



East Village Association – Board of Directors’ Meeting
 Thursday, October 19, 2023, at 3:00pm
 UCSD Park & Market (1100 Market Street, Room 321)

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 September 21, 2023, Minutes *Action Item* P. 3 - 10
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. YTD Draft Financial Report *Action Item* P. 11 - 14
 - b. SLIP Insurance Renewal / ELP Rejection – Update P. 15
 - c. Gallagher Square Renovation Groundbreaking – Update P. 16 - 17
 - d. Next Meeting: November 7, 2023, 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. 18 - 19
 - b. East Village Oktoberfest Partnership with It’sFarOut – Recap
 - c. East Village SALUTES! – Update P. 20 - 23
 - d. East Village Tree Lighting & Holiday Market – Update P. 24 - 25
 - e. First Fridays – Update
 - f. Event & Asset Sponsor Round Up
 - g. Next Meeting: November 2, 2023, at 2:00pm
 Spaces Makers Quarter (845 15th Street – 2nd Floor)
Civil Sidewalks Committee / Diana Puetz, Chair
 - a. Progress on Downtown-Adjacent Safe Encampment Sites
 - b. Downtown San Diego Sidewalk Vending Ordinance Amendments – Update
 - c. Next Meeting: As Needed

EAST VILLAGE ASSOCIATION

Parking & Mobility Committee / Hasan Ahmed, Chair

- a. Enhanced Pedestrian Lighting – Update
- b. Tecture Wayfinding Signage Poles & Permitting – Update
- c. Next Meeting: To Be Determined

6. Other Items or Business

7. Next Meeting: Thursday, November 16, 2023, at 3:00pm
UCSD Park & Market, Rm. 321

8. 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, September 21, 2023, at 3:00pm
UCSD Park & Market (1100 Market Street, Room 321)

PRESENT: Terry McCleary, Hasan Ahmed, Tyler Winslow, Robyn Spencer, David Miles, Justin Navalle, Todd Brown, Ken Kawachi, Diana Puetz, Kristen Rice, Jonathan Francese, Lisa Gerson, Manny Rodriguez, Todd Miller, Davis Newton, Chad Johnson, Sarah Potter

ABSENT: Andrew Greenberg, Andrew Shemirani, Chan Buie, Angie Weber, Simon Andrews, Tyler Lindsay, Daniel Fellus

GUESTS: Larry Turner, Curt Brooker, Jason Wallace, Joyce Summer, Clayton Fowler, Malik Thornton, Carolyne Porter, Kelli Hagan

STAFF: Marco Li Mandri, Dominic Li Mandri, Chris Gomez, Ethan Olsen, Nick Angulo, Shirley Zawadzki, 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 at 3:05pm by EVA District Manager, Dominic Li Mandri. EVA Board members, staff and guests all gave introductions.	1. No action taken
2. Approval of July 27, 2023 Minutes	2. Minutes from the July 27, 2023, Board meeting were reviewed. Dominic noted that the EVA Board of Directors did not meet in August of 2023.	2. Tyler Winslow moved to accept the July 27, 2023, minutes. Kristen Rice seconded the motion. Justin Navalle abstained. Motion passed.
3. Non-Agenda: Public Comment & Announcements	3. Justin Navalle of Quartyard announced that the East Village Oktoberfest is scheduled for Saturday, September 30, from 1:00 pm to 7:00 pm with local breweries, foods, and gym activations. Justin stated	3. No action taken

EAST VILLAGE ASSOCIATION

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	<p>that the East Village Oktoberfest will be the largest street closure ever done in the East Village with over 70,000 square feet of event space. Justin encouraged EVA Board and Community Members to attend the Oktoberfest and support by volunteering.</p>	
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 20th & B Street safe camping site is full, with a capacity of 135 individuals.</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.</p> <p>Malik Thornton of Councilmember Whitburn’s Office reported that the 2025 budget process for has begun.</p> <p>Clayton Fowler introduced himself as the new DSDP Downtown Community Engagement Representative who will be acting as a liaison between community organizations and DSDP.</p>	4. <i>No action taken</i>
<p>5. Committee Reports</p> <p><u>Executive Committee / Terry McCleary, President</u></p> <p>a. August Financial Report</p>	<p>5.a. Shirley Zawadzki presented the August financial report. Shirley noted that as of December 1, 2023, the Spaces EVA office contract will be terminated. Chris Gomez reminded the Board that the Small Business Enhancement Program was only partially funded this year and technological assistance funding is removed and the management grant line item has been reduced by 15%.</p>	<p>5.a. <i>Robyn Spencer moved to accept the August financial report. Todd Brown seconded the motion. Motion passed unanimously.</i></p>

<p>b. East Village Board Nomination Forms Received</p>	<p>5.b. Dominic stated that four nomination forms were submitted to the East Village Board of Directors. Dominic reported that three nominations are up for Board consideration. Dominic stated that several nominees come with recommendations from existing Board members.</p> <p>Dominic informed the Executive Committee that staff needs to confirm that accepting the four nominees to the Board will abide by the EVA bylaws, and the member ratio of 2/3 business directors and 1/3 property/community at large directors.</p> <ul style="list-style-type: none"> i. Tyler Lindsay – (Supreme Lending) ii. Jason Wallace – (Top Mark Capital) iii. Sarah Potter – (Radian/Cisterra) iv. Daniel Fellus – (The Fellus Group) 	<p><i>5.b.i. David Miles moved to approve Tyler Lindsay to the EVA Board. Todd Miller seconded the motion. Hasan Ahmed abstained. Motion passed.</i></p> <p><i>5.b.ii. No action taken</i></p> <p><i>5.b.iii. Todd Brown moved to approve Sarah Potter to the EVA Board. Hasan Ahmed seconded the motion. Motion passed unanimously.</i></p> <p><i>5.b.iv. Todd Brown moved to approve Daniel Fellus to the EVA Board. Hasan Ahmed abstained. Motion passed.</i></p>
<p>c. County FY24 NRP Grant Application Priorities Letter</p>	<p>5.c. Dominic presented the County FY24 NRP Grant Application on behalf of the EVA and discussed potential projects to present to the Office of County Supervisor Nora Vargas.</p>	<p><i>5.c. Manny Rodriguez moved to approve EVA staff to apply to the FY24 County NRP Grant with the stated projects. David Miles seconded the motion. Motion passed unanimously.</i></p>
<p>d. World Baseball Classic Tour Letter of Support – Recap</p>	<p>5.d. Dominic reported that the San Diego Padres and Petco Park requested an expedited letter of support from the EVA Executive Committee to include in their application for hosting the World Baseball Classic at Petco Park in 2026. Diana Puetz added that the World Baseball Classic provides an excellent City spotlight and will add further identity to the East Village if awarded.</p>	<p><i>5.d. No action taken</i></p>
<p>e. EVA Board FY24 Diversity, Inclusion & Anti-harassment Trainings – Recap</p>	<p>5.e. Ethan Olsen stated that all BID contracts with the City of San Diego are required to perform annual diversity, inclusion, and anti-harassment trainings. Ethan noted that newly appointed EVA Board members will be required to complete the diversity, inclusion, and anti-harassment trainings.</p>	<p><i>5.e. No action taken</i></p>

<p>f. EVA Office Lease – Terms Negotiated with UCSD</p>	<p>5.f. Dominic reported that the EVA negotiated with UCSD Park & Market regarding hosting EVA DIP, Executive and Board of Director meetings for \$500 a month. Additionally, \$100 per month will be charged for storage of EVA corporate documents and materials.</p>	<p><i>5.f. No action taken</i></p>
<p>g. Next Meeting:</p>	<p>5.g. Dominic reported that the next Executive Committee meeting will be held on Thursday, October 12, 2023, at 3:00pm at UCSD Park & Market (1100 Market Street Room 321).</p>	<p><i>5.g. No action taken</i></p>
<p><u>District Identity & Placemaking Committee / Robyn Spencer & Justin Navalle, Co-Chairs</u></p>		
<p>a. Olive Public Relations Report</p>	<p>5.a. Dominic reviewed the PR & social media report provided by Olive Public Relations.</p>	<p><i>5.a. No action taken</i></p>
<p>b. Taste of East Village – Recap</p>	<p>5.b. Curt Brooker of Fuse Events recapped the Taste of East Village. Curt summarized the event stating that feedback from participants was overall positive and restaurants provided very generously sized samples. Curt reported that the Profit & Loss Budget will be finalized in the coming weeks and the EVA will net approximately \$4,000.</p>	<p><i>5.b. No action taken</i></p>
<p>c. East Village Artisan Market – Update</p>	<p>5.c. Dominic reported that EVA staff has been in discussions with Las Jefas Market to design a monthly reoccurring East Village Artisan Market. Las Jefas Market stated that they are experiencing slow engagement with vendor sign-ups and have only been able to confirm 10 vendors. Dominic reported that Las Jefas is attributing this slow sign-up rate generally to the space being new and relatively unknown, which has resulted in vendor hesitancy to commit when compared to other venues and locations.</p> <p>Las Jefas reported that the November 25, 2023, and December 23, 2023, dates will likely be cancelled due to the market dates being so close to the holidays from a customer-traffic perspective. Consequently, Las Jefas Market and EVA staff recommend postponing the launch of the EV Artisan Market until the new year, launching in January 2024 instead. Chad Johnson agreed with the recommendation and stated that</p>	<p><i>5.c. No action taken</i></p>

<p>d. East Village Oktoberfest Partnership with It'sFarOut – Update</p>	<p>momentum and continuity is key for the Market to be a success.</p> <p>5.d. Dominic reported that Justin Navalle of Its Far-Out is partnering with EVA to produce the 7th Annual East Village Oktoberfest at 13th and Market Street. Dominic stated that the event will be a unique take on Oktoberfest and will integrate German and Mexican heritage.</p> <p>Dominic added that EVA staff has pulled the City of San Diego Special Events permit to close Market Street between Park Boulevard and 14th Street to enlarge the event footprint. Dominic stated that the EVA is assisting It's Far Out with the East Village Oktoberfest through marketing, event production and non-profit support. Far Out agreed to a 50/50 net revenue split with EVA.</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 a business-oriented networking event where several different businesses host one another. First Fridays is a monthly mixer designed to meet East Village neighbors and better establish a sense of community and business partnership. Ethan stated that the event is anticipated to begin in the Fall.</p>	<p><i>5.e. No action taken</i></p>
<p>f. East Village Salutes! –Update</p>	<p>5.f. Ethan 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.</p>	<p><i>5.f. No action taken</i></p>
<p>g. 'I HeART EV' Banners – Update</p>	<p>5.g. Ethan reported that the 'I HeART EV' banners are now officially hanging across the East Village. Ethan noted that this will be one of several banner cycles displayed throughout the year. Ethan stated that the banners display bright, vibrant colors with portions of public art murals found within the East Village community.</p>	<p><i>5.g. No action taken</i></p>
<p>h. Next Meeting:</p>	<p>5.h. The next District Identity & Placemaking Committee meeting will take place on October 5, 2023, at 2:00pm at Spaces (845 15th Street 2nd Floor Conference Rm).</p>	<p><i>5.h. No action taken</i></p>
<p><u>Civil Sidewalks Committee /</u></p>		

<p><u>Diana Puetz, Chair</u></p> <p>a. Progress on Downtown-Adjacent Safe Encampment Sites</p> <p>b. Lucky Duck Foundation: Cash for Trash Program Collaboration & Potential Partnership</p> <p>c. Need for Increased Code Enforcement Related to Sidewalk Vending in East Village & Gaslamp</p> <p>d. Next meeting:</p>	<p>5.a. Dominic reported that the 20th & B safe encampment site is now at full capacity. Dominic announced that “O Lot” will be opening soon.</p> <p>5.b. Dominic reported that EVA has been working with Lucky Duck’s Executive Director Drew Moser on a collaborative Cash-for-Trash program. Dominic shared that Cash-for-Trash works with the unhoused community via a trash collection system by offering a \$2.00 stipend for every bag of trash collected and returned. This system is offered twice a week with a dumpster located off 16th and Commercial Street from 8:00am-12:00pm. Dominic stated that Lucky Duck is interested in expanding the program with additional sites and outreach workers. Dominic summarized that while this would be a good PR narrative for the East Village, we cannot directly mitigate maintenance concerns potentially created by this partnership. Dominic suggested that the site remain at the 16th and Commercial Street location however the EVA look into increasing the days of operation.</p> <p>5.c. Dominic announced that EVA staff has been in conversation with the Mayor’s Office and Michael Trimble of the Gaslamp Quarter Association regarding ongoing sidewalk vending issues seen in Gaslamp along the new 5th Avenue Promenade. Dominic reported that the sidewalk vending issue have the potential to spread into the East Village when enforcement begins to pick up in the Gaslamp.</p> <p>Dominic stated that the issues should be addressed by the County Health Department, however their shifts do not extend late enough into the night hours. Dominic reported that staff is working with Michael to amend the ordinance on illegal sidewalk vending to allow for increased enforcement opportunity.</p> <p>5.d. The date for the next Civil Sidewalks Committee meeting is to be determined.</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><i>5.d. No action taken</i></p>
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<p><u>Parking & Mobility Committee / Hasan Ahmed, Chair</u></p> <p>a. Enhanced Pedestrian Lighting – Update</p> <p>b. Tecture Wayfinding Signage Project</p> <p>c. Next Meeting:</p>	<p>5.a. Dominic gave an update on the Enhanced Pedestrian Lighting on Park Boulevard and Market Street. Dominic stated that the date of completion is still projected for December 1, 2023, which will be in time for display at the EV Holiday Market & Tree Lighting event.</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 announced that Tecture provided quotes on different pole designs. EVA Staff and DIP Committee recommend pole option #2 at \$4900 per pole. Ethan stated that the expense for pole production will be presented to the the Parking & Mobility Committee for funding and project approval.</p> <p>5.c. The Parking & Mobility Committee will meet as needed.</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. CLOSED SESSION:</p> <p>a. Potential Litigation with Past Employee – Update</p> <p>b. East Village Block Party Event Management Performance – Update</p>		
<p>7. REOPEN MEETING & REPORT TO PUBLIC: Update on East Village Association’s decision, if any, on Closed Session Item.</p>	<p>7.a. Dominic reopened the meeting and updated the public on the potential litigation with a prior employee. Dominic recommended that the EVA retain the additional counsel to oversee responses from Great American Insurance Group and analyze policy coverage specifics.</p> <p>7.b. Dominic reported that the East Village Block Party had resulted in a significant revenue loss to EVA and there were serious mismanagement concerns that directly impacted EVA’s event bottom-line.</p>	<p><i>7.a. No action taken</i></p> <p><i>7.b. No action taken</i></p>

8. Next Meeting:	8. The next Board of Directors meeting will be held on Thursday, October 19, 2023, at 3:00pm at UCSD Park & Market (1100 Market Street, Room 321).	<i>8. No action taken</i>
9. Adjournment	9. Meeting adjourned.	<i>9. Tyler Winslow moved to adjourn the meeting. Robyn Spencer seconded the motion. Motion passed unanimously.</i>

Minutes taken by: Ethan Olsen, New City America.

11:23 AM

10/09/23

Accrual Basis

East Village Association Inc.

Balance Sheet

As of September 30, 2023

	<u>Sep 30, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
10010 · US Bank - Checking	89,724.86
10020 · US Bank - Savings Account	882.07
10040 · US Bank CD-3433-7 mos 4.1...	101,758.97
10050 · US Bank CD-3532-11mos 4.2...	101,801.63
Total Checking/Savings	<u>294,167.53</u>
Accounts Receivable	
12000 · Accounts Receivable	
12001 · Parking Receivable	126,781.55
Total 12000 · Accounts Receivable	<u>126,781.55</u>
Total Accounts Receivable	126,781.55
Other Current Assets	
12080 · Rent Deposit	1,152.00
Total Other Current Assets	<u>1,152.00</u>
Total Current Assets	<u>422,101.08</u>
TOTAL ASSETS	<u><u>422,101.08</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	-316.00
Total Accounts Payable	<u>-316.00</u>
Total Current Liabilities	<u>-316.00</u>
Total Liabilities	-316.00
Equity	
Fund Balance - Parking District	19,419.24
39000 · Retained Earnings	414,546.09
Net Income	-11,548.25
Total Equity	<u>422,417.08</u>
TOTAL LIABILITIES & EQUITY	<u><u>422,101.08</u></u>

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

	Sep 23	Budget	Jul - Sep 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40055 · BID Disbursements	14,184.56	15,000.00	42,399.87	45,000.00	180,000.00
40060 · BID Carryforward Income	0.00	5,332.00	0.00	15,996.00	63,984.00
Total Income	14,184.56	20,332.00	42,399.87	60,996.00	243,984.00
Expense					
512138 · Promotion/Advertising/Marketing					
Advertising	*1 794.20	416.67	794.20	1,249.97	5,000.00
51250 · Banner / Branding	0.00	416.67	0.00	1,249.97	5,000.00
51320 · IT Website	44.34	166.67	332.10	499.97	2,000.00
51335 · Member Events	0.00	100.00	0.00	300.00	1,200.00
51336 Public Relations	3,750.00	3,750.00	11,330.00	11,250.00	45,000.00
Total 512138 · Promotion/Advertising/Marketing	4,588.54	4,850.01	12,456.30	14,549.91	58,200.00
512143 · Office Operational					
Admin Oversight	10,708.00	10,708.58	32,124.00	32,125.78	128,503.00
Computer Supplies & Services	0.00	500.00	475.88	1,500.00	6,000.00
Office Supplies	212.08	250.00	1,637.16	750.00	3,000.00
Postage	0.00	83.33	0.00	250.03	1,000.00
Storage	202.00	100.00	606.00	300.00	1,200.00
51160 · Legal Services	0.00	250.00	0.00	750.00	3,000.00
51165 · Accounting Services	0.00	375.00	0.00	1,125.00	4,500.00
51350 · Insurance	*2 2,075.77	416.67	2,075.77	1,249.97	5,000.00
51355 · Office Rent	*3 1,926.82	1,200.00	4,990.23	3,600.00	14,400.00
51365 · Permits & Fees	3.75	83.33	3.75	250.03	1,000.00
51370 · Printing	0.00	208.33	921.87	625.03	2,500.00
51380 · Telephone & Utilities	42.23	125.00	126.61	375.00	1,500.00
51390 · Dues/Subscriptions	645.83	125.00	971.81	375.00	1,500.00
Total 512143 · Office Operational	15,816.48	14,425.24	43,933.08	43,275.84	173,103.00
512153 · Contingency	0.00	1,056.75	0.00	3,170.25	12,681.00
Total Expense	20,405.02	20,332.00	56,389.38	60,996.00	243,984.00
Net Ordinary Income	-6,220.46	0.00	-13,989.51	0.00	0.00
Net Income	-6,220.46	0.00	-13,989.51	0.00	0.00

*1. EXTRA PROMOTIONS FOR TASTE AND OTHER EVA PROMOTIONS

*2. FIRST DOWNPAYMENT FOR INSURANCE RENEWAL. TOTAL COST IS \$4635.81

*3. INCLUDES AUGUST AND SEPTEMBER RENT.

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

	Sep 23	Budget	Jul - Sep 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40085 · Parking District Income	9,509	33,333	126,782	100,000	400,001
Total Income	9,509	33,333	126,782	100,000	400,001
Expense					
512138 · Promotion/Advertising/Marketing					
51280 · On-Line / Print Marketing	0	208	1,267	625	2,500
51320 · IT Website	0	375	4,125	1,125	4,500
51336 Public Relations	1,750	1,667	5,250	5,000	20,000
Total 512138 · Promotion/Advertising/Marketing	1,750	2,250	10,642	6,750	27,000
521240 New Initiatives					
Wayfinding Systems	0	94	0	282	1,127
Enhanced Pedestrian Lighting	0	25,000	100,000	75,000	300,000
Total 521240 New Initiatives	0	25,094	100,000	75,282	301,127
512143 · Office Operational					
Admin Oversight	4,292	4,348	12,876	13,044	52,174
51170 · Audit & Tax Filing	0	375	0	1,125	4,500
51355 · Office Rent	2,200	1,100	3,263	3,300	13,200
51380 · Telephone & Utilities	0	167	0	500	2,000
Total 512143 · Office Operational	6,492	5,990	16,139	17,969	71,874
Total Expense	8,242	33,334	126,781	100,001	400,001
Net Ordinary Income	1,267	-1	1	-1	0
Net Income	1,267	-1	1	-1	0

*1. INCLUDES AUGUST AND SEPTEMBER RENT.

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

	110 - Association Activ...	210 - BID	400 - Parking District	510 - SBEP	TOTAL
Ordinary Income/Expense					
Income					
40040 · Sponsorships	3,500.00	0.00	0.00	0.00	3,500.00
40050 · Interest Income	2,148.65	0.00	0.00	0.00	2,148.65
40055 · BID Disbursements	0.00	42,399.87	0.00	0.00	42,399.87
40085 · Parking District Income	0.00	0.00	126,781.55	0.00	126,781.55
Total Income	5,648.65	42,399.87	126,781.55	0.00	174,830.07
Expense					
SBEP Expenses					
City Fees and Services	0.00	0.00	0.00	269.00	269.00
Total SBEP Expenses	0.00	0.00	0.00	269.00	269.00
512059 · Personnel	0.00	0.00	0.00	0.00	0.00
51150 · Workers Compensation	-429.36	0.00	0.00	0.00	-429.36
Total 512059 · Personnel	-429.36	0.00	0.00	0.00	-429.36
512138 · Promotion/Advertising/Marketing					
Advertising	492.16	794.20	0.00	0.00	1,286.36
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	11,330.00	5,250.00	0.00	16,580.00
Total 512138 · Promotion/Advertising/Marketing	492.16	12,456.30	10,642.14	0.00	23,590.60
521240 New Initiatives					
Enhanced Pedestrian Lighting	0.00	0.00	100,000.00	0.00	100,000.00
Total 521240 New Initiatives	0.00	0.00	100,000.00	0.00	100,000.00
512143 · Office Operational					
Admin Oversight	0.00	32,124.00	12,876.00	0.00	45,000.00
Computer Supplies & Services	0.00	475.88	0.00	0.00	475.88
Office Supplies	-78.97	1,637.16	0.00	0.00	1,558.19
Storage	0.00	606.00	0.00	0.00	606.00
51160 · Legal Services	2,002.00	0.00	0.00	0.00	2,002.00
51340 · Bank Fees / Credit Card	23.55	0.00	0.00	0.00	23.55
51350 · Insurance	0.00	2,075.77	0.00	0.00	2,075.77
51355 · Office Rent	0.00	4,990.23	0.00	0.00	4,990.23
51360 · Membership / Parking	8.00	0.00	3,263.41	0.00	3,271.41
51365 · Permits & Fees	0.00	3.75	0.00	0.00	3.75
51370 · Printing	0.00	921.87	0.00	0.00	921.87
51380 · Telephone & Utilities	0.00	126.61	0.00	0.00	126.61
51390 · Dues/Subscriptions	0.00	971.81	0.00	0.00	971.81
Total 512143 · Office Operational	1,954.58	43,933.08	16,139.41	0.00	62,027.07
512186 · Special Events					
Program Expense	921.01	0.00	0.00	0.00	921.01
Total 512186 · Special Events	921.01	0.00	0.00	0.00	921.01
Total Expense	2,938.39	56,389.38	126,781.55	269.00	186,378.32
Net Ordinary Income	2,710.26	-13,989.51	0.00	-269.00	-11,548.25
Net Income	2,710.26	-13,989.51	0.00	-269.00	-11,548.25

Ethan Olsen

From: Shirley Zawadzki
Sent: Tuesday, September 26, 2023 9:54 AM
To: Christopher M. Gomez; Ethan Olsen; Dominic Li Mandri
Cc: Tammy De Luca; Rosie DeLuca
Subject: FW: East Village Association, Inc.: 2023-24 SLIP Renewal Proposal

EPL not an option currently to add to the insurance since we do not have employees.

S

From: Sheryl Fitzgerald <sfitzgerald@alliant.com>
Sent: Tuesday, September 26, 2023 9:39 AM
To: Shirley Zawadzki <shirley@newcityamerica.com>; Robby Savitch <rsavitch@alliant.com>
Subject: RE: East Village Association, Inc.: 2023-24 SLIP Renewal Proposal

Hi Shirley,

With no employees the carrier will not be quoting Employment Practices since there is no real exposure. Should you have employees in the future please let us know and we can go back to the carrier.

Let me know if you have any questions.

Regards,

Sheryl Fitzgerald CIC, CRM**Account Executive**

CA License No. 0D99772

18100 Von Karman, 900
Irvine, CA 92612

D (949) 660-8161
F (619) 699-0902
E sfitzgerald@alliant.com

alliant.com



Alliant Insurance Services, Inc.
CA License No. 0C36861

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PUBLIC NOTICE

16

CONSTRUCTION ACTIVITY: PETCO PARK'S GALLAGHER SQUARE

Dear Valued Neighbors,

Based on community feedback, Gallagher Square will be renovated to bring new and improved features to the neighborhood, including:

- Expanded Playground and Play Area for a wider range of ages and abilities
- Fenced, off-leash dog park
- Improved Play Ball Field
- Tony Gwynn Terrace viewing deck and picnic space
- State of the art technology and sound mitigation

We are reaching out to inform you of upcoming construction activities, including:

- **Excavation Activity:** Project construction will include excavation of soil that may contain low concentrations of petroleum hydrocarbons, polyaromatic hydrocarbons and lead, which have been classified as "non-hazardous."
- **Safety Precautions:** Vapor monitoring and dust suppression methods will be used during excavation to monitor and minimize airborne dust beyond the site boundaries. Excavation will be halted during periods of high winds where engineering controls are ineffective in maintaining dust levels. For safety purposes, the park will be closed to the public during the renovation.
- **Schedule:** Construction is anticipated to begin in October 2023. Hours of operation will be Monday through Saturday from 7:00 a.m. to 7:00 p.m.

INQUIRIES

Should you have any questions or require further clarification, please do not hesitate to contact:

- Ms. Bridget Young, San Diego Padres at (619) 795-5316
- Mr. Trevor Gerard, Clark Construction Group at (619) 578-2650
- Mr. Troy Reist, Geocon Incorporated at (858) 558-6900
- Mr. Tom Larimer, Larimer Design at (619) 519-8600
- Mr. Jon Senaha, County of San Diego Department of Environmental Health and Quality at (858) 505-6880

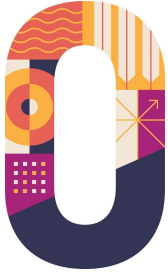
We are committed to keeping the community informed. We sincerely appreciate your patience and understanding during this time of renovation and look forward to bringing you a new and improved Gallagher Square!

Thank you for your attention to this matter,

 SAN DIEGO PADRES & CONSTRUCTION MANAGEMENT TEAM

GALLAGHER SQUARE RENOVATION





EVA Board Meeting
PR & Social Media Agenda
 Thursday, October 19, 2023

PITCHING

Current/Upcoming Focus

- East Village Salutes (Long Leads)
- East Village Salutes (Short Leads)
- East Village Holiday Market & Tree Lighting (Long Leads)
- Ayaka Ito's New Dining Concepts Spotlight
- Hispanic Owned Businesses in East Village Spotlight

WRITING

Current/Upcoming

- San Diego Downtown News October Article
- San Diego Downtown News November Article
- East Village Salutes (Short Leads)
- East Village Holiday Market & Tree Lighting (Long Leads)
- Hispanic Owned Businesses in East Village Spotlight

SOCIAL MEDIA



Recap & Highlights

- Gained 307 new followers
- Earned 140K impressions on social posts
- Earned over 1.6K engagements on social posts
- Promoted Oktoberfest event
- Co-hosted a giveaway with Diega apartments that yielded 378 entries & 61 new followers

Upcoming

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

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

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	92	6142	745	75314
 EastVillageSD	215	11374	813	64698

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

Best performing content published during the selected period.



Sep 19, 2023 · East Village San Diego

Did you know? There's a Japanese bakery in #EastVillageSD! 🍡🇯🇵 Fro...

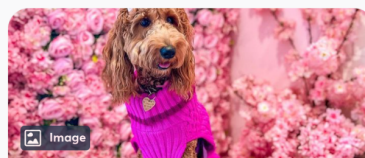
📶 Reach	363
📊 Engaged users	22
🖱️ Clicks	0
🖱️ Other clicks	9
Engagement rate per reach	6.1%
Engagement rate per impression	5.7%



Sep 25, 2023 · East Village San Diego

Are you ready for the biggest Oktoberfest celebration in East...

📶 Reach	145
📊 Engaged users	7
🖱️ Clicks	0
🖱️ Other clicks	0
Engagement rate per reach	4.8%
Engagement rate per impression	4.4%



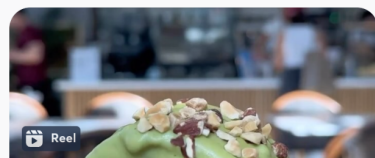
Oct 11, 2023 · East Village San Diego

On Wednesdays, we wear pink 💕📍 Holy Matcha East Village 🍵...

📶 Reach	185
📊 Engaged users	8
🖱️ Clicks	0
🖱️ Other clicks	2
Engagement rate per reach	4.3%
Engagement rate per impression	4.3%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Sep 19, 2023 · EastVillageSD

Did you know? There's a Japanese bakery in #EastVillageSD! 🍡🇯🇵 Fro...

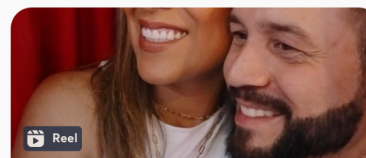
📶 Reach	3,168
💬 Comments	5
❤️ Likes	193
📄 Saves	45
📊 Engagement	336
Engagement rate per reach	10.6%
Engagement rate per impression	9.3%



Oct 8, 2023 · EastVillageSD

Raise your glass to the era of elegance and innovation at @Bar.Kamon, the...

📶 Reach	2,019
💬 Comments	0
❤️ Likes	100
📄 Saves	21
📊 Engagement	156
Engagement rate per reach	7.7%
Engagement rate per impression	7.1%



Sep 13, 2023 · EastVillageSD

East Village is a playground for families seeking weekend fun! 💕...

📶 Reach	4,259
💬 Comments	9
❤️ Likes	92
📄 Saves	5
📊 Engagement	120
Engagement rate per reach	2.8%
Engagement rate per impression	2.5%

A CELEBRATION HONORING ALL
THOSE THAT HAVE SERVED OUR
NATION AND PROTECTED COUNTRY

EAST VILLAGE



SALUTES!

**SUNDAY,
NOVEMBER 12**

12:30PM-4:30PM

PARK 12 PLAZA
(PARK BOULEVARD
& TENTH AVENUE)

MUSICAL PERFORMANCE
VETERAN-OWNED VENDORS
ACTIVATIONS
KIDS ACTIVITIES
EV BREWING BEER GARDEN

COWBOY STAR
RESTAURANT AND BUTCHER SHOP

PARK 12
COLLECTIVE

Hey Sugar!

BUB'S
@ THE BALLRACK



SPECIAL PERFORMANCE
MARINE BAND SAN DIEGO JAZZ BAND



EASTVILLAGESDSALUTES.COM • [#EASTVILLAGESD](https://twitter.com/EASTVILLAGESD) [#EASTVILLAGESALUTES](https://facebook.com/EASTVILLAGESALUTES)

EAST VILLAGE SALUTES!

LOCATION // Park 12 (Park Boulevard & 10th Avenue)

DATE // Sunday, November 12, 2023

TIME // 12:30pm to 4:30pm

In celebration of Veterans Day and to honor all who have served our Country, the East Village Association is excited to announce the first annual East Village SALUTES! Taking place on Sunday, November 12th from 12:30pm to 4:30pm in the plaza at Park 12 Luxury Apartments, the celebration will feature Veteran owned business vendor booths, live musical performances, kid-friendly activations and fun for the whole family. The popular Marine Band San Diego will also get attendees pumped with a performance from 2:00pm to 3:00pm.

The celebration aims to honor those who serve and have served in the armed forces and showcase how Veterans continue to serve the Downtown community. The free event is open to the public and all ages are invited to attend. Be sure to stop by after the Veterans Day Parade!

SPONSORSHIP LEVELS

- **Gold Level / \$2,500**
Silver Level + Mention on TV spots and social media.
- **Silver Level / \$1,000**
Bronze Level + logo on marketing materials.
- **Bronze Level / \$500**
Logo on website with hyperlink and honorable mention at the event.

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.





SPONSORSHIP LEVELS

Check one of the options below.

- Gold Level / \$2,500**
Silver Level + Mention on TV spots and social media.
- Silver Level / \$1,000**
Bronze Level + logo on marketing materials.
- Bronze Level / \$500**
Logo on website with hyperlink and honorable mention at the event.

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: Info@EastVillageSanDiego.com

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EAST VILLAGE HOLIDAY MARKET & TREE LIGHTING

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 Holiday Market & Tree Lighting 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.

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East Village Holiday Market & Tree Lighting 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

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