



East Village Association – Board of Directors’ Meeting
 Thursday, September 21, 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. Approval of July 27, 2023, Minutes *Action Item* P. 3 - 10
3. Non-Agenda: Public Comment & Announcements
Please keep comments directed to the topic being discussed.
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. East Village Board Nomination Forms Received
 - i. Tyler Lindsay – (Supreme Lending) *Action Item* P. 15
 - ii. Jason Wallace – (Top Mark Capital) *Action Item* P. 16
 - iii. Sarah Potter – (Radian/Cisterra) *Action Item* P. 17
 - iv. Daniel Fellus – (The Fellus Group) *Action Item* P. 18
 - c. County FY24 NRP Grant Application Priorities Letter *Action Item* P. 19
 - d. World Baseball Classic Tour Letter of Support – Recap P. 20
 - e. EVA Board FY24 Diversity, Inclusion & Anti-harassment Trainings – Recap
 - f. EVA Office Lease – Terms Negotiated with UCSD P. 21
 - g. Next Meeting: October 12, 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. 22 - 23
 - b. Taste of East Village – Recap
 - c. East Village Artisan Market – Update
 - d. East Village Oktoberfest Partnership with It’s Far Out – Update
 - e. First Fridays – Update
 - f. East Village Salutes! – Update
 - g. ‘I heART EV’ Banners – Update

EAST VILLAGE ASSOCIATION

- h. Next Meeting: October 5, 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. Luky Duck Foundation: Cash for Trash Program Collaboration & Potential Partnership
- c. Need for Increased Code Enforcement Related to Sidewalk Vending in East Village & Gaslamp
- d. Next Meeting: As Needed

Parking & Mobility Committee / Hasan Ahmed, Chair

- a. Enhanced Pedestrian Lighting – Update
- b. Tecture Wayfinding Signage Project – Update
- c. Next Meeting: As Needed

P. 24 - 26

6. **CLOSED SESSION:** BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO DISCUSS POTENTIAL LITIGATION. GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REPORTED AFTER CLOSED SESSION.
 - a. Potential Litigation with Past Employee – Update *Action Item*
 - b. East Village Block Party Event Management Performance – Update *Action Item*
7. REOPEN MEETING & REPORT TO PUBLIC: Update on East Village Association’s decision, if any, on Closed Session item.
8. Next Meeting: Thursday, October 19, 2023, at 3:00pm
UCSD Park & Market, Rm. 321
9. Adjournment *Action Item*

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at meeting location and on the EVA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify 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, July 27, 2023, at 3:00pm
UCSD Park & Market (1100 Market Street, Room 321)

PRESENT: Terry McCleary, Hasan Ahmed, Tyler Winslow, Robyn Spencer, David Miles, Andrew Shemirani, Simon Andrews, Angie Weber, Chan Buie, Kristen Rice, Ken Kawachi, Diana Puetz, Manny Rodriguez, Andrew Greenberg, Todd Miller, Davis Newton, Chad Johnson

ABSENT: Justin Navalle, Lisa Gerson, Jonathan Francese

GUESTS: Larry Turner, Margaret Doyle, Sean Plaisted, Curt Brooker, Jacob Rocha, Jason Wallace, Joyce Summer, Gretchen Herr, Daniel Kay, Scott Johnson

STAFF: Marco Li Mandri, Dominic Li Mandri, Ethan Olsen, Jeri Keiller

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 3:01pm by EVA District Manager, Dominic Li Mandri. EVA Board, staff and guests all gave introductions.	1. <i>No action taken</i>
2. Non-Agenda: Public Comment & Announcements	2. Nothing to report.	2. <i>No action taken</i>
3. Approval of June 15, 2023 Meeting Minutes	3. Minutes from the June 15, 2023, were reviewed.	3. <i>Tyler Winslow moved to accept the June 15, 2023, minutes. Simon Andrews seconded the motion. Andrew Shemirani abstained. Motion passed.</i>
4. Community Reports	4. Manny Rodriguez of DCPC reported that the 2-story building on 9th & Island Avenue will be	4. <i>No action taken</i>

EAST VILLAGE ASSOCIATION OF SAN DIEGO

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

	<p>demolished and turned into a surface parking lot. Manny reported that the next DCPC meeting will be on Wednesday, August 16, and will vote on planning developments at 4th & J Street as well as the site for the new Salvation Army Rady Center.</p> <p>Officer Larry Turner with SDPD reported that officers have been performing more voluntary walking routes to interact with business owners during working hours of the day. Officer Turner stated that the Neighborhood Policing Division performed a significant homeless clean up south of Commercial Street which unfortunately has caused more of the unhoused population to migrate north. Officer Turner noted that the 20th & B Street safe camping site is nearly full, with a capacity of 135 individuals.</p> <p>Margaret Doyle with the Office of Assemblymember Tasha Boerner stated that summer recess is in session and the legislature will reconvene in August. Margaret reported two newly signed bills relating to continued Scripps research on bluff collapses and the senior voluntary tax contribution fund continuing until 2030. Margaret reported proposed electric bicycle bill is being explored in hopes of requiring licensing, training, and a minimum age requirement to operate an electric bicycle.</p> <p>Marco requested an update from Margaret at the next Board meeting on the status of SB43, which expands the definition of “gravely disabled” individuals regarding behavioral health.</p>	
<p>5. Community Presentations</p> <p>a. Civic San Diego Presentation on the Construction Status of East Village Green</p>	<p>5.a. Daniel Kay and Gretchen Herr of Civic San Diego as well as Scott Johnson of Project Professionals Corporation, Project Manager of the East Village Green project gave an update to the Board on the construction status of East Village Green. Scott noted that, as of now, the park will be managed and maintained by Park & Recreation and any security management is unknown as of this time. East Village Green’s hours of operation will be from 6:00am-10:00pm.</p>	<p><i>5.a. No action taken.</i></p>

	Daniel Kay stated he would return to the EVA Board meeting in 2024 with pictures and updates on the East Village Green project.	
<p>6. Committee Reports</p> <p><u>Executive Committee / Terry McCleary, President</u></p> <p>a. YTD Draft Financial Report</p> <p>b. East Village Board Nomination Forms Received</p> <p>i. Chad Johnson – (Brookfield Properties)</p> <p>Chad Johnson introduced himself to the Board and stated that he represents the Merian Apartments containing 426 units, 20% of which are low-income housing. Chad stated that he and Todd Miller of UCSD oversee the outdoor amphitheater along Park Boulevard and are hoping to activate the area.</p> <p>ii. Davis Newton – (Greystar)</p> <p>Davis Newton introduced himself to the Board and stated that he represents the Park 12 Apartments containing 718 units. Davis reported that he is new to the position and is eager to acquaint himself with the East Village business community.</p> <p>c. EVA Bylaws Final Review</p> <p>d. EVA Board FY24 Diversity, Inclusion & Anti-harassment Trainings – Date</p>	<p>6.a. Jeri Keiller, former CPA, and current Litte Italy Association Board Member reviewed the YTD draft financial report.</p> <p>6.b. Dominic reported that there were two new East Village Board nomination forms received by staff.</p> <p>Chad Johnson introduced himself to the Board and stated that he represents the Merian Apartments containing 426 units, 20% of which are low-income housing. Chad stated that he and Todd Miller of UCSD oversee the outdoor amphitheater along Park Boulevard and are hoping to activate the area.</p> <p>Davis Newton introduced himself to the Board and stated that he represents the Park 12 Apartments containing 718 units. Davis reported that he is new to the position and is eager to acquaint himself with the East Village business community.</p> <p>6.c. Dominic presented the final draft of the EVA Bylaws. Dominic stated that the final draft comes after a thorough review from the Bylaws Task Force, Executive Committee and EVA Staff. Dominic stated that the EVA Bylaws comply with the City of San Diego BID contract.</p> <p>6.d. Dominic stated that all standing BID contracts with the City of San Diego are required to perform annual diversity, inclusion, and anti-harassment trainings. Ethan Olsen reported that this is a 1-hour training online that staff will e-mail to each Board</p>	<p><i>6.a. David Miles moved to accept the YTD draft financial report. Terry McCleary seconded the motion. Motion passed unanimously.</i></p> <p><i>6.b. Hasan Ahmed moved to approve Chad Johnson to the EVA Board. Manny Rodriguez seconded the motion. Motion passed unanimously.</i></p> <p><i>6.b. Hasan Ahmed moved to approve Chad Johnson to the EVA Board. Kristen Rice seconded the motion. Motion passed unanimously.</i></p> <p><i>6.c. Robyn Spencer moved to accept the EVA Bylaws as presented. David Miles seconded the motion. Motion passed unanimously.</i></p> <p><i>6.d. No action taken.</i></p>

	<p>member for completion. Ethan noted that those who have already completed the diversity, inclusion and anti-harassment trainings separately can send the certificate of completion to staff.</p>	
<p>e. Diversity, Inclusion & Anti-harassment Policy & Agreement</p>	<p>6.e. Dominic announced that EVA staff drafted a diversity, inclusion, and anti-harassment policy & agreement in relation to the required annual training. Dominic stated that the document defines how EVA should respond if there is an infraction by a Board or staff member.</p>	<p><i>6.e. Hasan Ahmed moved to approve the policy & agreement have staff collect signatures upon training course completion. Manny Rodriguez seconded the motion. Motion passed unanimously.</i></p>
<p>f. EVA Office Lease – Update</p>	<p>6.f. Dominic reported that the EVA has a current fixed 12-month office at Spaces with a rent term through November 30, 2023, for roughly \$2,400 monthly. Dominic reported that the office space has very limited benefits aside from holding DIP Meetings on the second floor in the conference room space.</p>	<p><i>6.f. No action taken.</i></p>
<p>g. Request for Letter of Support SANDAG Housing Acceleration Program</p>	<p>6.g. Dominic stated that the EVA received a request for a letter of support for the SANDAG Housing Acceleration Program grant application.</p>	<p><i>6.g. Manny Rodriguez moved for EVA staff to send a letter of support for the SANDAG Housing Acceleration Program grant application. Terry McCleary seconded the motion. Motion passed unanimously.</i></p>
<p>h. Next Meeting:</p> <p><u>District Identity & Placemaking Committee / Robyn Spencer & Justin Navalle, Co-Chairs</u></p>	<p>6.h. Dominic reported that the next Executive Committee meeting will be held on Tuesday, August 15, 2023, at 3:00pm at UCSD Park & Market (1100 Market Street Room 321).</p>	<p><i>6.h. No action taken.</i></p>
<p>a. Olive Public Relations Status Report</p>	<p>6.a. Dominic reviewed the PR & social media report provided by Olive Public Relations.</p>	<p><i>6.a. No action taken.</i></p>
<p>b. Taste of East Village Proposal</p>	<p>6.b. Curt Brooker of Fuse Events gave an update on the Taste of East Village. Curt stated that Fuse Events</p>	<p><i>6.b. No action taken.</i></p>

	<p>staff has compiled all restaurant contacts and Taste applications are being disbursed. Curt stated that Fuse is actively adding restaurants to participate in the Taste although many restaurants have been inundated by Comic-Con activations.</p> <p>Jacob Rocha stated that the event will be on Tuesday, August 29, Wednesday, August 30, and Thursday, August 31 from 4:00pm-8:00pm. Jacob noted that Day 1 will include East Village restaurants North of Market Street, Day 2 will include restaurants South of Market Street and Day 3 will include restaurants East of Park Boulevard.</p>	
<p>c. East Village Oktoberfest Partnership with It'sFarOut</p>	<p>6.c. Dominic reported that Justin Navalle of Its Far-Out reached out to the EVA about partnering to produce the 7th Annual East Village Oktoberfest at Quartyard and 13th 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 will be pulling 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 will partner with It's Far Out with the East Village Oktoberfest through marketing, event production and non-profit support. It's Far Out agreed to a 50/50 net revenue split with the EVA.</p>	<p>6.c. <i>No action taken.</i></p>
<p>d. First Fridays</p>	<p>6.d. Dominic discussed taking over operations of the First Fridays program in East Village. Dominic summarized that First Fridays is a business-oriented networking event where several different businesses host one another. First Fridays is a monthly mixer designed to bring East Village neighbors together and establish a sense of community and business partnership. Dominic reported that Robyn Spencer has 37 business contacts that have historically participated in First Fridays. Dominic stated that the event is intended to begin on Friday, October 6, 2023.</p>	<p>6.d. <i>No action taken.</i></p>
<p>e. East Village Salutes!</p>	<p>6.e. Dominic stated that EVA staff has been in discussion on producing a Veteran's Day commemorative event called East Village Salutes! on Sunday, November 12, 2023, at Park 12 Apartments in the entrance plaza. Dominic reported that East Village Salutes! will commemorate armed forces and highlight veterans</p>	<p>6.e. <i>No action taken.</i></p>

<p>f. 'I HeART EV' Banners – Update</p>	<p>and veteran owned businesses. The event will include a music activation, kids' activation, and veteran owned business vendor booths.</p> <p>6.f. Dominic presented the theme of 'I HeART EV' using bright colors and murals of East Village for an initial banner cycle. Ethan noted that this would be one of several banner cycles used throughout the year. Ethan stated that the concepts display bright, vibrant colors with portions of public art murals found within the East Village community.</p>	<p>6.f. No action taken.</p>
<p>g. Tecture Wayfinding Signage Project – Update</p>	<p>6.g. Dominic gave an update on the Tecture Wayfinding Signage Project. Kyle Priesh a project manager at Tecture agreed to move forward with the fabrication of 10-signs and provided EVA with an addendum to the project that states all \$120,000 in fees have been paid in full.</p> <p>Dominic reported that the EVA Tecture Wayfinding Signage Task Force with Kyle Priesh of Tecture has been formed to discuss placement and permitting of the 10-signs.</p>	<p>6.g. No action taken.</p>
<p>h. EVA Sub-District Brand Workshopping Format & Timeline</p>	<p>6.h. Dominic reported that the EVA Subdistrict Brand Workshopping will refine the large East Village branded district into smaller subdistricts through community feedback. Dominic stated that the initial Task Force met to discuss the operations and layout of each workshop meeting. Dominic noted that the Ballpark subdistrict will be the first workshopping meeting, however the Ballpark name and boundary will remain to maintain its accordance with the San Diego Municipal Code.</p>	<p>6.h. No action taken.</p>
<p>i. Next Meeting:</p> <p><u>Civil Sidewalks Committee / Diana Puetz, Chair</u></p>	<p>6.i. The next District Identity & Placemaking Committee meeting will take place on August 3, 2023, at 2:00pm at Spaces (845 15th Street 2nd Floor Conference Rm).</p>	<p>6.i. No action taken.</p>
<p>a. Downtown-Adjacent Safe Encampment Sites – Update</p>	<p>6.a. Marco reported that the 20th & B safe encampment site is currently open and filling quickly. Marco announced that "O Lot" will be opening soon. Marco stated that the Civil Sidewalks Committee will soon meet to review future sites</p>	<p>6.a. No action taken.</p>

<p>b. EVA Policy Recommendations & Roadmap Letter on East Village Homelessness – Update</p> <p>c. Sidewalk Vending in East Village: Updates & Ongoing Enforcement – Update</p> <p>d. Next meeting:</p> <p><u>Parking & Mobility Committee / Hasan Ahmed, Chair</u></p> <p>a. Enhanced Pedestrian Lighting – Update</p> <p>b. Next Meeting:</p>	<p>and points of interest including the closure of San Diego’s Golden Hall shelter.</p> <p>6.b. Dominic stated that the initial letter of support that was sent to the City of San Diego on EVA’s support of illegal sidewalk encampments included additional homeless policy remedies. Dominic reported that the next Civil Sidewalks Committee will further discuss policy remedies and refine a letter with recommendations to be sent to the City of San Diego.</p> <p>6.c. Dominic reported that sidewalk vending issues remain prevalent in the East Village, especially on J Street and on Padres gamedays. Dominic reported that sidewalk vending enforcement will be discussed at Civil Sidewalks to better understand cohesion with both Code Enforcement and Park Ranger programs.</p> <p>6.d. The date for the next Civil Sidewalks Committee meeting is to be determined.</p> <p>6.a. Dominic stated that the EVA RFP for Enhanced Pedestrian Lighting for both Market Street and Park Boulevard has concluded, and the EVA is currently under contract with ProCal Lighting. The enhanced pedestrian lighting project on Market Street from 7th Avenue to 17th Street is anticipated to be completed by November of 2023. Dominic announced that the EVA Parking & Mobility Committee selected Park Boulevard from K Street to Broadway as the next stretch for the Enhanced Pedestrian Lighting project. Dominic stated that Park Boulevard will act as a perpendicular street to mesh with the Market Street portion.</p> <p>6.b. The Parking & Mobility Committee will meet as needed.</p>	<p><i>6.b. No action taken.</i></p> <p><i>6.c. No action taken.</i></p> <p><i>6.d. No action taken.</i></p> <p><i>6.a. No action taken.</i></p> <p><i>6.b. No action taken</i></p>
<p>7. CLOSED SESSION:</p> <p>a. Potential Litigation with Past Employee – Update</p>		

<p>b. East Village Block Party Event Management Performance – Update</p>		
<p>8. REOPEN MEETING & REPORT TO PUBLIC: Update on East Village Association’s decision, if any, on Closed Session Item.</p>	<p>8.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>8.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>8.a. No action taken.</i></p> <p><i>8.b. No action taken</i></p>
<p>9. Next Meeting:</p>	<p>9. Dominic reported that several EVA Board Members will be absent for the August Board meeting as August is a heavy traveling month. Robyn Spencer added that this has been done historically due to a lack of a quorum.</p> <p>The next Board of Directors meeting will be held on Thursday, September 21, 2023, at 3:00pm at UCSD Park & Market (1100 Market Street, Room 321).</p>	<p><i>9. Robyn Spencer moved to go dark for the August Board meeting. Diana Puetz seconded the motion. Hasan Ahmed opposed. Terry McCleary and Simon Andrews abstained. Motion passed.</i></p>
<p>10. Adjournment</p>	<p>10. Meeting adjourned.</p>	<p><i>10. Robyn Spencer moved to adjourn the meeting. Kristen Rice seconded the motion. Motion passed unanimously.</i></p>

Minutes taken by: Ethan Olsen, New City America.

Balance Sheet

As of August 31, 2023

Aug 31, 23

ASSETS

Current Assets

Checking/Savings

10010 · US Bank - Checking	74,652.24
10020 · US Bank - Savings Account	882.03
10040 · US Bank CD-3433-7 mos 4.16%	101,400.09
10050 · US Bank CD-3532-11mos 4.26%	101,433.99

Total Checking/Savings 278,368.35

Accounts Receivable

12000 · Accounts Receivable	
12001 · Parking Receivable	117,272.41
12000 · Accounts Receivable - Other	3,500.00

Total 12000 · Accounts Receivable 120,772.41

Total Accounts Receivable 120,772.41

Other Current Assets

12080 · Rent Deposit 1,152.00

Total Other Current Assets 1,152.00

Total Current Assets 400,292.76

TOTAL ASSETS 400,292.76

LIABILITIES & EQUITY

Equity

Fund Balance - Parking District	19,419.24
39000 · Retained Earnings	414,546.09
Net Income	-33,672.57

Total Equity 400,292.76

TOTAL LIABILITIES & EQUITY 400,292.76

Note: We received \$92,821.07 in July '23 for June '23 CPD Reimbursement. Income has been recorded to FY 23

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

		Aug 23	Budget	Jul - Aug 23	YTD Budget	Annual Budget
Ordinary Income/Expense						
Income						
40055 · BID Disbursements	1	0.00	15,000.00	0.00	30,000.00	180,000.00
40060 · BID Carryforward Income		0.00	5,332.00	0.00	10,664.00	63,984.00
Total Income		0.00	20,332.00	0.00	40,664.00	243,984.00
Expense						
512059 · Personnel		0.00	0.00	0.00	0.00	0.00
512138 · Promotion/Advertising/Marketing						
Advertising		0.00	416.67	0.00	833.30	5,000.00
51250 · Banner / Branding		0.00	416.67	0.00	833.30	5,000.00
51320 · IT Website		0.00	166.67	287.76	333.30	2,000.00
51335 · Member Events		0.00	100.00	0.00	200.00	1,200.00
51336 Public Relations		3,830.00	3,750.00	7,580.00	7,500.00	45,000.00
Total 512138 · Promotion/Advertising/Marketing		3,830.00	4,850.01	7,867.76	9,699.90	58,200.00
512143 · Office Operational						
Admin Oversight		10,708.00	10,708.58	21,416.00	21,417.20	128,503.00
Computer Supplies & Services		475.88	500.00	475.88	1,000.00	6,000.00
Office Supplies		1,065.08	250.00	1,425.08	500.00	3,000.00
Postage		0.00	83.33	0.00	166.70	1,000.00
Storage		202.00	100.00	404.00	200.00	1,200.00
51160 · Legal Services		0.00	250.00	0.00	500.00	3,000.00
51165 · Accounting Services		0.00	375.00	0.00	750.00	4,500.00
51350 · Insurance		0.00	416.67	0.00	833.30	5,000.00
51355 · Office Rent		0.00	1,200.00	3,063.41	2,400.00	14,400.00
51365 · Permits & Fees		0.00	83.33	0.00	166.70	1,000.00
51370 · Printing		199.49	208.33	921.87	416.70	2,500.00
51380 · Telephone & Utilities		42.23	125.00	84.38	250.00	1,500.00
51390 · Dues/Subscriptions		12.99	125.00	325.98	250.00	1,500.00
Total 512143 · Office Operational		12,705.67	14,425.24	28,116.60	28,850.60	173,103.00
512153 · Contingency		0.00	1,056.75	0.00	2,113.50	12,681.00
Total Expense		16,535.67	20,332.00	35,984.36	40,664.00	243,984.00
Net Ordinary Income		-16,535.67	0.00	-35,984.36	0.00	0.00
Net Income		-16,535.67	0.00	-35,984.36	0.00	0.00

1 FY 24 PO's have not been issued by the City of SD, so no income has been recorded to QuickBooks as A/R. No Disbursements have been received for July or August '23.

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

	Aug 23	Budget	Jul - Aug 23	YTD Budget	Annual Budget	
Ordinary Income/Expense						
Income						
40085 · Parking District Income	1	106,042	33,333	117,272	66,667	400,001
Total Income		106,042	33,333	117,272	66,667	400,001
Expense						
512138 · Promotion/Advertising/Marketing						
51280 · On-Line / Print Marketing		0	208	0	417	2,500
51320 · IT Website		0	375	4,125	750	4,500
51336 Public Relations		1,750	1,667	3,500	3,333	20,000
Total 512138 · Promotion/Advertising/Marketing		1,750	2,250	7,625	4,500	27,000
521240 New Initiatives						
Wayfinding Systems		0	94	0	188	1,127
Enhanced Pedestrian Lighting		100,000	25,000	100,000	50,000	300,000
Total 521240 New Initiatives		100,000	25,094	100,000	50,188	301,127
512143 · Office Operational						
Admin Oversight		4,292	4,348	8,584	8,696	52,174
51170 · Audit & Tax Filing		0	375	0	750	4,500
51355 · Office Rent		0	1,100	1,063	2,200	13,200
51380 · Telephone & Utilities		0	167	0	333	2,000
Total 512143 · Office Operational		4,292	5,990	9,647	11,979	71,874
Total Expense		106,042	33,334	117,272	66,667	400,001
Net Ordinary Income		0	-1	0	0	0
Net Income		0	-1	0	0	0

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FY 24 PO's have not been issued by the City of SD, so no income has been received for July or August. Income shown is an A/R item, which has been billed to the City of SD.

East Village Association Inc.
Profit & Loss by Class
August 2023

	110 - Association Ac...	210 - BID	400 - Parking District	TOTAL
Ordinary Income/Expense				
Income				
40040 · Sponsorships	3,500.00	0.00	0.00	3,500.00
40050 · Interest Income	723.96	0.00	0.00	723.96
40085 · Parking District Income	0.00	0.00	106,042.00	106,042.00
Total Income	4,223.96	0.00	106,042.00	110,265.96
Expense				
512138 · Promotion/Advertising/Marketing				
51336 Public Relations	0.00	3,830.00	1,750.00	5,580.00
Total 512138 · Promotion/Advertising/Marke...	0.00	3,830.00	1,750.00	5,580.00
521240 New Initiatives				
Enhanced Pedestrian Lighting	0.00	0.00	100,000.00	100,000.00
Total 521240 New Initiatives	0.00	0.00	100,000.00	100,000.00
512143 · Office Operational				
Admin Oversight	0.00	10,708.00	4,292.00	15,000.00
Computer Supplies & Services	0.00	475.88	0.00	475.88
Office Supplies	0.00	1,065.08	0.00	1,065.08
Storage	0.00	202.00	0.00	202.00
51160 · Legal Services	546.00	0.00	0.00	546.00
51340 · Bank Fees / Credit Card	16.00	0.00	0.00	16.00
51370 · Printing	0.00	199.49	0.00	199.49
51380 · Telephone & Utilities	0.00	42.23	0.00	42.23
51390 · Dues/Subscriptions	0.00	12.99	0.00	12.99
Total 512143 · Office Operational	562.00	12,705.67	4,292.00	17,559.67
512186 · Special Events				
Program Expense	-300.00	0.00	0.00	-300.00
Total 512186 · Special Events	-300.00	0.00	0.00	-300.00
Total Expense	262.00	16,535.67	106,042.00	122,839.67
Net Ordinary Income	3,961.96	-16,535.67	0.00	-12,573.71
Net Income	3,961.96	-16,535.67	0.00	-12,573.71

**East Village Association
Board of Directors' Nomination Application**

DUE: Monday, April 10, 2022 by 5:00pm



Applicant Name: Tyler Lindsay
 Mailing Address: 542 15th Street City, ST Zip: San Diego CA 92101
 Email: tyler.lindsay@supremelending.com Phone: Landline / Cell 6196726837

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

Business Owner Director Property Owner Director Community-at-Large Director

DIRECTOR AFFILIATION & ALTERNATE

Business Name (Business Directors): Supreme Lending
 Property Address (Property Directors): 542 15th Street, San Diego 92101
 Do you have an alternate? Yes No If yes, what is their name: John Busher

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.

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.

Tyler Lindsay

Signature

7/25/2023

Date

The EVA Board of Directors Annual Meeting date is Thursday, April 20, 2023 at 3:00pm.

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.)

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- 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.

East Village Association
Board of Directors' Nomination Application

DUE: Monday, April 10, 2023 by 5:00pm



Applicant Name: Sarah Potter

Mailing Address: 4365 Executive Drive, Suite 900 City, ST Zip: San Diego, CA 92121

Email: spotter@cisterra.com Phone: Landline / Cell 619-860-1210

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): Radian

Property Address (Property Directors): 675 9th Avenue, San Diego, CA 92101

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.

- 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 7/11/2023

The EVA Board of Directors Annual Meeting sate is Thursday, April 20, 2023 at 3:00pm.

East Village Association
Board of Directors' Nomination Application

DUE: As Submitted



Applicant Name: Daniel Fellus
Mailing Address: 229 16th St. #301 City, ST Zip: San Diego, CA. 92101
Email: dfellus@thefellusgroup.com Phone: Landline / Cell 917-889-4773

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

Business Owner Director Property Owner Director Community-at-Large Director

DIRECTOR AFFILIATION & ALTERNATE

Business Name (Business Directors): The Fellus Group

Property Address (Property Directors): 229 16th St. 92101

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.

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.

Daniel Fellus 7/24/2023
Signature Date

The EVA Board of Directors Annual Meeting date is Thursday, April 20, 2023 at 3:00pm.



September 21, 2023

To: Honorable Supervisor Nora Vargas
County of San Diego Board of Supervisors

SUBJECT: Request for Support for the East Village Association (EVA)

Dear Supervisor Vargas:

As part of our ongoing efforts to distinguish East Village as the premier neighborhood in Downtown San Diego, the East Village Association is proud to present the below list of strategic priorities for funding consideration. Each item on this list has been added with the intent of maximizing the quality of service and experience our Association provides to East Village stakeholders and business community.

Item	Location of Project	Estimated cost
Seasonal Banner Program (Four Quarters)	Installed Cyclically on Street pole Brackets and Stored In-District when not in use. Re-used annually.	\$35,000
Enhanced Pedestrian Lighting in East Village	Installed along Park Boulevard between Broadway & Russ St.	\$150,000
New Sub-Districting Brand Content from Design Agency	Sub-District Brands will be illustrated on all banners, plaques, uniforms, etc. in each respective district.	\$ 15,000
Total Request		\$ 200,000

We would like to request these funds from the Neighborhood Reinvestment Program that is allocated to each Supervisor. We appreciate you reviewing this request and will expend the grant funds accordingly.

Sincerely,

Marco Li Mandri
Executive Director
East Village Association

EAST VILLAGE ASSOCIATION

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



September 1st, 2023

Jim Small
Major League Baseball
World Baseball Classic, Inc.
1271 Avenue of the Americas
New York, NY 10020

RE: Support for San Diego's Hosting of the 2026 World Baseball Classic

Dear Mr. Small,

I am writing on behalf of the East Village Association (EVA), a nonprofit neighborhood organization that manages the East Village Business Improvement District, to express our support for the Padres' application to host the 2026 World Baseball Classic at Petco Park.

Spanning across 130 blocks, East Village is San Diego's largest Downtown neighborhood. Over 700 businesses located throughout the neighborhood, including hundreds of restaurants, hotels, bars, unique retail, and of course, Petco Park, home to the San Diego Padres, call East Village their home.

The community of East Village is also home to thousands of residents, with many living in mid-rise or luxury condominiums and lofts. Ongoing urban development and the consistent growth of new businesses attracts people from neighboring areas of San Diego County, and all over the country, to its diverse and vibrant community with a unique mix of arts, culture, education, and entertainment.

East Village is the perfect setting and backdrop to support the 2026 World Baseball Classic at Petco Park, making it an unforgettable experience for every fan.

Thank you for your consideration of Petco Park to host the 2026 tournament.

Sincerely,

A handwritten signature in black ink, appearing to read 'Terry McCleary', written in a cursive style.

Terry McCleary
Board President
East Village Association

EAST VILLAGE ASSOCIATION OF SAN DIEGO

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

Ethan Olsen

From: Nakamura, Jennifer <janakamura@UCSD.EDU>
Sent: Friday, August 11, 2023 2:25 PM
To: Ethan Olsen; Miller, Todd; Payne, Jennifer
Subject: RE: EVA Meeting Space
Attachments: Pre Event form.docx

Hi Ethan,

It looks like we are good for all the dates that you listed. The only one I'm hesitant about is November 7 because we have had a group buy out the building that day this year & last year. Worst case though that is one of the smaller meetings, we can move you to a conference room on the 4th floor if needed.

In speaking with Todd, we would like to ask for \$500 per month for the 3 meetings. We would invoice you monthly starting in December 2023 for January 2024.

If that works for you, we'll have you fill out the form attached and then we would work up an agreement for the space, Todd will do a separate agreement for the desk space.

Thank you!
 Jenny

UC San Diego
PARK & MARKET

Jenny Nakamura
 Events Manager, UC San Diego Park & Market, Division of
 Extended Studies

Email: janakamura@ucsd.edu **Direct:** 858-291-3886

Address: [1100 Market St., San Diego, CA 92101](#)

Website: parkandmarket.ucsd.edu



📌 **Subscribe to the Park & Market Newsletter:** [Stay up to date on the latest!](#)

From: Ethan Olsen <ethan@newcityamerica.com>
Sent: Monday, August 7, 2023 12:39 PM
To: Nakamura, Jennifer <janakamura@UCSD.EDU>; Miller, Todd <tjmiller@ucsd.edu>; Payne, Jennifer <j1payne@UCSD.EDU>
Subject: RE: EVA Meeting Space

Hi Jenny,

Hope you had a good weekend. I attached the dates via word doc for the three meetings for each month in 2024. I highlighted in blue for December 2023, the one additional DIP meeting I had mentioned. I highlighted in red the Board meetings will likely go dark as done historically for August and December, however if we can still book for now.



EVA Board Meeting
PR & Social Media Agenda
 Thursday, September 21, 2023

PITCHING

Current/Upcoming Focus

- Taste of East Village (Short Leads)
- East Village Oktoberfest (Long Leads)
- East Village Oktoberfest (Short Leads)
- East Village Salutes (Long Leads)
- Dancing Around the Oak Tree Spotlight
- Ayaka Ito's New Dining Concepts Spotlight

WRITING

Current/Upcoming

- San Diego Downtown News September Article
- San Diego Downtown News October Article
- East Village Oktoberfest (Short Leads)
- East Village Salutes (Long Leads)
- Dancing Around the Oak Tree Spotlight
- Ayaka Ito's New Dining Concepts Spotlight

SOCIAL MEDIA



Recap & Highlights

- Gained 340 new followers
- Earned 126K impressions on social posts
- Earned over 2.5K engagements on social posts
- Promoted Taste of East Village
- Promoted Oktoberfest event

Upcoming

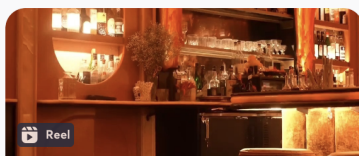
- Continue to highlight and engage with local businesses and organizations
- Continue to promote local events

SOCIAL MEDIA ANALYTICS (Last 30 days as of Sept 15)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	202	6005	1528	139579
 EastVillageSD	366	11275	1250	172600

Top content - Instagram (Based on engagement)


Best performing content published during the selected period.



Sep 5, 2023 · EastVillageSD

Step into the secret world of @youngbloodcocktails hidden inside...

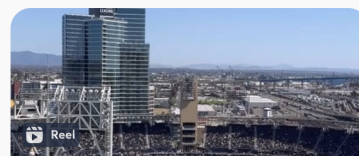
🔊 Reach	4,645
💬 Comments	5
❤️ Likes	256
📌 Saves	60
📊 Engagement	451
Engagement rate per reach	9.7%
Engagement rate per impression	9.1%



Aug 22, 2023 · EastVillageSD

Shhh... we've discovered the coolest hidden gem in #EastVillageSD! 🍷...

🔊 Reach	3,566
💬 Comments	6
❤️ Likes	190
📌 Saves	60
📊 Engagement	342
Engagement rate per reach	9.6%
Engagement rate per impression	8.8%



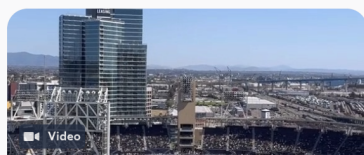
Sep 10, 2023 · EastVillageSD

@VisitSanDiego sure knows how to savor the flavors of East Village! 😊...

🔊 Reach	2,249
💬 Comments	1
❤️ Likes	93
📌 Saves	11
📊 Engagement	114
Engagement rate per reach	5.1%
Engagement rate per impression	4.8%

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


Best performing content published during the selected period.



Sep 10, 2023 · East Village San Diego

Visit San Diego sure knows how to savor the flavors of East Village! 😊...


🔊 Reach	136
📊 Engaged users	9
🖱️ Clicks	0
🖱️ Other clicks	5
Engagement rate per reach	6.6%
Engagement rate per impression	6.3%



Aug 22, 2023 · East Village San Diego

Shhh... we've discovered the coolest hidden gem in #EastVillageSD! 🍷...

🔊 Reach	404
📊 Engaged users	25
🖱️ Clicks	0
🖱️ Other clicks	17
Engagement rate per reach	6.2%
Engagement rate per impression	6%



Sep 3, 2023 · East Village San Diego

Dust off your lederhosen because Oktoberfest is back, and it's bigger...

🔊 Reach	9,248
📊 Engaged users	513
🖱️ Clicks	136
🖱️ Other clicks	443
Engagement rate per reach	5.5%
Engagement rate per impression	3.3%

EV PLACE-MAKING

CONCEPTUAL DEVELOPMENT

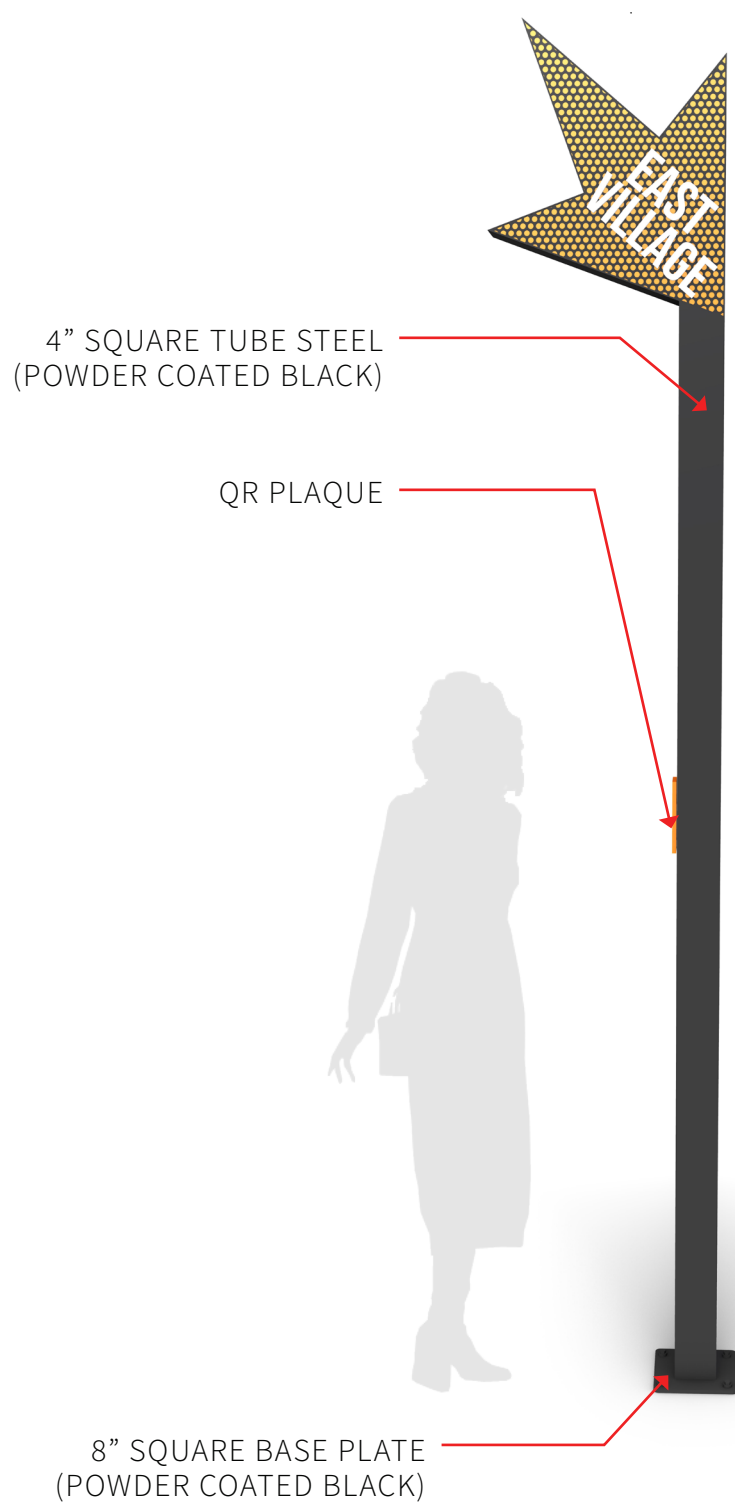
Proposed to : East Village Association

Date : 08.31.23

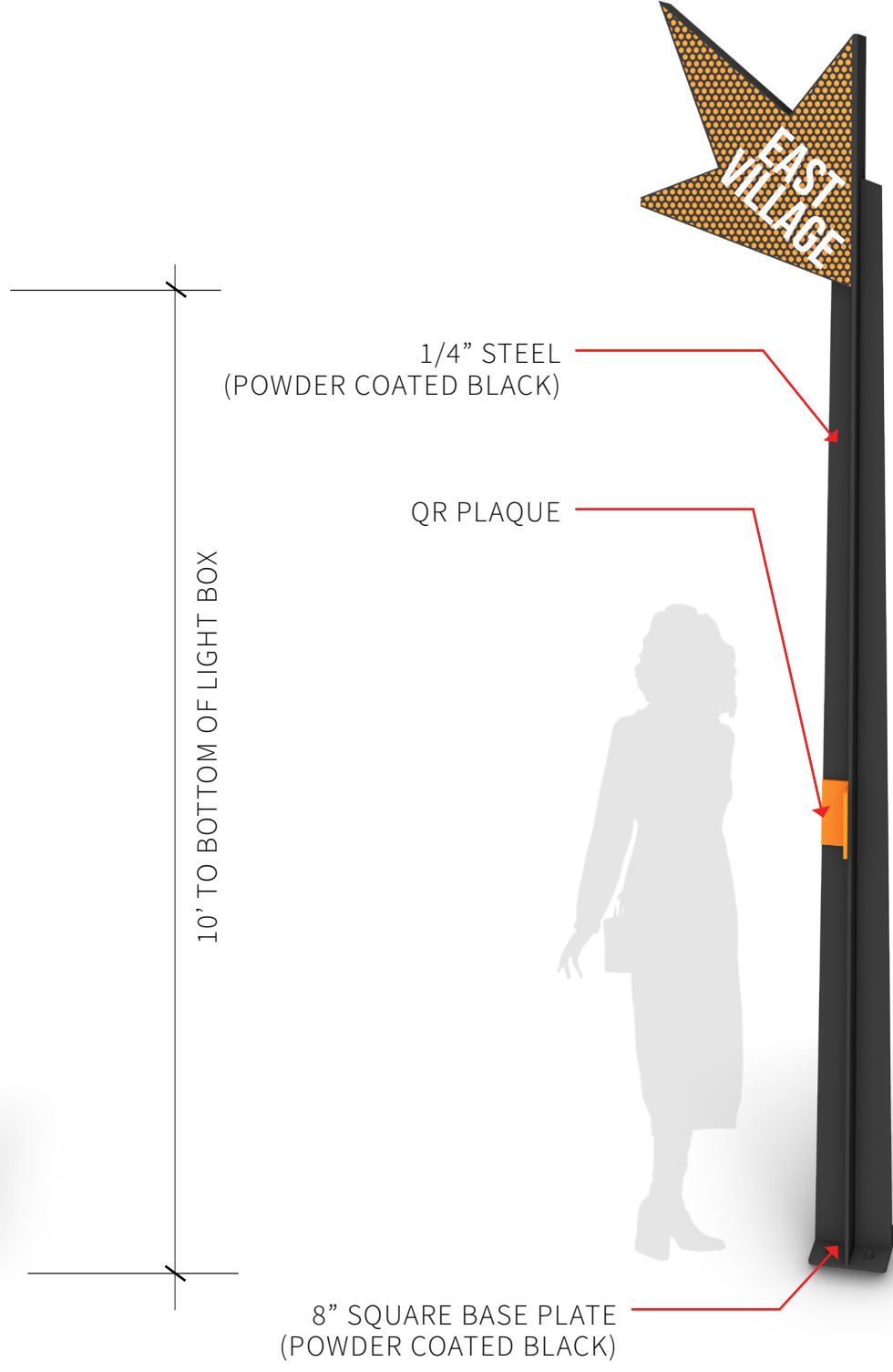
Location : East Village

Presented by : Tecture // Design + Fabrication

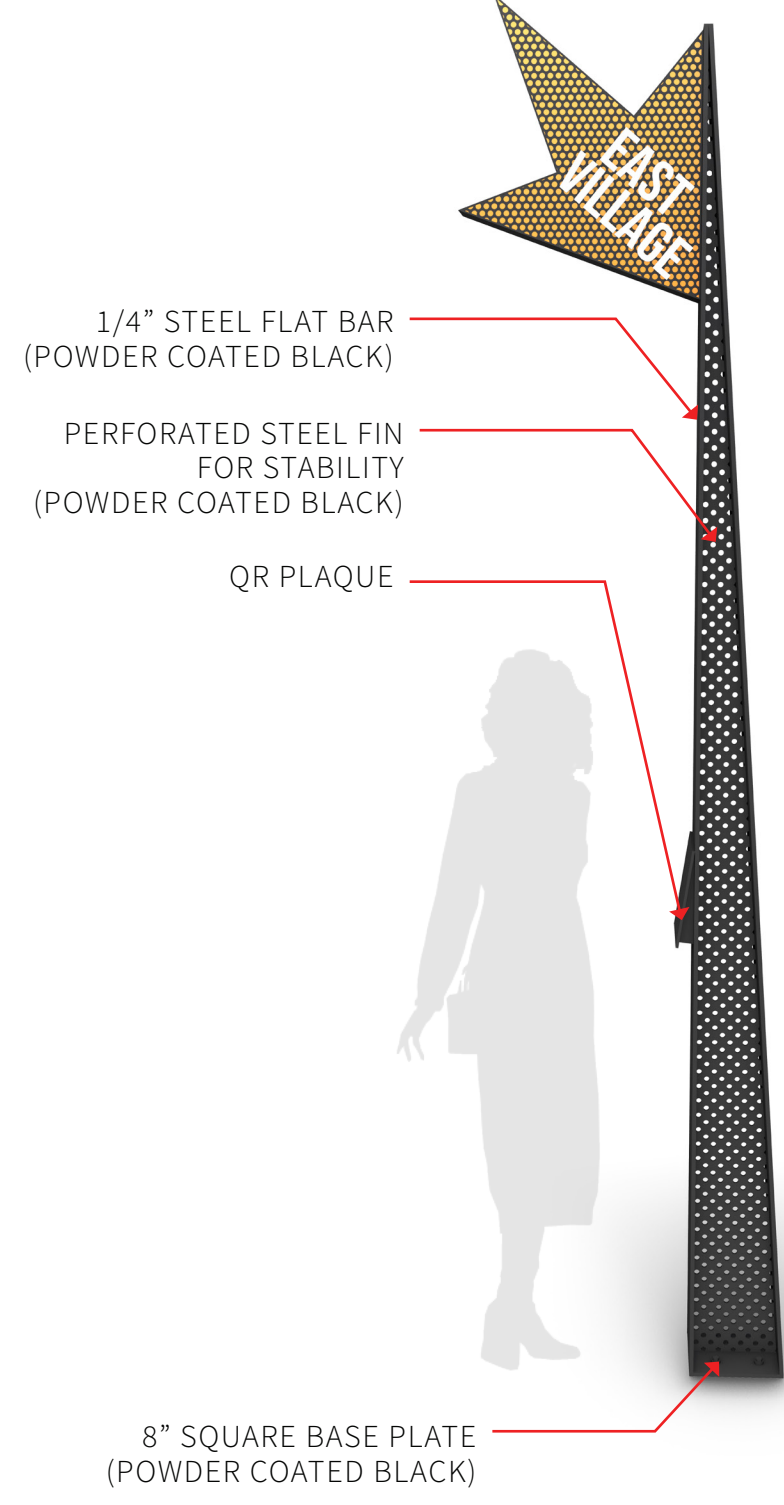
EV SIGNAGE POLES



OPTION 1 - \$3000,-

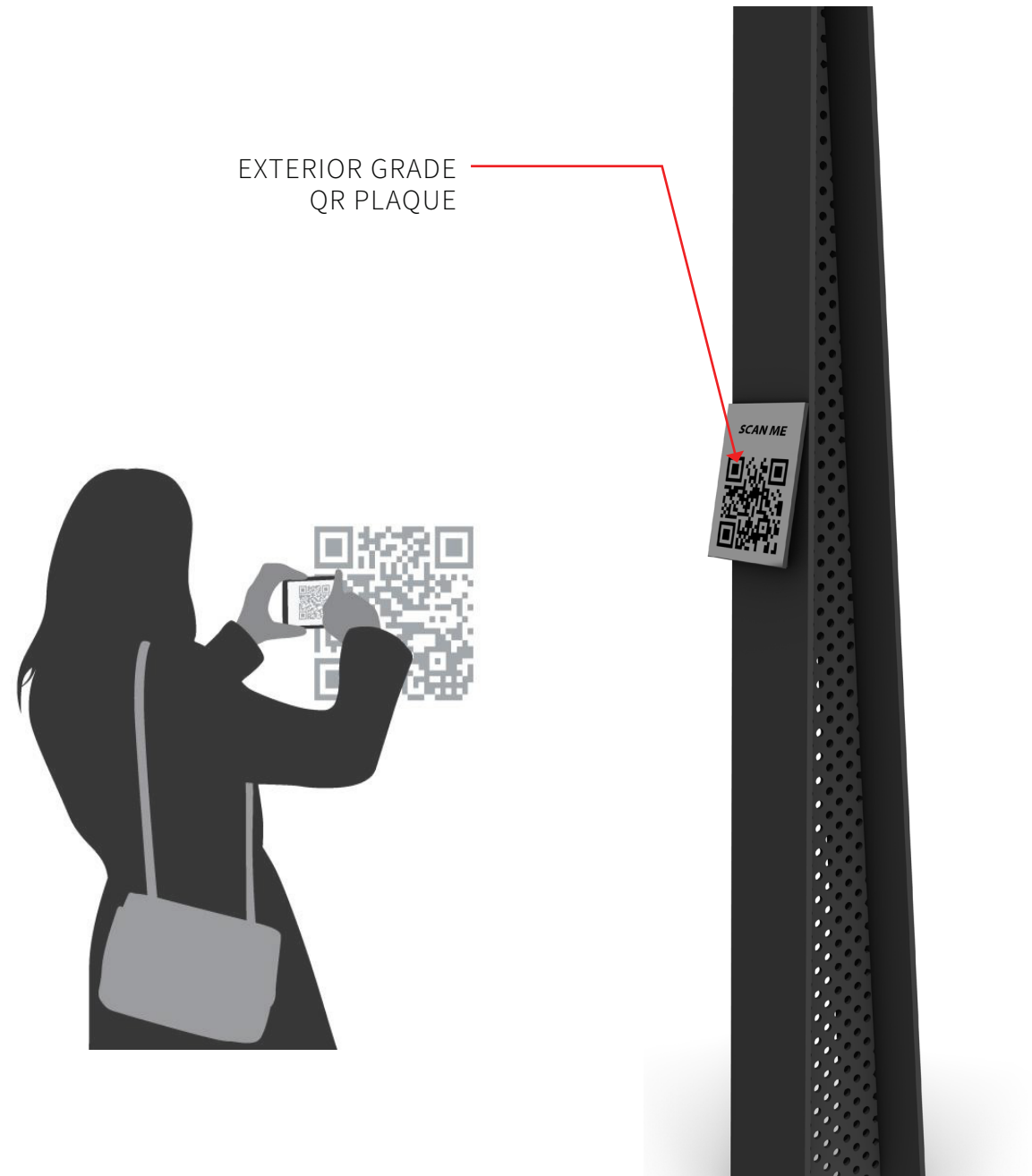


OPTION 2 - \$4900,-



OPTION 3 - \$5200,-

EV SIGNAGE DETAILS

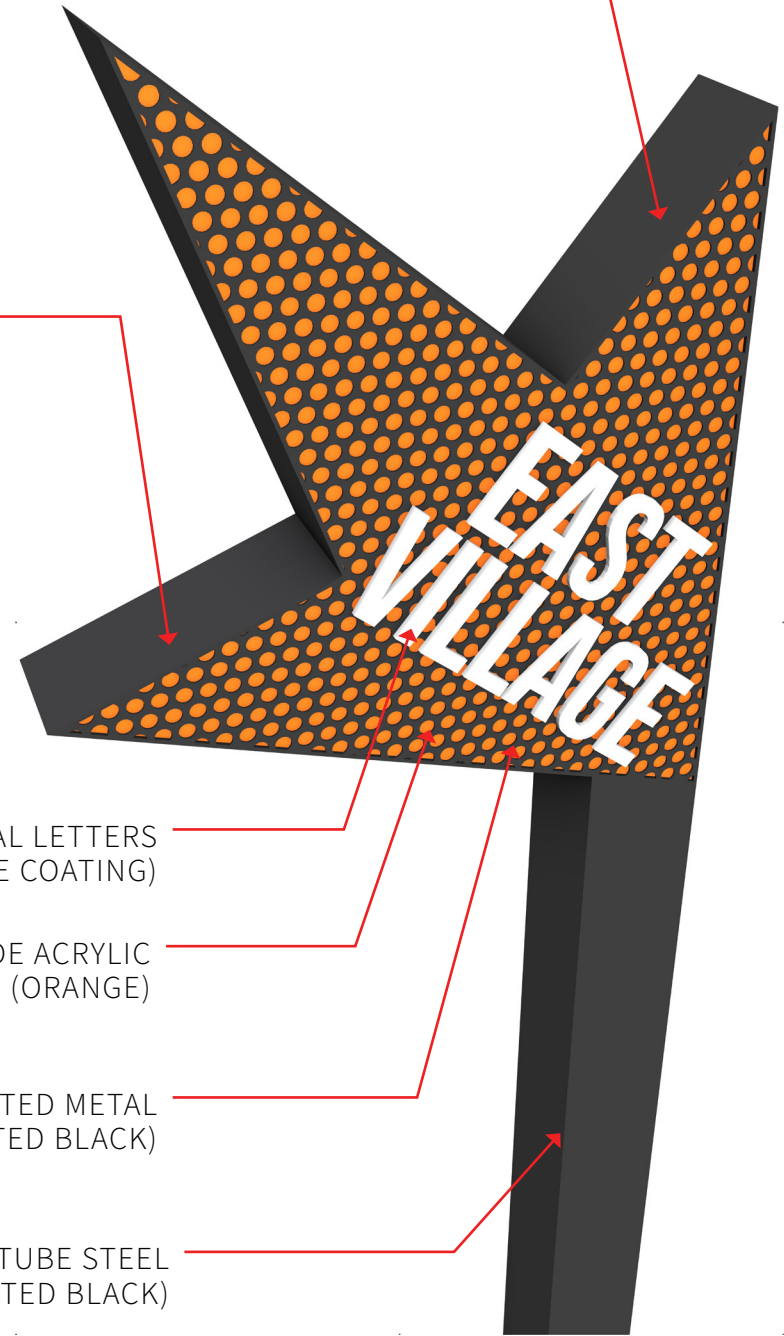


EXTERIOR GRADE
QR PLAQUE

SCAN ME

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)