



East Village Association – Board of Directors’ Meeting  
 Thursday, November 16, 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  
*Please keep comments directed to the topic being discussed.*
3. Approval of October 19, 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. US Bank CD Investment Rollover – Update
    - c. NCA Annual Review per City BID Contract
    - d. East Village Board Member Resignation - (Chad Johnson) P. 14
    - e. East Village Board Nomination Form Received
      - i. Jason Wallace / Business Director (Top Mark Capital) *Action Item* P. 15
    - f. East Village Opening Weekend Block Party RFP Candidate Selection *Action Item* P. 16 - 28
    - g. Reminder of Office and Meeting Changes Effective December 1st
    - h. Next Meeting: January 11, 2024, at 3:00pm  
 UCSD Park & Market (1100 Market Street)
  - District Identity & Placemaking Committee / Robyn Spencer & Justin Navalle, Co-Chairs
    - a. Olive Public Relations Status Report P. 29 - 30
    - b. 2024 East Village Oktoberfest Partnership with It’sFarOut *Action Item* P. 31
    - c. East Village SALUTES! – Recap P. 32
    - d. East Village Tree Lighting & Holiday Market – Update P. 33 - 35
    - e. Next Meeting: January 4, 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)  
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- a. Progress on Downtown-Adjacent Safe Encampment Sites – Update
- b. Downtown Sidewalk Vending Ordinance Amendments – Update
- c. Next Meeting: As Needed

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

- a. Enhanced Pedestrian Lighting – Update
  - b. 15<sup>th</sup> Street Traffic Signal Installations (CIP B22111) Letter of Support *Action Item* P. 36 - 37
  - c. Funding Approval for Tecture Wayfinding Signage Poles *Action Item* P. 38 - 41
  - d. Funding for Tecture Wayfinding Signage Permits *Action Item* P. 42
  - e. Next Meeting: As Needed
6. **CLOSED SESSION:** BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO DISCUSS POTENTIAL LITIGATION. GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REPORTED AFTER CLOSED SESSION.
- a. Potential Litigation with Past Employee – Update *Action Item*
  - b. EVA Vendor Contract Review – Summary *Action Item*
7. REOPEN MEETING & REPORT TO PUBLIC: Update on East Village Association’s decision, if any, on Closed Session item.
8. Next Meeting: Cancel December EVA Board of Directors Meeting? *Action Item*
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, October 19, 2023, at 3:00pm  
UCSD Park & Market (1100 Market Street, Room 321)

**PRESENT:** Hasan Ahmed, Tyler Winslow, David Miles, Justin Navalle, Todd Brown, Ken Kawachi, Diana Puetz, Jonathan Francese, Manny Rodriguez, Davis Newton, Sarah Potter, Tyler Lindsay, Daniel Fellus, Chan Buie, Angie Weber, Andrew Shemirani

**ABSENT:** Andrew Greenberg, Simon Andrews, Terry McCleary, Robyn Spencer, Kristen Rice, Lisa Gerson, Chad Johnson, Todd Miller

**GUESTS:** Larry Turner, Kohta Zaiser, Margaret Doyle, Joyce Summer, Clayton Fowler, Carlos Isaziga, Shlomo Fellus, Eleanor Lazar (Olive PR)

**STAFF:** Marco 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 Executive Director, Marco Li Mandri. EVA Board members, staff and guests all gave introductions.	1. No action taken
2. Non-Agenda: Public Comment & Announcements	2. Tyler Lindsay, newly appointed EVA Board Member introduced himself to the Board. Tyler stated that he owns and operates Supreme Lending in the East Village at 542 15th Street. Tyler reported that he was referred to the EVA Board by Board Member and Treasurer, David Miles.  Daniel Fellus, newly appointed EVA Board Member introduced himself to the Board. Daniel stated that he and his father, Shlomo Fellus, own The Fellus Group which owns and manages the Atrium Apartments at 229 16th Street, formerly known as the Ballpark Place Apartments, which has been	2. No action taken

### EAST VILLAGE ASSOCIATION

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	rebranded and repainted under this new management team.	
3. Approval of September 21, 2023 Minutes	2. Minutes from the September 21, 2023, Board meeting was reviewed.	3. <i>Diana Puetz moved to accept the September 21, 2023, minutes. Justin Navalle seconded the motion. Chan Buie abstained. Motion passed.</i>
4. Community Reports	<p>4. Officer Larry Turner with SDPD reported that officers have been performing voluntary walking routes to interact with business owners. Officer Turner requested that those who enjoy the program please email him for an increased chance of the walking routes occurring more consistently. Officer Turner reported that the 20<sup>th</sup> &amp; B Street safe camping site is full, with a capacity of 135 individuals.</p> <p>Margaret Doyle of Assemblymember Boerner's Office reported that Senate Bill 43 (SB43) was signed last week which expands the definition of "gravely disabled" individuals regarding behavioral health.</p> <p>Marco reported that this is great news and implementation of the bill remains critical.</p> <p>Kohta Zaiser of Mayor Gloria's Office reported that SB43 has taken more than 2 years to get through legislature and stated that having to increase the supply of psychiatric beds is now a large discussion. This new bill strains an already strained system as far as bed availability.</p> <p>Kohta reported that the unsafe encampment ordinance is in phase 3 where illegal camping zone signage will be implemented across schools and parks across the City of San Diego. Kohta reported that the new safe sleeping site 'O Lot' is slated to open on Saturday, October 26 and has approximately 400 tents.</p> <p>The EVA Board of Directors requested that Fault Line Park be added to the mayor's priority list for signage implementation, as this was excluded from Kohta's report.</p> <p>Sean Plaisted from the Economic Development Department reported that purchase orders have</p>	4. <i>No action taken</i>



	<p>been created and the goal is now to fund SBEP by the end of October. Sean reported that the next Fiscal Year budgets are due by January 1, 2024, for the EVA BID.</p> <p>Manny Rodriguez of DCPC reported that 15th Street and Broadway, 15th Street and F Street, and 15th Street and Market Street will all be receiving traffic signals for increased pedestrian safety. These locations include the installation of traffic signal poles, vehicle and pedestrian indications, audible pedestrian signals, ADA curb ramps, pedestrian countdown timers, ADA pedestrian push buttons, and Emergency Vehicle Pre-Emption Equipment. Manny reported DCPC is recommending this project to Councilmember Whitburn as the number one priority item to fund in FY25. Manny reported that the number two priority item is traffic calming along Ash Street.</p> <p>Clayton Fowler from the DSDP gave an update on the Clean &amp; Safe service model along with various volunteer cleanups that have occurred in the East Village. Clayton reported that 9 Big Belly trash cans have been dispatched on Island Avenue, Park Boulevard, and 14<sup>th</sup> Street.</p>	
<p>5. Committee Reports</p> <p><u>Executive Committee / Terry McCleary, President</u></p> <p>a. YTD Draft Financial Report</p> <p>b. SLIP Insurance Renewal / ELP Rejection – Update</p>	<p>5.a. David Miles, EVA Treasurer presented the September financial report. David reported that the EVA Certificate of Deposit is due soon and the Executive Committee will need to decide to rollover the investment into another CD. David reported that the EVA will be saving money when the Spaces contract terminates on November 30, 2023.</p> <p>5.b. Marco reported that the 2023-24 EVA Special Liability Insurance Policy is undergoing renewal at the same coverage limits as 2022-23 with General Liability, Directors and Officers, and Auto Insurances. Marco noted that the EVA cannot add Employee Practices Liability Insurance as there are no direct employees.</p>	<p><i>5.a. Hasan Ahmed moved to accept the September financial report. Todd Brown seconded the motion. Motion passed unanimously.</i></p> <p><i>5.b. No action taken</i></p>

<p>c. Gallagher Square Renovation Groundbreaking – Update</p>	<p>5.c. Ken Kawachi of the San Diego Padres reported that the Gallagher Square Renovation Groundbreaking began on Monday, October 9, 2023, and construction will be taking place weekly from Monday through Saturday from 7:00am to 7:00pm. The renovation project is anticipated to be completed by the MLB Opening Day on March 28, 2024.</p>	<p><i>5.c. No action taken</i></p>
<p>d. Next Meeting:</p>	<p>5.d. Marco reported that the next Executive Committee meeting will be held on Tuesday, November 7, 2023, at 3:00pm at UCSD Park &amp; Market (1100 Market Street Room 321).</p>	<p><i>5.d. No action taken</i></p>
<p><u>District Identity &amp; Placemaking Committee / Robyn Spencer &amp; Justin Navalle, Co-Chairs</u></p>		
<p>a. Olive Public Relations Report</p>	<p>5.a. Eleanor Lazar reviewed the PR &amp; social media report. Eleanor reported the topics that have been highlighted include the East Village Oktoberfest event, the East Village SALUTES event, the East Village pumpkin patch and Ayaka Iko’s new East Village dining concepts. Eleanor added that the Union Tribune interviewed Marco on the recent Target East Village news.</p>	<p><i>5.a. No action taken</i></p>
<p>b. East Village Oktoberfest Partnership with It’sFarOut – Recap</p>	<p>5.b. Justin Navalle reported that the East Village Oktoberfest was a complete success, attracting 3,000 people to the streets of East Village. Justin stated that the event included local East Village vendors like Knotty Barrel, Papalo Kitchen and TNT Pizza. Justin reported that Quartyard and EVA will split a net profit of approximately \$38,000 from the event.</p>	<p><i>5.b. No action taken</i></p>
<p>c. East Village SALUTES! – Update</p>	<p>5.c. Ethan Olsen stated that EVA staff is producing a Veteran’s Day commemorative event called East Village Salutes! on Sunday, November 12, 2023, held at Park 12 in the entrance plaza. Ethan reported that East Village Salutes! will commemorate armed forces and highlight veterans and veteran owned businesses. The event will include a music activation, kids’ activation, and veteran owned business vendor booths. Ethan thanked sponsors, Cowboy Star, Hey Sugar, Bub’s at the Ballpark and Park 12 for their generous donations and support of the event.</p>	<p><i>5.c. No action taken</i></p>

<p>d. East Village Tree Lighting &amp; Holiday Market – Update</p>	<p>5.d. Ethan reported that the 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. Ethan presented the sponsorship deck and reported that the 2023 event expenses were approximately \$14,000. EVA staff would like the event to be revenue neutral if not generating and expressed an urgency for sponsorship dollars.</p>	<p><i>5.d. No action taken</i></p>
<p>e. First Fridays – Update</p>	<p>5.e. Ethan reported that First Fridays is an East Village business-oriented networking event where several different businesses host one another. Ethan stated that EVA staff has been working with Robyn Spencer on the event and has delayed First Fridays until 2024, considering the busy 2023 holiday season.</p>	<p><i>5.e. No action taken</i></p>
<p>f. Event &amp; Asset Sponsor Round Up</p>	<p>5.f. Chris Gomez reported that EVA staff is developing a comprehensive document for sponsorship opportunities to present all EVA events throughout the year. Chris stated that staff will likely circulate this deck in November and asked the Board members to please consider supporting future EVA produced events.</p>	<p><i>5.f. No action taken</i></p>
<p>g. Next Meeting:</p> <p><u>Civil Sidewalks Committee / Diana Puetz, Chair</u></p>	<p>5.g. The next District Identity &amp; Placemaking Committee meeting will take place on November 2, 2023, at 2:00pm at Spaces (845 15<sup>th</sup> Street 2nd Floor Conference Rm).</p>	<p><i>5.g. No action taken</i></p>
<p>a. Progress on Downtown-Adjacent Safe Encampment Sites</p>	<p>5.a. Marco reinforced Kohta Zaiser’s initial update that the new safe sleeping site ‘O Lot’ is slated to open on Saturday, October 26 and has approximately 400 tents.</p>	<p><i>5.a. No action taken</i></p>
<p>b. Downtown San Diego Sidewalk Vending Ordinance Amendments – Update</p>	<p>5.b. Marco stated that the City of San Diego Community &amp; Neighborhood Services Committee met to review the Downtown San Diego Sidewalk Vending Ordinance on Thursday, October 5.</p> <p>Marco reported that Dominic and Diana Puetz of the San Diego Padres attended the Committee meeting and spoke in support of the amendment to the illegal sidewalk vending ordinance and requested increased vendor enforcement opportunities.</p>	<p><i>5.b. No action taken</i></p>

<p>c. Next meeting:</p> <p><u>Parking &amp; Mobility Committee / Hasan Ahmed, Chair</u></p> <p>a. Enhanced Pedestrian Lighting – Update</p> <p>b. Tecture Wayfinding Signage Poles &amp; Permitting – Update</p> <p>c. Next Meeting:</p>	<p>Marco stated that revised SDPD enforcement would ban vending in certain zones and allow the confiscation of vending equipment with the failure of providing proper identification and vendor permits. Marco stated that the amendment to the ordinance language was supported by the Committee and will soon be further deliberated on by City Council.</p> <p>5.c. The date for the next Civil Sidewalks Committee meeting is to be determined.</p> <p>5.a. Chris gave an update on the Enhanced Pedestrian Lighting on Park Boulevard and Market Street. Chris stated that Pro-Cal crews will be in the neighborhood in the month of November installing the strand lighting in time for the Holiday season.</p> <p>5.b. Ethan gave an update on the Tecture Wayfinding Signage Project. Ethan stated that the signage will now be mounted on poles on south facing sunlit corners to avoid business permitting and potential issues with construction. Ethan stated that the expense for pole production and permitting will be presented to the Parking &amp; Mobility Committee for funding and project approval.</p> <p>5.c. The next Parking &amp; Mobility Committee is scheduled for Thursday, October 26, 2023, at 3:00pm at Spaces (845 15th Street – 2nd Floor).</p>	<p><i>5.c. No action taken</i></p> <p><i>5.a. No action taken</i></p> <p><i>5.b. No action taken</i></p> <p><i>5.c. No action taken</i></p>
<p>6. Other Items or Business</p>	<p>6. Marco reported that the Taste of East Village was a great community event and generated \$4,019.92 in net profit to the EVA.</p>	<p><i>6. No action taken</i></p>
<p>7. Next Meeting:</p>	<p>7. The next Board of Directors meeting will be held on Thursday, November 16, 2023, at 3:00pm at UCSD Park &amp; Market (1100 Market Street, Room 321).</p>	<p><i>7. No action taken</i></p>
<p>8. Adjournment</p>	<p>8. Meeting adjourned.</p>	<p><i>8. Angie Weber moved to adjourn the meeting. Daniel Fellus seconded the motion. Motion passed unanimously.</i></p>

**Balance Sheet**

As of October 31, 2023

	Oct 31, 23	Oct 31, 22
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
10010 · US Bank - Checking	89,279.02	69,960.20
10020 · US Bank - Savings Account	882.10	286,108.91
10040 · US Bank CD-3433-7 mos 4.1...	102,107.47	0.00
10050 · US Bank CD-3532-11mos 4.2...	102,158.68	0.00
<b>Total Checking/Savings</b>	294,427.27	356,069.11
<b>Accounts Receivable</b>		
12000 · Accounts Receivable		
12001 · Parking Receivable	136,583.55	53,517.55
12002 · Programs Receivable	8,500.00	0.00
<b>Total 12000 · Accounts Receivable</b>	145,083.55	53,517.55
<b>Total Accounts Receivable</b>	145,083.55	53,517.55
<b>Other Current Assets</b>		
12070 · Parking Receivable	0.00	-19,431.15
12075 · Prepaid Expense	0.00	12,097.91
12080 · Rent Deposit	1,152.00	1,152.00
<b>Total Other Current Assets</b>	1,152.00	-6,181.24
<b>Total Current Assets</b>	440,662.82	403,405.42
<b>TOTAL ASSETS</b>	<b>440,662.82</b>	<b>403,405.42</b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Equity</b>		
Net Unrestricted Assets	433,965.33	459,145.20
Net Income	6,697.49	-55,739.78
<b>Total Equity</b>	440,662.82	403,405.42
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>440,662.82</b>	<b>403,405.42</b>

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

**10**

11/02/23

Accrual Basis

	Oct 23	Budget	Jul - Oct 23	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
40055 · BID Disbursements	11,031.65	15,000.00	53,431.52	60,000.00	180,000.00
40060 · BID Carryforward Income	0.00	5,332.00	0.00	21,328.00	63,984.00
<b>Total Income</b>	11,031.65	20,332.00	53,431.52	81,328.00	243,984.00
<b>Expense</b>					
512138 · Promotion/Advertising/Marketing					
Advertising	541.38	416.67	1,335.58	1,666.64	5,000.00
51250 · Banner / Branding	0.00	416.67	0.00	1,666.64	5,000.00
51320 · IT Website	0.00	166.67	332.10	666.64	2,000.00
51335 · Member Events	0.00	100.00	0.00	400.00	1,200.00
51336 Public Relations	3,750.00	3,750.00	15,080.00	15,000.00	45,000.00
<b>Total 512138 · Promotion/Advertising/Marke...</b>	4,291.38	4,850.01	16,747.68	19,399.92	58,200.00
512143 · Office Operational					
Admin Oversight	10,708.00	10,708.58	42,832.00	42,834.36	128,503.00
Computer Supplies & Services	0.00	500.00	475.88	2,000.00	6,000.00
Office Supplies	350.73	250.00	1,987.89	1,000.00	3,000.00
Postage	0.00	83.33	0.00	333.36	1,000.00
Storage	202.00	100.00	808.00	400.00	1,200.00
51160 · Legal Services	0.00	250.00	0.00	1,000.00	3,000.00
51165 · Accounting Services	1,140.00	375.00	1,140.00	1,500.00	4,500.00
51350 · Insurance	270.90	416.67	2,346.67	1,666.64	5,000.00
51355 · Office Rent	963.41	1,200.00	5,953.64	4,800.00	14,400.00
51365 · Permits & Fees	0.00	83.33	3.75	333.36	1,000.00
51370 · Printing	608.78	208.33	1,530.65	833.36	2,500.00
51380 · Telephone & Utilities	42.31	125.00	168.92	500.00	1,500.00
51390 · Dues/Subscriptions	27.98	125.00	999.79	500.00	1,500.00
<b>Total 512143 · Office Operational</b>	14,314.11	14,425.24	58,247.19	57,701.08	173,103.00
512153 · Contingency	0.00	1,056.75	0.00	4,227.00	12,681.00
<b>Total Expense</b>	18,605.49	20,332.00	74,994.87	81,328.00	243,984.00
<b>Net Ordinary Income</b>	-7,573.84	0.00	-21,563.35	0.00	0.00
<b>Net Income</b>	-7,573.84	0.00	-21,563.35	0.00	0.00

Parking - Profit & Loss Budget Performance

October 2023

11/02/23

Accrual Basis

	Oct 23	Budget	Jul - Oct 23	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
40085 · Parking District Income	9,802	33,333	136,584	133,334	400,001
<b>Total Income</b>	<b>9,802</b>	<b>33,333</b>	<b>136,584</b>	<b>133,334</b>	<b>400,001</b>
<b>Expense</b>					
512138 · Promotion/Advertising/Marketing					
51280 · On-Line / Print Marketing	0	208	1,267	833	2,500
51320 · IT Website	0	375	4,125	1,500	4,500
51336 Public Relations	1,750	1,667	7,000	6,667	20,000
<b>Total 512138 · Promotion/Advertising/Marke...</b>	<b>1,750</b>	<b>2,250</b>	<b>12,392</b>	<b>9,000</b>	<b>27,000</b>
521240 New Initiatives					
Wayfinding Systems	0	94	0	376	1,127
Enhanced Pedestrian Lighting	0	25,000	100,000	100,000	300,000
<b>Total 521240 New Initiatives</b>	<b>0</b>	<b>25,094</b>	<b>100,000</b>	<b>100,376</b>	<b>301,127</b>
512143 · Office Operational					
Admin Oversight	4,292	4,348	17,168	17,391	52,174
51170 · Audit & Tax Filing	2,660	375	2,660	1,500	4,500
51355 · Office Rent	1,100	1,100	4,363	4,400	13,200
51380 · Telephone & Utilities	0	167	0	667	2,000
<b>Total 512143 · Office Operational</b>	<b>8,052</b>	<b>5,990</b>	<b>24,191</b>	<b>23,958</b>	<b>71,874</b>
<b>Total Expense</b>	<b>9,802</b>	<b>33,333</b>	<b>136,584</b>	<b>133,334</b>	<b>400,001</b>
<b>Net Ordinary Income</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Income</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**East Village Association Inc.**  
**Profit & Loss by Class**  
 July through October 2023

	110 - Association Act...	210 - BID	400 - Parking District	510 - SBEP	TOTAL
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
40040 · Sponsorships	10,000.00	0.00	0.00	0.00	10,000.00
40050 · Interest Income	2,854.23	0.00	0.00	0.00	2,854.23
40055 · BID Disbursements	0.00	53,431.52	0.00	0.00	53,431.52
40075 · Other Income	310.26	0.00	0.00	0.00	310.26
40085 · Parking District Income	0.00	0.00	136,583.55	0.00	136,583.55
41000 · Event Income	123,376.86	0.00	0.00	0.00	123,376.86
<b>Total Income</b>	136,541.35	53,431.52	136,583.55	0.00	326,556.42
<b>Expense</b>					
Misc. Expense	61.00	0.00	0.00	0.00	61.00
<b>SBEP Expenses</b>					
City Fees and Services	0.00	0.00	0.00	415.00	415.00
<b>Total SBEP Expenses</b>	0.00	0.00	0.00	415.00	415.00
<b>512059 · Personnel</b>					
51150 · Workers Compensation	-429.36	0.00	0.00	0.00	-429.36
<b>Total 512059 · Personnel</b>	-429.36	0.00	0.00	0.00	-429.36
<b>512138 · Promotion/Advertising/Marketing</b>					
Advertising	843.00	1,335.58	0.00	0.00	2,178.58
51280 · On-Line / Print Marketing	0.00	0.00	1,267.14	0.00	1,267.14
51320 · IT Website	0.00	332.10	4,125.00	0.00	4,457.10
51336 Public Relations	0.00	15,080.00	7,000.00	0.00	22,080.00
<b>Total 512138 · Promotion/Advertising/Marke...</b>	843.00	16,747.68	12,392.14	0.00	29,982.82
<b>521240 New Initiatives</b>					
Enhanced Pedestrian Lighting	0.00	0.00	100,000.00	0.00	100,000.00
<b>Total 521240 New Initiatives</b>	0.00	0.00	100,000.00	0.00	100,000.00
<b>512143 · Office Operational</b>					
Admin Oversight	0.00	42,832.00	17,168.00	0.00	60,000.00
Computer Supplies & Services	0.00	475.88	0.00	0.00	475.88
Office Supplies	-78.97	1,987.89	0.00	0.00	1,908.92
Storage	0.00	808.00	0.00	0.00	808.00
51160 · Legal Services	3,380.00	0.00	0.00	0.00	3,380.00
51165 · Accounting Services	0.00	1,140.00	0.00	0.00	1,140.00
51170 · Audit & Tax Filing	0.00	0.00	2,660.00	0.00	2,660.00
51340 · Bank Fees / Credit Card	147.40	0.00	0.00	0.00	147.40
51350 · Insurance	0.00	2,346.67	0.00	0.00	2,346.67
51355 · Office Rent	0.00	5,953.64	4,363.41	0.00	10,317.05
51360 · Membership / Parking	28.50	0.00	0.00	0.00	28.50
51365 · Permits & Fees	0.00	3.75	0.00	0.00	3.75
51370 · Printing	0.00	1,530.65	0.00	0.00	1,530.65
51380 · Telephone & Utilities	0.00	168.92	0.00	0.00	168.92
51390 · Dues/Subscriptions	0.00	999.79	0.00	0.00	999.79



**East Village Association Inc.**  
**Profit & Loss by Class**  
 July through October 2023

	<u>110 - Association Act...</u>	<u>210 - BID</u>	<u>400 - Parking District</u>	<u>510 - SBEP</u>	<u>TOTAL</u>
Total 512143 · Office Operational	3,476.93	58,247.19	24,191.41	0.00	85,915.53
512186 · Special Events Program Expense	<u>103,913.94</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>103,913.94</u>
Total 512186 · Special Events	103,913.94	0.00	0.00	0.00	103,913.94
Total Expense	<u>107,865.51</u>	<u>74,994.87</u>	<u>136,583.55</u>	<u>415.00</u>	<u>319,858.93</u>
Net Ordinary Income	<u>28,675.84</u>	<u>-21,563.35</u>	<u>0.00</u>	<u>-415.00</u>	<u>6,697.49</u>
Net Income	<u><u>28,675.84</u></u>	<u><u>-21,563.35</u></u>	<u><u>0.00</u></u>	<u><u>-415.00</u></u>	<u><u>6,697.49</u></u>

**Ethan Olsen**

---

**From:** Johnson, Chad <chad.johnson@bpapartments.com>  
**Sent:** Tuesday, November 7, 2023 1:53 PM  
**To:** Ethan Olsen; Daryabeygi, Pooria  
**Cc:** Dominic Li Mandri  
**Subject:** Re: New Opportunities

Hey Ethan,

Yes, I will be leaving for another role as of Thursday. I think it would be a great idea to have the next manager involved in the EVA, however I'm not sure who that may be.

I'm looping in my Regional Director [@Daryabeygi, Pooria](#) for any updates on the Artisan Market. He can connect you with the next manager once he finalizes that decision.

Thank you for all that the EVA does. I'm excited to see the changes that you've been working on in coming years.

I wish you the best.

Chad

**Chad Johnson**  
Property Manager | The Merian  
Multifamily

Brookfield Properties  
The Merian  
601 11th Ave., San Diego, CA 92101  
T +1 858.868.5401  
[chad.johnson@bpapartments.com](mailto:chad.johnson@bpapartments.com)  
<http://www.brookfieldproperties.com>

## Brookfield Properties

View important disclosures and information about our e-mail policies [here](#).

---

**From:** Ethan Olsen <ethan@newcityamerica.com>  
**Sent:** Tuesday, November 7, 2023 1:35 PM  
**To:** Johnson, Chad <chad.johnson@bpapartments.com>  
**Cc:** Dominic Li Mandri <dominic@newcityamerica.com>  
**Subject:** New Opportunities

**CAUTION: External Email**

Hey Chad,

We just saw your LinkedIn post and looks like you might be taking a new role! Congratulations!

We are presuming that this means you are leaving East Village and would be stepping down from the Association?

Would the Merian/Brookfield like to appoint another representative? Let us know your thoughts.

East Village Association  
Board of Directors' Nomination Application



**DUE: As Submitted**

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

Mailing Address: \_\_\_\_\_ City, ST Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone:  Landline /  Cell \_\_\_\_\_

I am applying for the following East Village Association (EVA) Board Seat:

- Business Owner Director  Property Owner Director  Community Director

**DIRECTOR AFFILIATION & ALTERNATE**

Business Name (Business Directors): \_\_\_\_\_

Property Address (Property Directors): \_\_\_\_\_

Do you have an alternate?  Yes  No If yes, what is their name: \_\_\_\_\_

**DIRECTOR PARTICIPATION**

Are you currently a member of the Board of Directors?  Yes  No

Are you currently serving on a Committee of the Board?  Yes  No

Do you support the goals of the Association to promote and improve the East Village area of Downtown San Diego?  Yes  No

Do you agree to attend monthly Board meetings?  Yes  No

Do you agree to attend the Committee meetings you have selected to serve on?  Yes  No

What Committee are you interested in serving on? (Please select at least one.)

*For a list of the Committees and their duties, visit [www.EastVillageSDMeetings.com](http://www.EastVillageSDMeetings.com).*

- District Identity & Placemaking  Civil Sidewalks
- Parking & Mobility  Land Use & Project Review

The EVA Board of Directors and staff are required, based on our contractual obligations, to go through anti-harassment, inclusivity and equity training annually. Do you agree to go through these trainings at the expense of the EVA?  Yes  No

*I certify that the statements made on this application are true and correct to the best of my knowledge. It is understood that this application will be reviewed by the Nominations Task Force of the East Village Association. I also understand that the Nomination Task Force reserves the right to decline applications moving forward to the Board without explanation.*

\_\_\_\_\_  
Signature Date

**The Next EVA Board of Directors Meeting date is Thursday, September 21, 2023 at 3:00pm.**



2024

# East Village Opening Day Block Party



PRESENTED BY JUSTIN NAVALLE

**Proposal for Event Planning Consultant, East Village Association**

Date: October 25, 2023

To: East Village Association Board Members and East Village Management Team From:  
Justin Navalle, ItsFarOut, LLC  
Cover Letter/Eligibility

Thank you for considering ItsFarOut to be your planning consultant for The East Village Opening Day Block Party as well as the other exciting activations the East Village Association has planned.

We possess an authentic dedication in developing a strong foundation for events in East Village, and believe our team would be an ideal candidate to collaborate with EVA.

Created in 2017, ItsFarOut is an East Village, San Diego based firm that creates, manages and activates venues, art installations, concerts, and festivals.

Our mission is to create opportunities for others to create. The team has been producing events for over 15 years ranging from 200 to 10,000 guests. It is important to build strong working relationships with local businesses and creators and we have a proven track record of doing great work and being great to work with.

The core team consists of:

**Niko Podimatis** - Director Of Operations: Niko has over ten years experience in planning and managing large scale events and currently is the Director of Production for TEDx San Diego and venue manager at Quartyard.

**Mirelle Schwalbach** - Marketing Manager: Mirelle has her Masters in communications from SDSU and is well versed in current social media communication trends, asset creation, e-mail campaigns, and paid ad management.

**Eric Medina** - Production Manager: Eric is the Director of Events at Omni Resort and has been in the corporate planning industry for the past eight years.

**Justin Navalle** - CEO: Anchored by a love for community activation & the arts, I have dedicated the past 15 years to the entertainment, event, and hospitality industry.

**Kelsey Eggleton** - Logistics Coordinator - Kelsey is a hospitality professional and supports day to day operations and logistics.

**Robyn Spender** - Director of Partnerships

Today, our team produces over 100 events a year with a large portion of them at our homestead, Quartyard.

We are very much capable and excited to do great work with The East Village Association team.

Sincerely, Justin Navalle

## OPENING DAY WEEKEND ACTIVATIONS AND DEAL OUTLINE

Showcase the culture of San Diego!



- Feature Local Breweries & Eateries (at least 50% local faire)
- Live music
- classic car show
- Pop-up mural walk & art installs
- 80s vs 90s DJ Stage
- Creative GIF Photo booth: Instagramable moments...
- Bright and cost effective signage, bar design, and stage decoration consistent with event branding and Padres opening day.

- Cohesive branding to promote and brand East Village and Padres opening day
- Meticulous day of media strategy
- Create KPIs to measure and scale performance of event

## DEAL OUTLINE NOTES

- Lead Sponsorship Management would be Robyn Spencer and event would pay at 15% commission to acquired and managed sponsorship.
- Approved Expenses for management of event including all outlined tasks and responsibilities in RFP paid to ItsFarOut, LLC in the amount of \$7,500 flat
- Sub-contract the bar operations with a goal of 60%-70% depending on amount of donated alcohol
- Create a net revenue split partnership with ItsFarOut, LLC for profitable event
- Would like a 3 year agreement for the production of the event.

**BUDGET  
EAST VILLAGE BLOCK PARTY - 2024**

DATE	Saturday	March	Capacity 5000 Beer Garden 1,500
TIME	30,2024	TBD	
LOAD IN	TBD		
LOAD OUT	TBD		
EVENT	TBD		

**INCOME**

**BEER GARDEN (WITH FULL BAR)**

	NOTE	Projection		
Bar Revenue		45,000.00		
	60%			
	<b>TOTAL</b>	<b>\$27,000.00</b>		

**Vendor Revenue**

VENDOR REVENUE		\$15,000.00		
Included food, vendors, sports, brands				
	<b>TOTAL</b>	<b>\$15,000.00</b>		

**Sponsorship**

Sponsorships	<b>TOTAL</b>		\$30,000		
Robyn Spencer	15% Sponsor Mgt fee	15%	-\$4,500		
	<b>TOTAL</b>		<b>\$25,500</b>		

**OTHER INCOME**

	Misc.				
	<b>TOTAL REVENUE</b>		<b>\$67,500</b>		

**EXPENSES**

ARTISTS					
AMOUNT	ITEM	AMOUNT	TYPE	PAID BY	NOTE
\$2,450	Headliner Band	\$1,000.00			
	Direct Support Band	\$500.00			
	DJ 2nd Stage Package	\$500.00			
	DJ Main Stage inbetween	\$250.00			
	Misc. / Host	\$200.00			
BAR OPERATIONS - SUB-CONTRACT					
AMOUNT	ITEM	AMOUNT	TYPE	PAID BY	NOTE
DECORATION AND SIGNAGE					
AMOUNT	ITEM	AMOUNT	TYPE	PAID BY	NOTE
\$1,000	Directional Signage + Bar Menus	\$1,000.00			
EVENT INSURANCE					
AMOUNT	ITEM	AMOUNT	TYPE	PAID BY	NOTE
\$3,500	Event insurance	\$3,500.00	Insurance		
TRASH SERVICES					
AMOUNT	ITEM	AMOUNT	TYPE	PAID BY	NOTE
\$2,500	Waste Management	\$1,500.0			
	Dumpster	0			
MARKETING					
AMOUNT	ITEM	AMOUNT	TYPE	PAID BY	NOTE
\$2,900	Digital Spends	\$500.00			At Least \$500
	Graphic Design/Asset Creation	\$500.00			
	Social Media MGT	\$0.00			Included in MGT cost
	Video	\$1,000.00			
	Photo	\$400.00			
	Promotion Print (flyers/posters)	\$500.00			

ACTIVATIONS					
\$1,700	ITEM	AMOUNT	TYPE	PAID BY	NOTE
For Car Show Cars	Padres Tickets Reimburse	\$800.00			Could we get sponsored?
	Mural Supplies	\$300.00			
	East Village Mural Artists	\$600.00			
	Quartyard Art Wall Builds	\$0.00			Donated
	Misc. Decor (Padres Colors)				TBD
DAY OF Expenses					
\$165	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Cases of Water	\$40.00			
	Gasoline	\$25.00			
	Vendor Food Ticket Close out	\$100.00			
SECURITY					
\$5,000	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Security	\$5,000.00			
PERMIT & FEES					
\$1,076	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Permit Application	\$340.00	Permit & Fees		
	TFF Bar Permits	\$320.00			
	Fire Department INV	\$1,000.00			
	Estimated Police Expense	\$3,916.00			
	Reimbursed BID expenses	-\$4,500.00			BID REBATE ESTIMATE
PRODUCTION & MANAGEMENT					
\$10,100	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	ItsFarOut, LLC MGT	\$7,500.00			
	Delivery and Pick Up / Runner (2)	\$500.00			
	Assistant Project Manager (Day Of)	\$500.00			
	Audio Tech - DJ Stage	\$300.00			
	Vendor Lead	\$300.00			
	Stagehand	\$350.00			
	Stagehand	\$300.00			
	Stagehand	\$350.00			
INFASTRUCTURE					
\$11,300	ITEM	AMOUNT	TYPE	PAID BY	NOTE
	Street Closure Equipment - ACME	\$1,800.00			
	General Rentals (tents, chairs, benches, etc.)	\$500.00			Utilize BID Equipment
	Fencing (Diamond)	\$1,200.00			
	Porta John	\$1,300			
	Trash Cans/Supplies	\$150			
	Generator	\$750			
	Ice Truck	\$700			
	Ambulance / First Aide (Per Permit Need)	\$1,400			
	Stage	\$3,500.00			
ACTUAL					
\$41,691.00	TOTAL EXPENSE	\$41,691.00			
PROFIT & LOSS					
		ACTUAL			
	GROSS REVENUES	\$67,500			
	TOTAL EXPENSES	\$41,691.00			
	NET (Gross) PROFIT	\$25,809.00			
	PROFIT MARGIN	61.91%			



## PROJECT TIMELINE: SUBJECT TO CHANGE

<b>PROJECT TIMELINE - 2024 East Village Opening Day Block Party</b>
<b>UPON RFP ACCEPTANCE</b>
Agree on date of event and timing - For revenue opportunity, highly suggest Saturday of opening day weekend.
Get general footprint/layout approved with stakeholders
Start Application Process on Eproval w/ City
Notify Past Service Vendors of new quote needed for event
Apply for Insurance Quote
Sponsorship Deck Created and assets identified
Prep artwork (simple and to the point) create Eventbrite to get RSVPS
Get all pertinent social media account access (Meta, Instagram, Email, Website, etc.)
<b>WEEK 1</b>
Research service vendors to collect 3-5 considerations
Create Marketing plan, calendar, PR contacts (marketing to be consistently
In-kind beer and liquor sponsor reach out (Todd from Bubbs and Robyn)
Sponsorship Deck created and distributed (allocate resources for aquisition)
Launch Call for Food/Artisan Vendor participants via Google Form
Launch Call for bands/musicians
<b>WEEK 2</b>
Monday Check-In Call/Meet - To-do list
Payables/Receivables Update
Event live on all channels
PR Plan reach out, schedule
<b>WEEK 3</b>
Monday Check-In Call/Meet
Payables/Receivables Update
Review Service Vendor quotes and make decisions
<b>WEEK 4</b>
Monday Check-In Call/Meet - To-do list
Payables/Receivables Update

Contract Service vendors
Secure media/photo team and create shot list
<b>WEEK 5</b>
Monday Check-In Call/Meet - To-do list
Payables/Receivables Update
Contract Service vendors
Vendor, Sponsor updates
<b>WEEK 6</b>
Monday Check-In Call/Meet - To-do list
Payables/Receivables Update
TFF Organizer Permit Submitted to Health Department
Vendor, Sponsor updates
<b>WEEK 7</b>
Monday Check-In Call/Meet - To-do list
Payables/Receivables Update
ABC Permit Applied (30 days before event date)
Vendor, Sponsor updates
TFF Organizer Permit Submitted to Health Department (Updates if needed)
<b>WEEK 8</b>
Monday Check-In Call/Meet
Payables/Receivables Update
Vendor, Sponsor updates
<b>WEEK 9</b>
Monday Check-In Call/Meet
Payables/Receivables Update
Finalize Vendor Placement on layout
Weather Check
<b>WEEK 10</b>
Monday Check-In Call/Meet
Payables/Receivables Update
Distribute Advance Sheet to Vendors
Secure permits

All signage printed
All vendors, performers, etc. advanced
Weather Check
<b>WEEK OF</b>
Monday Check-In Call/Meet
Payables/Receivables Update
Secure all permits
Final PR push
Know Before You Go assets
<b>DAY OF Event</b>
Load In, Build, Execute, Strike
<b>AFTER EVENT</b>
Post-Con of event with stakeholders no later than 7 days after Event
Payables/Receivables Update
Photo/Media Update, post event coverage
Payouts / Audit / P&L

|

**FOR SERVICES RENDERED IN  
REQUEST FOR PROPOSAL**

Thank you for the  
consideration!



**REFERENECEES**

COPLACE [SEQUOIAN INVESTMENTS  
ALLYSON ROBINSON | ALLYSON@SEQU.COM  
619.218.7495

AVOLUTION FESTIVAL  
OLIN@OLINPATTERSON.COM  
714.4200316

10 BARREL BREWERY EAST VILLAGE  
TRACY SMITH  
TRACY.SMITH@10BARREL.COM  
630.390.0761



2024 East Village Opening Weekend Block Party  
 RFP Candidate Interview with ItsFarOut, LLC  
 Zoom Meeting: Thursday, November 6, 2023, at 3:00pm

1) Lead Sponsorship Management

- a. Who retains the individual sponsor(s) for future EVA event outreach that Robyn Spencer secures for this year's Block Party?

Robyn will be giving the list of contacts to EVA to potentially secure for future events.

- b. Can EVA call on these sponsors directly in the future without incurring Sponsor Management Fees?

Yes.

- c. Is there an existing or past relationship between Robyn and It's Far Out that shows precedent for success?

EVA cycle event at Mission Brewery (2018) was an overwhelming success for EV.

- d. Are internal EVA Board contacts and historical Block Party donors charging a 15% commission rate, and why would direct sponsors with EVA (US Bank) be split 50/50 with production companies?

The only time Robyn would get a commission is if she was to secure the sponsor, whether they be a Board Member or not.

- e. Should these types of revenues be kept on a separate part of the event P&L?

The sponsor revenues are a part of the overall event income and will be called out as its own line item on the P&L, but still needs to be wrapped into the overall income to support the expenses of the event.

- f. Can Robyn work directly for EVA to do the same sponsorship gathering without a 50/50 split with the production company, maybe with a 20% Sponsor Management Fee?

For non-Block Party events, yes she can at 15%.

## 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](https://www.facebook.com/EastVillageSD) ■ [#EastVillageSD](https://www.instagram.com/EastVillageSD)

- g. Why do the sponsorship dollars get an initial 15% deduction from Robyn and then again with the 50/50 split by IFO?

Robyn is a consultant to IFO for sponsorship acquisition and gets no portion of the net split between IFO and EVA.

2) Approved Expenses for Management in the amount of \$7,500

- a. What exactly does this \$7,500 management fee cover?

\$20-\$25 an hour for IFO staff hours. Will cover the event planning and implementation from A-Z (i.e., Securing vendors, entertainment, marketing, permitting, etc.).

- b. Why are there Production and Management fees of \$10,100 AND a 50% revenue split, when in last year's proposal there was \$13,650 Production and Management fees with no revenue split. Is the \$3,550 reduction in the Production and Management fee this year worth giving over 50% of revenues for the event?

Based on a reevaluation of their proposal from last year, a review of The Best Events downfalls and the model used for Oktoberfest, the reduction in admin with a split net creates a model that incentivizes IFO to bring in more revenue for better benefit on both sides. Also, the production and management fees included IFO and subcontractors for AV, etc.

- c. Is IFO covering all expenses and writing all checks?

They are willing to cover some expenses with reimbursement upon reconciliation of the books at the end of the event. Some expenses IFO may need EVA to cover.

3) Sub-contract Bar Operations with a 60% - 70% depending on amount of donated alcohol.

- a. Who do you anticipate donating alcohol?

Karl Strauss, AB, Red Bull, vendors they currently work with, etc. Their goal is to get product and cash. Historically, beer was secured through Todd Brown and mixers/spirits through Tavern and Bowl.

- b. Are you anticipating paying an outside bar subcontractor?

Yes, with a percentage split of the bar sales and not a flat rate.

- c. Does this mean EVA gets 60% - 70% and the subcontractor gets the remaining 30% - 40%?

Correct, there is no flat management fee.

- d. Will IFO be getting a portion of this bar revenue?

No.

- e. Why are bar operations being contracted out for \$18K (40% of \$45K in projected revenue). The equivalent of line-item expense in IFO's 2023 Block Party RFP proposal from the same bidder was \$3,783 in 2023. (Seems like some Board members might be able to find alternative contractors at less than \$18K, that would result in more funding back to the Association.)

Again, based on their review of last year's event with The Best Event, their experience with the Waterfront Park event IFO put on and Oktoberfest, it would be best to set this event up for success by subcontracting a catering company with bar management experience to run the bars for 2024. In the subsequent events, this model could be reviewed.

- f. Is IFO open to looking at alternative subcontractors for the bar that may be more inexpensive? (i.e., \$2000 to Beth for bar operations secured by Todd Brown.)

They are open to other catering bar subcontractors and/or independent parties to run the bars, but strongly recommend for 2024 to hand to a company that knows how to effectively run the bars and brings in their own POSs, staff and soft product.

#### 4) Net Revenue Split Partnership with ItsFarOut for Profitable Event

- a. Is this partnership a total net revenue split between IFO/EVA, plus \$7,500 for expenses, plus a percentage of bar revenue?

IFO will be compensated with a \$7,500 base fee with a split of the net. IFO will not receive any compensation from the catering bar subcontractor.

- b. With a management fee of \$7,500, a 15% commission fee, 30% - 40% loss of bar revenue and a 50/50 net revenue share, how do we expect to generate revenue for EVA. Is this up for negotiation?

The 50/50 net can be negotiated as well as the base rate. Traditionally IFO stated that catering bar subcontractors get 30% - 40% of bar sales.

#### 5) 3 Year Agreement for Event Production

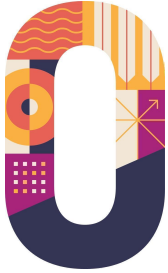
- a. The EVA would like to avoid an outright contractual agreement for 3 years.

Staff recommended moving forward with a 3-year agreement with an exit clause allowing the Board the ability to evaluate the success of the event and if there was a loss allowing the Board the ability to rescind the 3-year agreement.

- ~~b. The Block Party RFP Task Force is requesting to go year by year, leaving IFO an opportunity to perform in 2024 Block Party and be asked to return and produce the 2025 Block Party~~

~~based on event success. This can be discussed at the Task Force and Committee/Board level in year 2.~~





**EVA Board Meeting  
PR & Social Media Agenda  
Thursday, November 16, 2023**

## **PITCHING**

### **Current/Upcoming Focus**

- East Village SALUTES! (Short Leads)
- East Village Tree Lighting & Holiday Market (Long Leads)
- East Village Tree Lighting & Holiday Market (Short Leads)
- E-Vil Pumpkin Patch Spotlight
- Longest Standing Businesses in East Village Spotlight

## **WRITING**

### **Current/Upcoming**

- San Diego Downtown News November Article
- San Diego Downtown News December Article
- East Village Holiday Market & Tree Lighting (Short Leads)
- Longest Standing Businesses in East Village Spotlight

## **SOCIAL MEDIA**

### **Recap & Highlights**

- Gained 200 new followers
- Earned 110K impressions on social posts
- Earned over 2K engagements on social posts
- Promoted East Village SALUTES!
  - Facebook event page has 131 responses
- Promoted Tree Lighting
  - Facebook event page has 578 responses

### **Upcoming**

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

SOCIAL MEDIA ANALYTICS (Last 30 days as of Nov 9)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
East Village San Diego	101	6231	1174	73632
EastVillageSD	99	11370	788	36094

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

Best performing content published during the selected period.



Oct 18, 2023 · East Village San Diego

**Fall festivities await at the East Village Pumpkin Patch! Make your...**

Reach	4,425
Engaged users	357
Clicks	223
Other clicks	205
Engagement rate per reach	48.4%
Engagement rate per impression	6%



Oct 28, 2023 · East Village San Diego

**Discovering the hidden art gems in our neighborhood is like stumblingq...**

Reach	3,996
Engaged users	290
Clicks	19
Other clicks	83
Engagement rate per reach	24.9%
Engagement rate per impression	6.6%



Oct 25, 2023 · East Village San Diego

**Who's up for a slice?! 🍕 And let us know, are you adventurous enough t...**

Reach	6,263
Engaged users	93
Clicks	9
Other clicks	46
Engagement rate per reach	24.2%
Engagement rate per impression	1.1%

Top content - Instagram (Based on engagement)

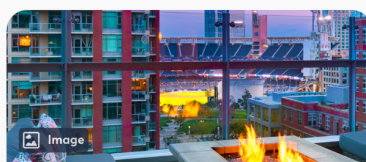
Best performing content published during the selected period.



Oct 25, 2023 · EastVillageSD

**Who's up for a slice?! 🍕 And let us know, are you adventurous enough t...**

Reach	1,995
Comments	7
Likes	122
Saves	16
Engagement	187
Engagement rate per reach	9.4%
Engagement rate per impression	8.7%



Oct 14, 2023 · EastVillageSD

**No need to travel far for jaw-dropping vistas! #EastVillageSD is your...**

Reach	1,796
Comments	2
Likes	100
Saves	4
Engagement	110
Engagement rate per reach	6.1%
Engagement rate per impression	5.5%



Oct 22, 2023 · EastVillageSD

**In celebration of Veterans Day and to honor all who have served our...**

Reach	1,514
Comments	3
Likes	62
Saves	8
Engagement	85
Engagement rate per reach	5.6%
Engagement rate per impression	5%

To: San Diego Special Events Office  
Date: NOV 9, 2023  
Special Event Permit Application - 09.28.24 Oktoberfest

Dear Justine & Cindy,

ITS FAR OUT, LLC is a professional event organizer authorized to work on behalf of the East Village Association to plan Oktoberfest taking place on SAT September 28th, 2024.

Contacts for ITS FAR OUT, LLC are as follows:  
Niko Podimatis / [niko@quartyardsd.com](mailto:niko@quartyardsd.com) / 858.437.2412  
Justin Navalle / [justin@quartyardsd.com](mailto:justin@quartyardsd.com) / 209.988.7921

Sincerely

Terry McCleary  
East Village Association President

**East Village Salutes**

As of 11/13/2023

Date: Sunday, November 12, 2023  
 Time: 12:30pm-4:30pm  
 Location: Park 12  
 Head Count: 500-1000

**INCOME**

Cowboy Star	Gold Level	\$	2,500
Park 12	Bronze Sponsor		\$500
Hey Sugar	Bronze Sponsor		\$500
Bub's	Bronze Sponsor		\$500
EV Brewing			
<b>Total</b>			<b>\$4,000</b>

**EXPENSE**

Category	Vendor(s)		Cost
<b>Services</b>			
	Titanium Security		\$200
	BID Alliance		\$0
	Little Italy Association		\$100
	ALSCO		\$0
	Olive Creative Strategies		\$500
	ABC Permit		\$50
<b>Equipment/Staff</b>			
Flags			\$830
Pins			\$300
Uhaul			\$50
<b>Enterintainment</b>			
	Marine Band		\$0
	DJ A-Boogie		\$400
<b>Photography/Promotion</b>			
	Paul Nestor		\$500
	T's & Signs		\$340

**Total** **\$3,270**

**NET** **\$730**



## EAST VILLAGE TREE LIGHTING & HOLIDAY MARKET

**LOCATION //** Quartyard at Market & 13th, and 13th between Market & Island

**DATE //** Saturday, December 9, 2023

**TIME //** 3:00pm-7:00pm

On Saturday, December 9th, the East Village Association will be hosting the 6th Annual East Village Tree Lighting & Holiday Market for local residents, San Diegans, and visitors.

The Association will be partnering with the Quartyard to activate their outdoor venue with delicious food, live music, photos with Santa and more. We will also be closing 13th Street between Market Street and Island Avenue for a specialty curated holiday market with vendors and artisans that create and sell one-of-a-kind gifts that everyone is bound to love.

Below are several opportunities in which your company can support the success of the East Village community and this holiday season. The sponsorship level benefits can be adjusted to be sure that you receive the best exposure for your support.

### SPONSORSHIP LEVELS

- **Diamond Level / \$10,000**  
Gold Level + "Presenting" sponsorship.
- **Platinum Level / \$5,000**  
Silver Level + Mention on TV spots and social media.
- **Gold Level / \$2,500**  
Silver Level + 10x10 Exhibitor Booth space.
- **Silver Level / \$1,000**  
Bronze Level + logo on marketing materials.
- **Bronze Level / \$500**  
Logo on website with hyperlink.

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



## East Village Tree Lighting & Holiday Market Sponsor Form

### SPONSORSHIP LEVELS

Check one of the options below.

- Diamond Level / \$10,000**  
Gold Level + "Presenting" sponsorship.
- Platinum Level / \$5,000**  
Silver Level + Mention on TV spots and social media.
- Gold Level / \$2,500**  
Silver Level + 10x10 Exhibitor Booth space.
- Silver Level / \$1,000**  
Bronze Level + logo on marketing materials.
- Bronze Level / \$500**  
Logo on website with hyperlink.

### CONTACT INFORMATION

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

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

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

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

### ONCE COMPLETE

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

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



East Village Holiday Market & Tree Lighting  
Saturday, Dec. 9, 2023 from 3:00pm to 7:00pm

11/13/2023

## INCOME

Sponsorships	Donor/Company	Level	Amount
	US Bank	Gold Level	\$5,000
	San Diego Padres	Gold Level	\$2,500
	Cowboy Star	Gold Level	\$2,500
	San Diego Markets Vendors Fee Split	25% Net	
	Wyndham Resorts		\$2,500
<b>TOTAL INCOME</b>			<b>\$12,500</b>

## EXPENSE

Service	Vendor	Purpose	Cost
Permit	City of San Diego	Street Closure Permit	\$150
	City of San Diego	Traffic Control & Police Services	\$1,100
Printing/Graphics	T's & Signs	2 Coroplast Signs, EV Medallion (damaged)	\$50
		Postcards, Posters	\$500
Rentals	Quartyard	Venue	
	CLC Lighting & Decor	Decorated Tree and Rental	\$4,250
	Hudson Safe-T Lite	Street Closure Equipment	
	Safiros	Sanitations (1 RR/1 ADA/1 ADA HW)	\$300
	Raphaels	Stanchions	
	CYT San Diego	Santa Chair	\$50
	Brilliant Event Lighting	2 Moon Lights	\$1,148
Services	BID Alliance	Belly Bars, Canopies	
	San Diego Santas	Santa	\$600
	Olive Creative Strategies	PR & Social Media Support	\$500
	Paul Nestor	Event Photographer	\$800
	First Aid Services San Diego	2 EMTs, 1 Nurse, 1 BLS Ambulance	
	Face Painter		\$340
	BID Alliance	Set-Up, Clean-Up & Tear-Down Crew	\$500
Entertainment	Quartyard Main Stage (Booked by Quartyard)	3:00pm-4:30pm / DJ Kid Wonder	\$2,000
		4:30pm-5:30pm / Jaden Guerrero	
		5:30pm-5:45pm / Lexi Pulido Quatre	
		5:45pm-6:00pm / Tree Lighting Ceremony	
		6:00pm-7:00pm / Lexi Pulido Quatre	
		Streetside Vignette	4:00pm-5:00pm /
Acquisition	Amazon	Gun	
	Michaels	Kids Frame Crafts	\$204

<b>TOTAL EXPENSES</b>	<b>\$12,492</b>
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<b>VARIANCE</b>	<b>\$8</b>
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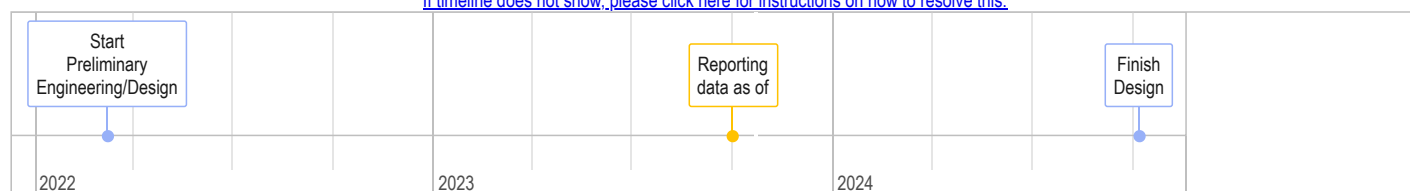
**Project Information Details**  
**Center City Traffic Signals-15th Street**  
**(Design Bid Build Project)**

### General Information

<b>Project Identification Number:</b>	B22111 (Transportation Asset)
<b>Project Description:</b>	The scope of work encompasses the installation of a complete new traffic signal at the intersections of 15th Street and Broadway, 15th Street and F Street, and 15th Street and Market Street. These locations include the installation of traffic signal poles, vehicle and pedestrian indications, audible pedestrian signals, ADA curb ramps, pedestrian countdown timers, ADA pedestrian push buttons, and Emergency Vehicle Pre-Emption Equipment (EVPE).
<b>Contact Person:</b>	Zhang, Dayue
<b>Council District(s):</b>	3
<b>Community Area(s):</b>	DOWNTOWN

### Estimated Project Schedule<sup>(1)</sup>

[If timeline does not show, please click here for instructions on how to resolve this.](#)



### Estimated Project Dollar Amount<sup>(1)</sup>

<b>A. Total Project Cost:<sup>(1)</sup></b>	\$2,710,000
<b>Construction Activity</b>	
<b>A. Estimated Construction Contract Amount: <sup>(1)</sup></b>	\$1,875,000
<b>B. Funding Status:<sup>(3)</sup></b>	Partially Funded
<b>C. Contractor:</b>	To Be Selected
<b>D. Expected Contract Duration:<sup>(1)</sup></b>	Duration to be determined.

### Additional Remarks

None

Form PWD1502

Updated As Of: 10/01/2023





November 16, 2023

Dear Office of Mayor Todd Gloria,

The East Village Association Parking & Mobility Committee has identified the East Village cross streets of 15th Street and Broadway, 15th Street and F Street, and 15th Street and Market Street as areas that are in need of enhanced pedestrian safe crosswalk technology under CIP B22111.

The scope of the work for CIP B22111 encompasses the installation of a completely new traffic signal at the intersections of 15th Street and Broadway, 15th Street and F Street, and 15th Street and Market Street. These locations include the installation of traffic signal poles, vehicle and pedestrian indications, audible pedestrian signals, ADA curb ramps, pedestrian countdown timers, ADA pedestrian push buttons, and Emergency Vehicle Pre-Emption Equipment (EVPE).

The East Village Association Board of Directors endorses CIP B22111 as a project to be added as a priority item to the FY25 City Budgets. We understand that this CIP is currently in the design phase and is only partially funded. The intersection of 15th & F Street is particularly important as it is a gateway into the East Village off the 94 Freeway with minimal vehicle speed regulation. We urge that this CIP be funded in its entirety and thank you for your consideration.

Sincerely,

Terry McCleary  
EVA Board President

CC: EVA Board of Directors  
Office of Mayor Todd Gloria  
Office of Councilmember Stephen Whitburn

#### 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](https://www.facebook.com/EastVillageSD) ■ [#EastVillageSD](https://www.instagram.com/EastVillageSD)

# EV PLACE-MAKING

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CONCEPTUAL DEVELOPMENT

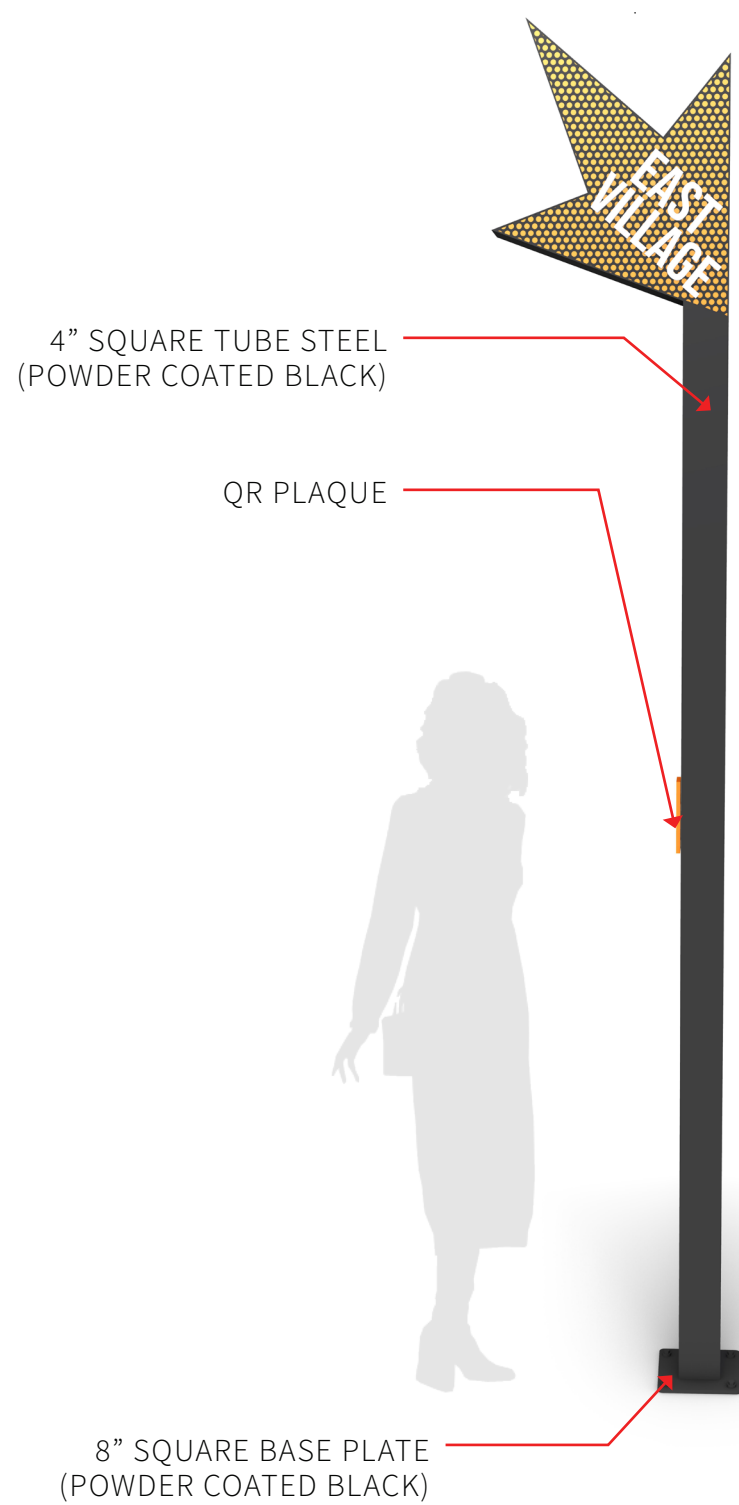
Proposed to : East Village Association

Date : 08.31.23

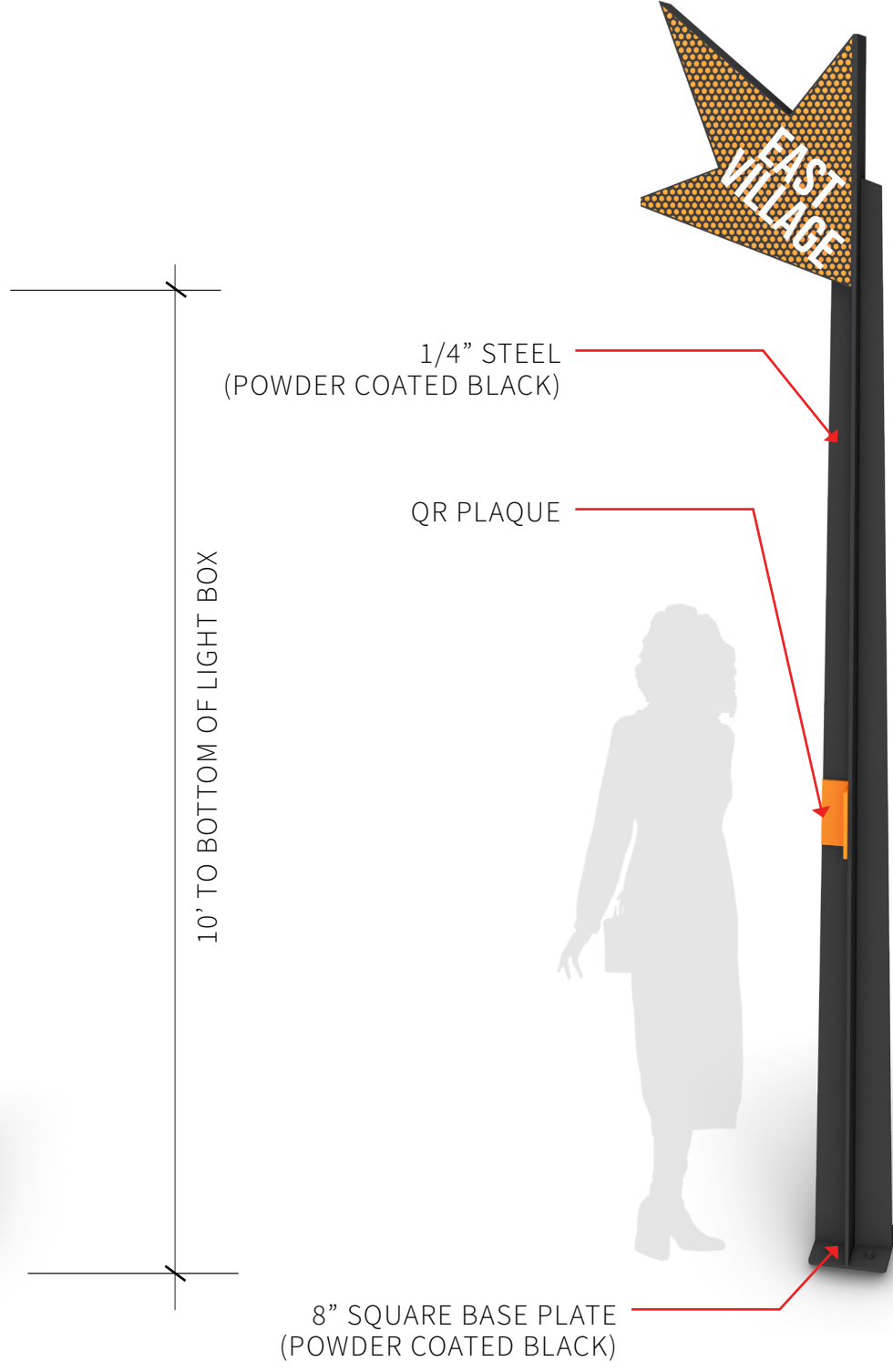
Location : East Village

Presented by : Tecture // Design + Fabrication

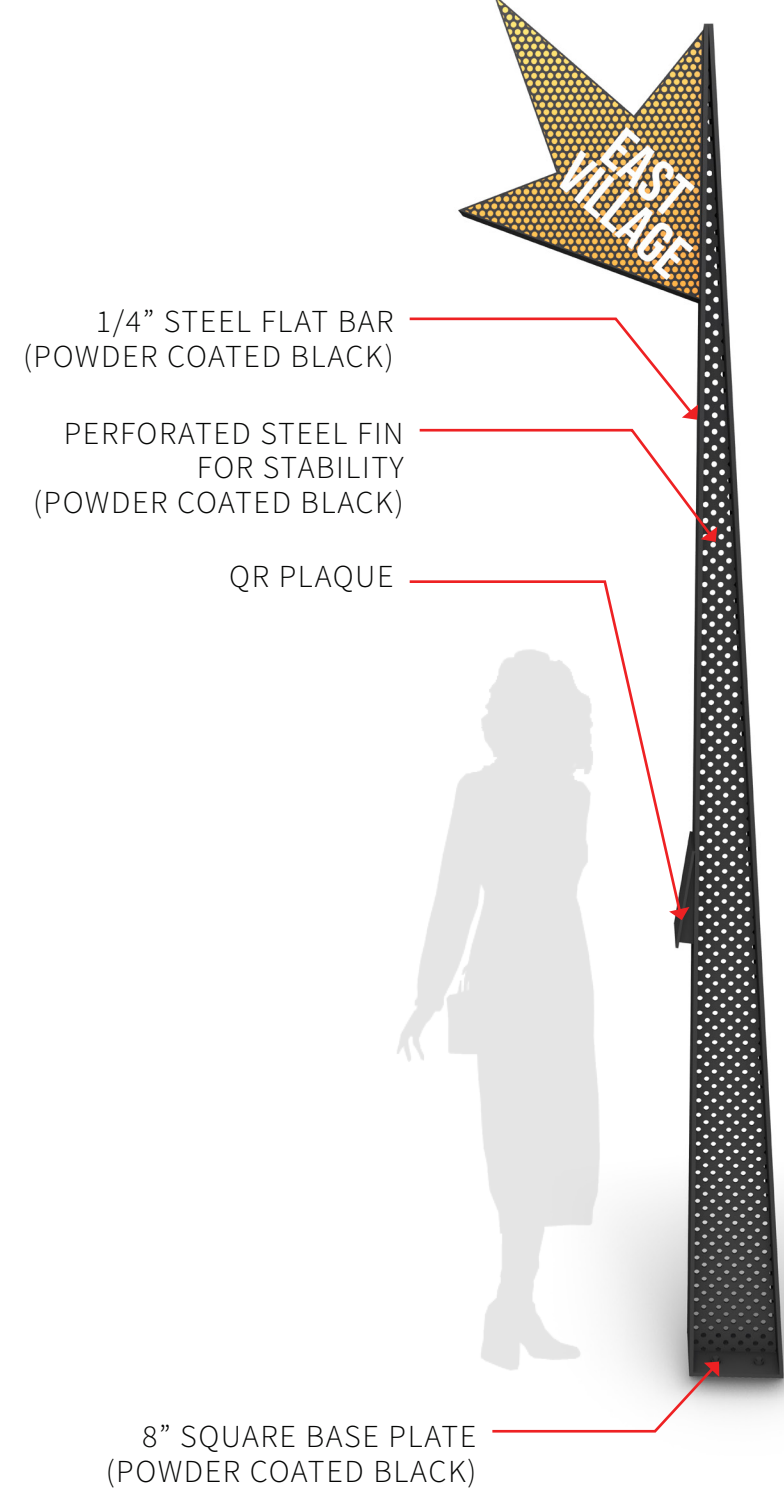
# EV SIGNAGE POLES



OPTION 1 - \$3000,-

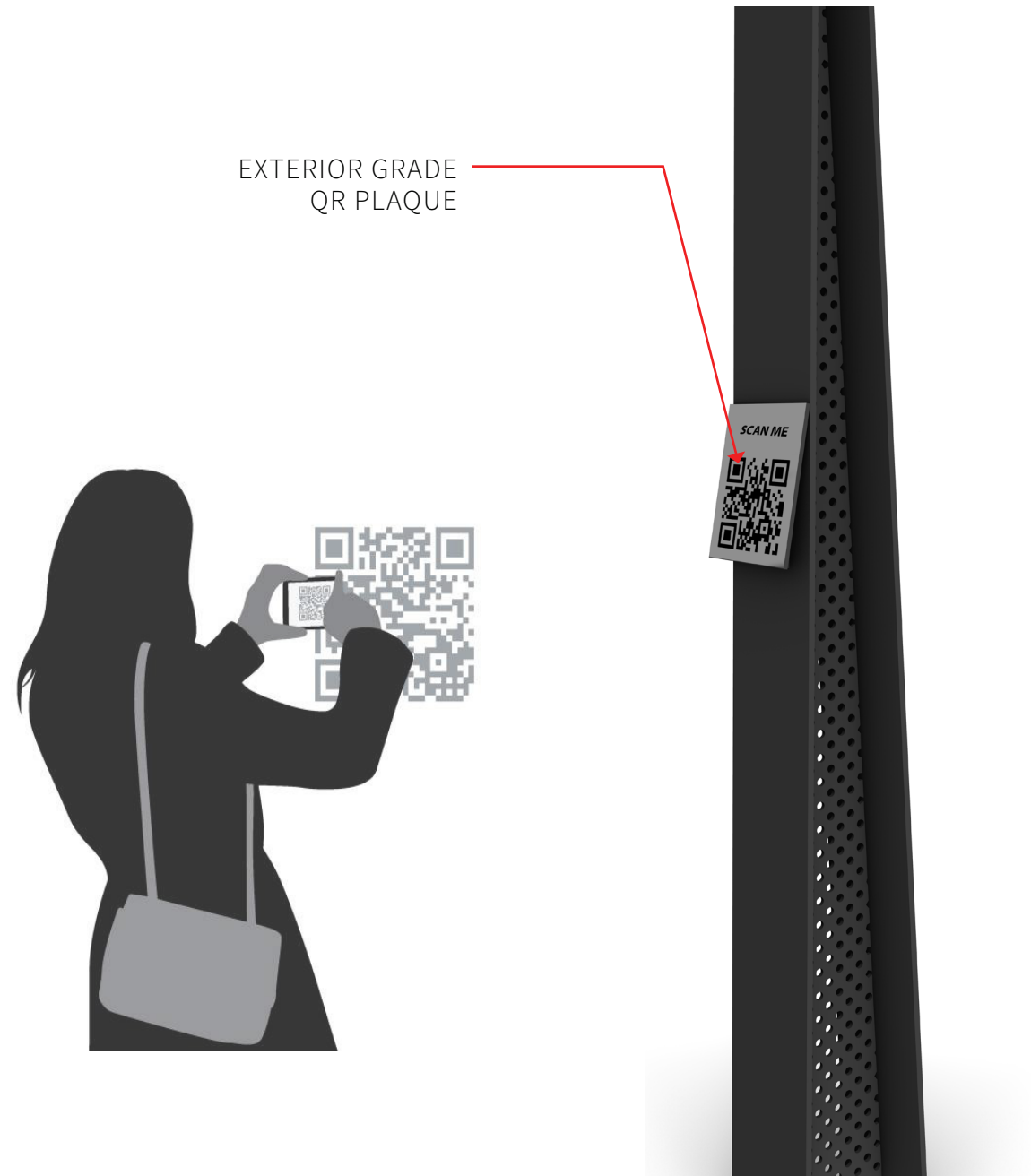


OPTION 2 - \$4900,-



OPTION 3 - \$5200,-

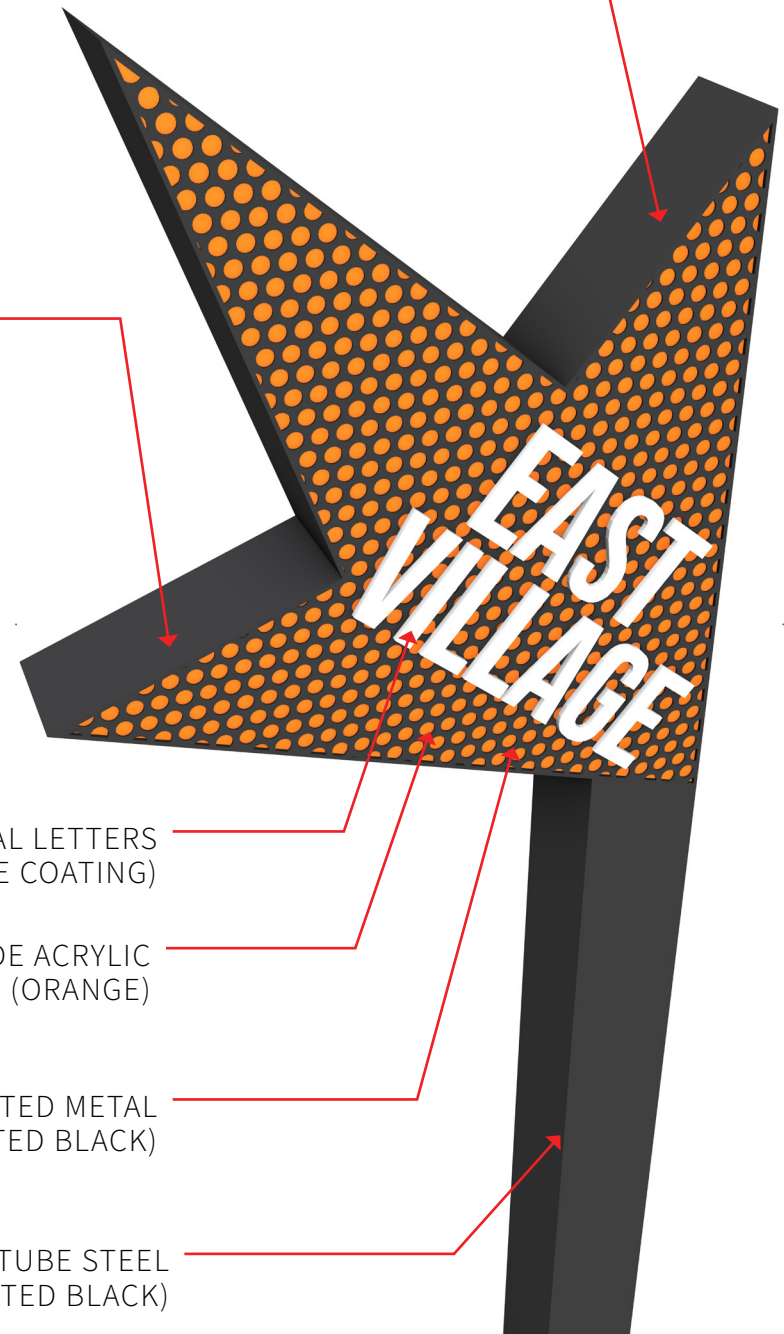
# EV SIGNAGE DETAILS



EXTERIOR GRADE QR PLAQUE

LOW PROFILE SOLAR CELLS TO BE ATTACHED TO UPWARD FACING SURFACES

1/8" METAL FLAT BAR (POWDER COATED BLACK)

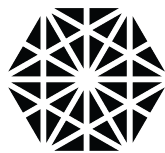


METAL LETTERS (REFLECTIVE COATING)

EXTERIOR GRADE ACRYLIC (ORANGE)

PERFORATED METAL (POWDER COATED BLACK)

4" SQUARE TUBE STEEL (POWDER COATED BLACK)



# tecture

2001 Main St.  
San Diego, CA 92113  
E: admin@teatureinc.com  
P: 619-831-0325

## change order

CO - 001
10/03/23

**BILL TO:** East Village Association

**PROJECT:** East Village Association // Services Agreement

**SCOPE CHANGE:**

This notice proposes the following changes to the previously agreed upon Contract.

Changes Listed Here:

Option 2: Signage Poles - Qty. (10) @ \$4,900/unit - Reference "EV Place-Making - Conceptual Development" document	\$49,000.00
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\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

Previous Total:	\$120,000.00
Change Order:	\$49,000.00
PAID to Date:	\$120,000.00
New Balance:	\$49,000.00

**Ethan Olsen**

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**From:** Marco Polo Cortes <marco@cortescommunications.com>  
**Sent:** Monday, October 23, 2023 12:40 PM  
**To:** Ethan Olsen  
**Cc:** Christopher M. Gomez  
**Subject:** Re: East Village Signage | Pole Permitting

Ethan -

Good afternoon, I am respectfully submitting my proposal to permit 10 "Wayfinding Signage Project" in the public right of way.

After discussing with the Engineering Department, they told me that this would qualify under a Right of Way - Minor - Rapid Review Process.

After reviewing the fee structure from the city, I believe that the fee structure is as follows:

\$3,000 - \$5,000 - City of San Diego Permitting Fees;

My fees are as follows:

**Option One:**

\$7,000.00 - Architect Design Plans and Resubmittals for 1 D-Sheet of all **10 Locations;**  
- If Engineering allows all proposed signage on One (1) D-Sheet;

**Option Two:**

\$20,000.00 - Architect Design Plans and Re-Submittals 10 D-Sheets for **10 locations;**  
- If Engineering requires Ten (10) individual D-Sheets;

Please feel free to contact me if you have any questions or comments.

Kind regards,

MPC

Marco Polo Cortés  
President  
MP PERMITS, INC.  
640 West Beech Street, Ste. 3-B  
San Diego, CA 92101  
(619) 852-4690  
[marco@cortescommunications.com](mailto:marco@cortescommunications.com)

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**From:** Ethan Olsen <ethan@newcityamerica.com>  
**Sent:** Monday, October 23, 2023 10:19 AM  
**To:** Marco Polo Cortes <marco@cortescommunications.com>