.1360 ext. 124





EVA Board Meeting
PR & Social Media Agenda
 Thursday, May 18, 2023

ACTION ITEMS FROM LAST MEETING

- Influencer partnerships
 - Travel influencer outreach
 - Neighborhood experience giveaways
 - Event partnerships
- Unhoused Community
 - Highlighting implementation of programs
 - Educating the community on actionable steps they can take
- 2023 PR Timeline
 - 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
 - Top 5 Best Places to Watch Fourth of July Fireworks in East Village
 - Neighborhood Spotlight | Longest Standing Businesses
 - Take a Public Art Tour Throughout East Village
 - Getting Smarter in East Village - Home of Innovation and Education in San Diego
 - Go on a Beer Crawl to These 8 East Village Breweries
 - International Delights in the Neighborhood
 - East Village Holiday Market & Tree Lighting
 - The Flavors of East Village are Bountiful - Hidden Menu Items You Don't Want to Miss
 - Shop Local Small Business for Small Business Saturday
 - Everything New in East Village | Highlighting What's to Come for 2024 + Where to Celebrate NYE
 - Kickstart Your New Year's Resolutions Off Right in East Village

PITCHING

Current/Upcoming Focus

- The Hidden Gems of East Village to Put on Your Day Trip Itinerary (Family Focus / Date Focus / Singles Focus)
- Planning Mother's Day in the city – Taking Mom Downtown
- 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 May | Mother’s Day in East Village
- San Diego Downtown News June | Summer in East Village
- The Hidden Gems of East Village to Put on Your Day Trip Itinerary (Family Focus / Date Focus / Singles Focus)
- Planning Mother’s Day in the city – Taking Mom Downtown
- 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 375 new followers
- Earned 131K impressions on social posts
- Earned over 3.3K engagements on social posts

Upcoming

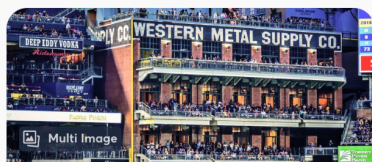
- Continue to highlight and engage with local businesses and organizations
- Continue to promote local events

SOCIAL MEDIA ANALYTICS (Last 30 days as of May 11)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	224	5073	1436	58568
 EastVillageSD	151	10942	1902	72892





Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Apr 12, 2023 · East Village San Diego





The historic Western Metal Supply Co. building is iconic and provides an...

 Reach	2,796
 Engaged users	305
 Clicks	91
 Other clicks	196
Engagement rate per reach	10.9%
Engagement rate per impression	10.3%



May 1, 2023 · East Village San Diego





East Village is a playground for art enthusiasts. Every corner you turn,...

 Reach	1,396
 Engaged users	123
 Clicks	4
 Other clicks	28
Engagement rate per reach	8.8%
Engagement rate per impression	7.2%



Apr 22, 2023 · East Village San Diego

On Earth Day, we're reminded of the incredible beauty of our planet. 🌍...

 Reach	498
 Engaged users	20
 Clicks	2
 Other clicks	9
Engagement rate per reach	4%
Engagement rate per impression	4%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Apr 19, 2023 · EastVillageSD

This Instagrammable hot spot is now open in East Village! ❤️...

👁️ Reach	4,837
💬 Comments	13
❤️ Likes	220
📌 Saves	45
📊 Engagement	401
Engagement rate per reach	8.3%



Apr 12, 2023 · EastVillageSD

The historic Western Metal Supply Co. building is iconic and provides an...

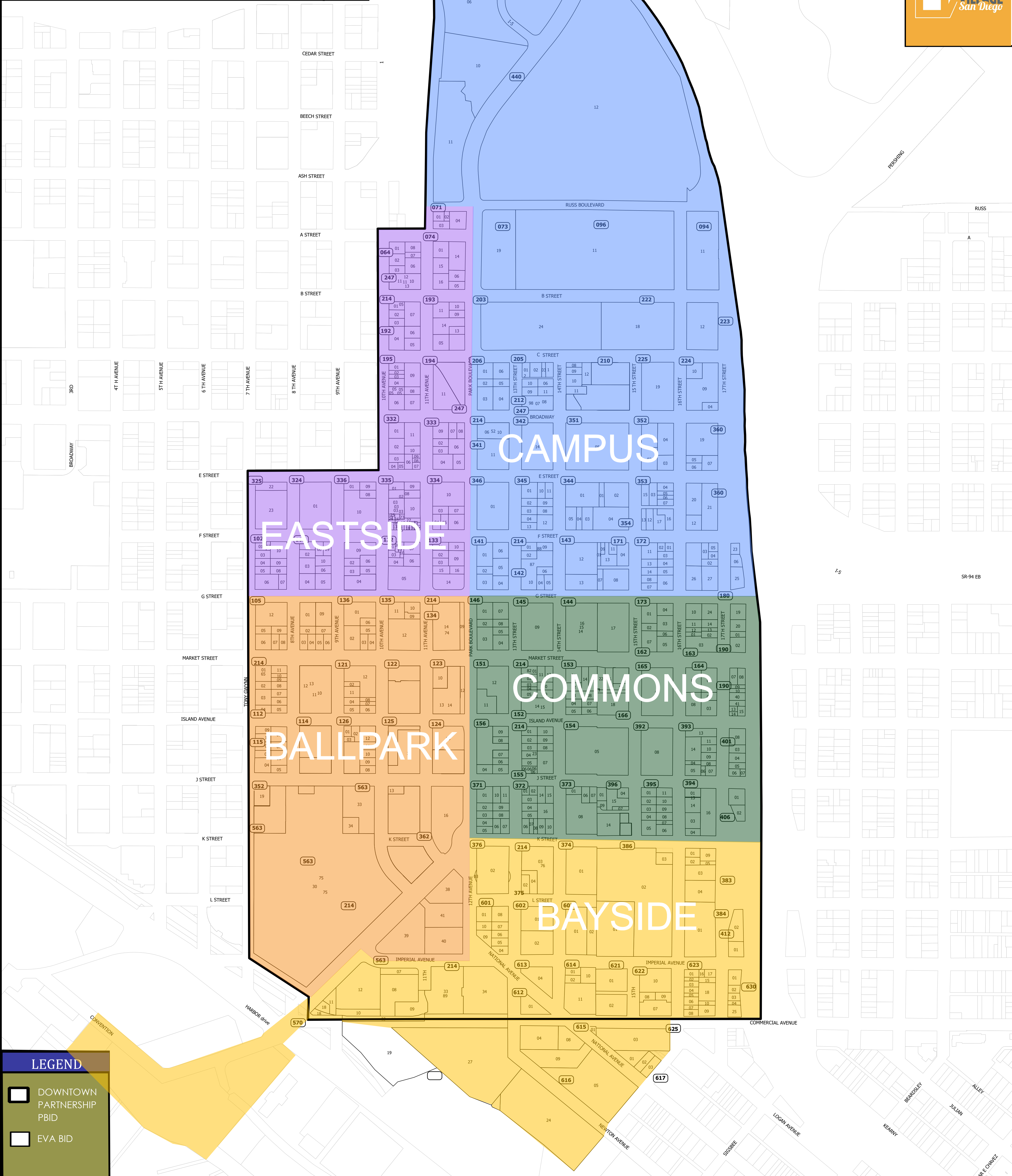
👁️ Reach	3,299
💬 Comments	2
❤️ Likes	369
📌 Saves	13
📊 Engagement	384
Engagement rate per reach	11.6%



Apr 28, 2023 · EastVillageSD

The food is exquisite, the drinks are delicious, and the ambiance is perfe...

👁️ Reach	2,726
💬 Comments	6
❤️ Likes	192
📌 Saves	18
📊 Engagement	253
Engagement rate per reach	9.3%



LEGEND

- DOWNTOWN PARTNERSHIP PBID
- EVA BID

EVA & Tecture Wayfinding Signage Project

- April 2018 - EVA entered into a service agreement for six (6) large distinct signs to dispatch throughout EV for \$300,000
- May 30, 2018 - EVA paid \$30,000 for initial commencement of the project
- June 7, 2021 - Tecture amended project with Diane Straw's verbal approval and agreed on ten (10) smaller signs for \$120,000
- June 29, 2021 - EVA paid the remaining \$120,000 for a grand total of \$150,000 paid to date
- Tecture assembled one (1) sign as a prototype for the project

(Arrow shaped design illuminated by power generated from 7 solar panels. Sign is designed to be mounted on a wall and has a QR code below to showcase businesses/attractions in the nearby East Village area.)

- All materials were ordered, yet EVA was unable to locate ten (10) suitable southern facing buildings
- Tecture held off on the permitting process and sold purchased materials to another client due to EVA's timing delay
- April 26, 2023 - EVA Staff, Justin Navalle and Robyn Spencer met with Kyle Priesch and David Michael of Tecture to discuss the project status

Dominic Li Mandri

From: Kyle Preish <kyle@tectureinc.com>
Sent: Tuesday, May 9, 2023 4:48 PM
To: Dominic Li Mandri
Cc: Ethan Olsen; Justin Navalle; Shirley Zawadzki; Christopher M. Gomez; Robyn Spencer
Subject: Re: EVA & Tecture Meeting

Follow Up Flag: Follow up
Flag Status: Flagged

Yep, I can't in good conscience charge more. Although one could argue that material and staff pricing has increased since then, it is a fixed cost, and we will stand by it.

If your team can help with the permitting process though, that would be a great help and wonderful sign of a good relationship!

Kyle

On Tue, May 9, 2023 at 4:21 PM Dominic Li Mandri <dominic@newcityamerica.com> wrote:

Hi Kyle,

Thanks for the follow up and timeline.

To clarify, is Tecture willing to proceed with fabrication of these 10 signs without any additional payments from the EVA? We want to confirm the \$120k we spent towards invoice EV – 002.2 will be sufficient to move forward with construction of all 10 signs.

Please advise at your earliest convenience.

Thanks Kyle,

Dominic

From: Kyle Preish <kyle@tectureinc.com>
Sent: Tuesday, May 9, 2023 10:21 AM
To: Dominic Li Mandri <dominic@newcityamerica.com>
Cc: Ethan Olsen <ethan@newcityamerica.com>; Justin Navalle <justin@quartyardsd.com>; Shirley Zawadzki

<shirley@newcityamerica.com>; Christopher M. Gomez <chris@newcityamerica.com>

Subject: Re: EVA & Tecture Meeting

Hi Dominic,

No prob.

If this project were to be turned back on, my anticipated schedule is as follows.

(? weeks) Determination of Locations (this lag time is good as our current workload wouldn't allow us to start for 2-3 months anyway)

(4 weeks) Compilation of Permitting Documents

(12-20 weeks) Permitting (could be shorter if your team has a recommended "path of least resistance" with the City to get these permitting)

(12-14 weeks) Fabrication

(2-3 weeks) Installation

This can get sped up if this project can fit cleanly into the timeline gaps of other projects. However, this is a realistic estimate based on past work experience and current workload.

I hope that this helps.

Kyle

On Mon, May 8, 2023 at 5:17 PM Dominic Li Mandri <dominic@newcityamerica.com> wrote:

Hi Kyle,



NOTICE OF PARKING CHANGE

March 29, 2023

Dear Property Owner and/or Resident,

Pursuant to San Diego Municipal Code (SDMC) section 82.04 and California Vehicle Code (CVC) section 22508, parking meter zones must be established by ordinance. On August 13, 2021, City Council approved Ordinance 21365 establishing the creation of parking meter zones throughout the City of San Diego including the Downtown Community Parking District.

The City of San Diego is proposing to install metered two-hour time limit parking along identified streets within the East Village neighborhood including:

- Island Avenue between Park Boulevard and 17th Street
- J Street between Park Boulevard and 17th Street
- K Street between 13th Street and 17th Street
- 13th Street between Island Avenue and K Street
- 14th Street between Island Avenue and K Street
- 15th Street between Island Avenue and K Street
- 16th Street between Island Avenue and K Street
- 17th Street between Island Avenue and K Street

See the enclosed diagram for the proposed metered time limit parking locations. This proposal is intended to create parking turn-over in the area and to increase the available on-street parking. This will provide better management of parking in the area and can make it easier for visitors and patrons to find on-street parking.

Pursuant to Ordinance 21365, the effective hours of the proposed metered two-hour time limit parking along the identified streets in East Village are between 10am and 8pm Monday through Saturday, Sundays and holidays are excluded. This is intended to allow for use of parking in the evenings for residents in the area.

In accordance with Council Policy 200-04, this proposal will be discussed at a noticed community parking district meeting. The Downtown Parking Management Group meets on the second Thursday of every month at 401 B Street Suite 100, San Diego, CA 92101. If you would like to attend to voice your opinion on this matter you may attend the Downtown Parking Management Group meeting. You may also provide input via email to sustainability@sandiego.gov.

Sincerely,
Claudia Brizuela

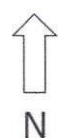
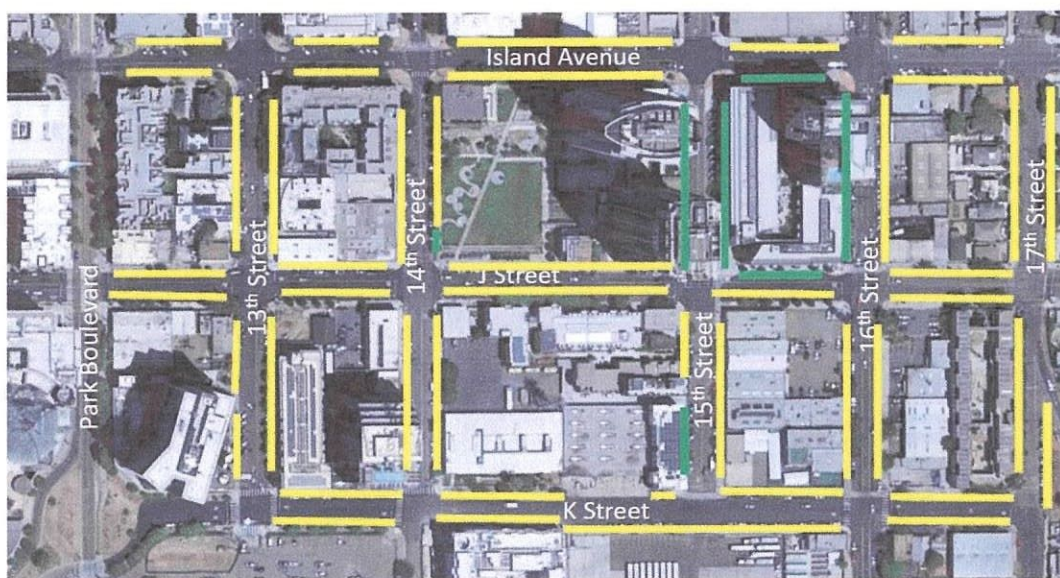
Senior Traffic Engineer
Sustainability and Mobility Department

Enclosure:

- 1. Ordinance 21365

PROJECT LOCATION

East Village Proposed 2-Hour Metered Parking



Legend:

- Existing Metered Parking
- Proposed 2-Hour Time Limit Metered Parking