



East Village Association - Board of Directors' Meeting
 Thursday, March 16, 2023, at 3:00pm
 UCSD Park & Market (1100 Market Street, Room 321)

CLOSED SESSION TO DISCUSS POTENTIAL LEGAL ISSUE ON ITEM

AGENDA

1. Meeting Protocol & Introductions / Terry McCleary, President
2. Approval of February 7, 2023 Meeting Minutes **Action Item** P. 3 - 10
3. Non-Agenda: Public Comment & Announcements
Please keep comments directed to the topic being discussed.
4. Committee Reports:
 - Executive Committee / Terry McCleary, President
 - a. YTD Draft Financial Report **Action Item** P. 11 - 14
 - b. EVA Certificate of Deposit (CD) Investment Strategy **Action Item**
 - c. Bylaws Task Force – Review Article 4 Specifying Elections Process **Action Item** P. 15 - 21
 - d. Ratify Virtual Vote on Selection of Olive Public Relations **Action Item** P. 22 - 23
 - e. Letter for Consideration for IZOLA Bakery **Action Item**
 - f. Nominations Task Force – First Meeting TBD
 - g. Tecture Wayfinding Signage – Contract Suspended & Gathering Info. P. 24 - 27
 - h. DSDP Current Service Model vs. Mgmt. Plan Baseline (East Village Zone) P. 28 - 36
 - i. Next Meeting: April 13, 2023 at 3:00 PM
 U.S. Bank (801 Market Street)
 - District Identity & Placemaking Committee / Robyn Spencer & Justin Navalle, Co-Chairs
 - a. Website Developer RFP Task Force – Geocentric (Selected Vendor) **Action Item**
 - b. Olive Public Relations Introductions & Status Report P. 37 - 38
 - c. EVA Opening Weekend Block Party – Update
 - d. EVA Current Event Master Calendar P. 39
 - e. Next Meeting: April 6, 2023 at 3:00 PM
 Spaces Makers Quarter (845 15th Street – 2nd Floor)
5. Community Reports P. 40 - 43
 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.

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)

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 *Action Item*

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

8. Next Meeting: April 20, 2023 at 3:00pm – Annual Meeting Date
UCSD Park & Market (1100 Market Street, Room 321)

9. Adjournment *Action Item*

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



East Village Association - Board of Directors' Meeting

Tuesday, February 7, 2023, at 3:00pm

In-Person: Spaces: (845 15th Street, San Diego, CA, 92101)

Virtual Meeting Zoom Link: <https://us02web.zoom.us/j/85358882425>

or call 1-669-900-9128/ Meeting ID: 853 5888 2425 / Password: 092101

PRESENT: Terry McCleary, Todd Brown, Robyn Spencer, David Miles, Andrew Shemirani, Simon Andrews, Angie Weber, Ken Kawachi, Diana Puetz, Tyler Winslow, Andrew Greenberg, Hasan Ahmed, Justin Navalle, Chan Buie

GUESTS: Latrell Crenshaw, Sean Plaisted, Kohta Zaiser, Emily Bonner, Margaret Doyle, Dayna Hill, Manny Rodriguez, Mary Soriano

STAFF: Marco Li Mandri, Dominic Li Mandri, Ethan Olsen, Chris Gomez, Shirley Zawadzki, Rosie DeLuca, Monica Montes

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions / Terry McCleary, President	1. The meeting was called to order at 3:03pm by EVA District Manager, Dominic Li Mandri. EVA Board, staff and guests all gave introductions.	1. No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. The Board and Committees will need to ratify a vote during the beginning of each meeting to state that they will continue to meet via Zoom until the Board and Committees are comfortable with resuming in-person meetings. Dominic noted that after Friday, February 10, 2023, the City of San Diego is requiring all City contractors to reengage in-person meetings with no Zoom/virtual option based on the Governor's Executive Order.	2. Justin Navalle moved to accept the vote to continue meeting via Zoom with the new conditions as of February 10, 2023. Todd Brown seconded the motion. Unanimously approved.
3. Approval of	3. Minutes from January 10, 2023, were reviewed.	3. Hasan Ahmed moved

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<p>January 10, 2023 Meeting Minutes</p>		<p><i>to accept the January 10, 2023, minutes. Tyler Winslow seconded the motion. Diana Puetz abstained. Motion passed.</i></p>
<p>4. Non-Agenda: Public Comment & Announcements</p>	<p>4. Manny Rodriguez, EV Resident and EV IZOLA Bakery representative, presented on behalf of the Downtown Community Planning Council (DCPC). Manny advocated for the DCPC, the group that provides a means for public participation relating to the growth and development of Downtown San Diego. Manny stated that anyone interested please reach out to him for further information as 2023 Elections for DCPC are now live.</p> <p>DCPC Elections link: https://forms.gle/KKwcr8nUCSSofUQdA</p>	<p>4. No action taken</p>
<p>5. Setting New Regularly Scheduled Board Meeting - Third Thursday of the Month 3:00pm</p>	<p>5. Dominic reported that future meetings be held on the third Thursday of each month at UCSD Park & Market. Dominic suggested that the next Board of Directors' meeting be held on Thursday, March 16, at 3:00pm at UCSD Park & Market.</p>	<p>5.a. Todd Brown moved to approve the new scheduled Board meeting date as the third Thursday of the Month at 3:00pm. Justin Navalle seconded the motion. Unanimously approved.</p>
<p>6. Committee Reports</p> <p><u>Executive Committee / Terry McCleary, Current Board President</u></p> <p>a. YTD Draft Financial Report</p> <p>b. Rescheduling of Annual Meeting: April 20th</p>	<p>6.a. Shirley Zawadzki presented the YTD draft financial report. More information can be found on pages 10-14 of the Board packet.</p> <p>Shirley added that staff has consolidated the draft budgets to be more user-friendly and understandable, Shirley stated that she can provide further budget breakdown as needed.</p> <p>6.b. Dominic rescheduled the EVA Annual Meeting date to Thursday, April 20, 2023, at 3:00pm. This new date will allow for enough time to account for new bylaws, nominations, and overall, EVA</p>	<p>6.a. Todd Brown moved to accept the YTD Draft Financial Report. Angie Weber seconded the motion. Unanimously approved.</p> <p>6.b. Angie Weber moved to accept the rescheduled Annual Meeting date of April</p>

<p>c. East Village Board Nomination Forms Received</p>	<p>compliance. March will allow for approval of revised bylaws and would trigger the election process for seating the new Board by Thursday, April 20, 2023.</p> <p>6.c. Dominic announced that EVA received two Board Nominations, both are businesses in the East Village and meet the prerequisites of being in the BID as a business owner.</p> <p>i. Kristen Rice (Sempra Energy)</p> <p>Kristen Rice announced that she has been an employee at Sempra for nine years and has lived in Downtown for twelve years. Kristen stated that she looks forward to seeing the East Village thrive.</p> <p>ii. Chan Buie (Hey Sugar)</p> <p>Chan Buie reported that she is the owner and operator of Hey Sugar Sweets going on 3 & ½ years. Chan is a Downtown resident, E3 Civic High School Alumni and US Navy Veteran. Chan has also been serving on the Marketing & Special Events Committee.</p>	<p>20th. Todd Brown seconded the motion. Unanimously approved.</p> <p>6.c. Todd Brown moved to accept Kristen Rice with Sempra to the EVA Board. Angie Weber seconded the motion. Unanimously approved.</p> <p>6.c. Justin Navalle moved to accept Chan Buie with Hey Sugar to the EVA Board. Hasan Ahmed seconded the motion. Unanimously approved.</p>
<p>d. Proposed EVA Sub-Committee Restructure Outline</p>	<p>6.d. Dominic proposed the EVA Sub-Committee Restructure outline to the Board and seated the Committee Chairs. Dominic stated that each Board member will serve on one Committee. The Committees will perform its due diligence and present findings to the Board.</p> <p>Terry McCleary clarified that non-Board members are still able to join and participate in EVA Committees. Marco added that while Committees are routine, Task Forces are groups that have a specific task with a project end date. The new EVA Committee structure with appropriate Chairs is as follows:</p> <p>Executive Committee with Terry McCleary as Chair.</p>	<p>6.d. Angie Weber moved to approve the Sub-Committee restructure with respective Committee Chairs. Todd Brown seconded the motion. Unanimously approved.</p>

	<p>District Identity & Placemaking Committee with Robyn Spencer as Chair and Justin Navalle as Co-Chair.</p> <p>Civil Sidewalks Committee with Diana Puetz as Chair.</p> <p>Land Use & Project Review with Tyler Winslow as Chair.</p> <p>Parking & Mobility Committee with Hasan Ahmed as Chair.</p>	
e. Ratify Virtual Vote on Selection of The Best Event as Opening Day Coordinator	6.e. Dominic stated that the Task Force selected The Best Events, and the Board was sent out a Virtual ballot via email and majority voted in favor. Dominic requested the reaffirmation of the virtual vote for the Best Event to hold The East Village Opening Day Block Party on Saturday, April 1, 2023, from 10:00am-5:00pm with a 5:40pm first pitch.	6.e. Robyn Spencer moved to ratify the vote on selecting The Best Event as the Opening Day Coordinator. Terry McCleary seconded the motion. Unanimously approved.
f. FY24 Budget Preparation Underway: To Be Presented in March	6.f. Dominic reported that the FY24 Budget preparation is in progress and final numbers will be received in March.	6.f. No action taken
g. Bylaws Review Task Force: First Meeting TBD	6.g. Marco stated that staff met with Todd Brown Monday for initial review of the EVA Bylaws draft. The Bylaws Review Task Force will be coordinated with Todd Brown, Terry McCleary, and Hasan Ahmed.	6.g. No action taken
h. Nominations Task Force: First Meeting TBD	6.h. Marco reported that the April Meeting will filter and determine EVA Nominations. The Nominations Task Force will meet for this task as needed.	6.h. No action taken
i. EVA Compliance Checklist & Progress Report	6.i. Dominic presented an EVA Progress Report and stated that staff has been accomplishing significant wins with many more to follow.	6.i. No action taken
j. Follow-Up on Cancellation of EVA Supplemental Ambassador	6.j. Dominic reviewed the cancellation of the DSDP Clean + Safe Supplemental Ambassador Program contract with EVA. Dominic stated that staff has yet to receive further productivity reports including	6.j. No action taken

<p>Program w/ DSDP Clean + Safe</p>	<p>routes, schedule, frequency, and general security that this program provided above and beyond the general DSDP baseline services. The last day of contracted services is February 11, 2023.</p> <p>Ethan Olsen stated that he spoke with DSDP Clean + Safe staff while dispatching the remaining EVA trashcan plaques that were in EVA storage. Clean + Safe staff reported being understaffed and in need of further support as they are offering significant overtime pay to current employees.</p>	
<p>k. Update from Lucky Duck Foundation/Housing Commission and Work to Move Forward</p>	<p>6.k. Marco stated that he is working further on the unhoused citizen crisis with Mitch Mitchell, VP of Diversity of Community Partnerships at Sempra, and Board Chair for the Housing Commission. Marco stated that he and Mitch have surveyed the Inspiration Point parking lot as a homeless encampment site, which has since been endorsed by Councilmember Stephen Whitburn as one of the viable sites they're considering.</p>	<p>6.k. No action taken</p>
<p>l. Next Meeting:</p>	<p>6.l. The next Executive Committee meeting will be on Thursday, March 9, 2023, at 3:00pm at US Bank.</p> <p>NEW SET MEETING DATE & TIME Second Thursday (3/9/2023) of the Month at 3:00pm at US Bank – 801 Market Street, San Diego, CA 92101</p>	<p>6.l. No action taken</p>
<p><u>Marketing & Special Events Committee / Robyn Spencer & Justin Navalle, Co-Chairs</u></p>		
<p>a. EVA Opening Day Block Party - Update</p>	<p>6.a. Dominic stated that the EV Opening Day Block Party will be held on Saturday, April 1, 2023, from 10:00am – 5:00pm. The contract with The Best Event and EVA has been finalized and signed. Chris stated that the original goal of the Block Party Event netting \$5,000-\$10,000 is appearing very achievable.</p>	<p>6.a. No action taken</p>
<p>b. RFP for Public Relations & Social Media Services – Concluded & Interview Coming</p>	<p>6.b. Chris reported that the RFP for Public Relations responses need to be evaluated. Chris added that the PR & Social Media RFP Task Force will soon be coordinated with Robyn Spencer, Justin Navalle and those who are interested.</p>	<p>6.b. No action taken</p>

<p>c. RFP for CMS Website Redesign – Concluded & Interview Coming</p> <p>d. Development of Upcoming Event Master Calendar</p> <p>e. Next Meeting</p> <p><u>Parking & Mobility Committee / David Miles, Interim Chair</u></p> <p>a. Approval of FY23 EVA CPD Budget Midyear Adjustments</p> <p>b. Selection of FY24 CPD Projects for Budget Preparation</p> <p>c. Next Meeting:</p>	<p>6.c. Chris announced that the RFP responses for CMS Website Redesign will soon be evaluated. Chris added that the CMS Website Redesign RFP Task Force will soon be coordinated with Robyn Spencer and those who are interested.</p> <p>6.d. Chris stated that staff needs the remainder of the year schedule for upcoming events to develop a master calendar.</p> <p>6.e. The next Marketing & Special Events Committee meeting date is TBD.</p> <p>6.a. Chris reported that the cancellation of the DSDP Clean + Safe Supplemental Ambassador Program has allowed for additional funding for enhanced street lighting projects in East Village.</p> <p>Chris stated that the FY24 CPD Budget will be presented in a cleaner, more concise format.</p> <p>6.b. Nothing to report.</p> <p>6.c. The next Parking & Mobility Committee meeting date is TBD.</p>	<p>6.c. No action taken</p> <p>6.d. No action taken</p> <p>6.e. No action taken</p> <p>6.a. Todd Brown moved to authorize staff to move forward with the FY23 EVA CPD Budget Midyear Adjustments. Terry McCleary seconded the motion. Unanimously approved.</p> <p>6.b. No action taken</p> <p>6.c. No action taken</p>
<p>7. Community Reports</p>	<p>7. Kohta Zaiser of Mayor Todd Gloria’s Office presented to the EVA Board. Kohta stated that the outdoor business grant is in conversation with City Officials.</p> <p>Kohta reported that the streetlights Downtown are in severe backlog of City Electricians, there are currently eight for all of Downtown. Kohta announced that they are in negotiations of contracting outside labor and potentially having boots on the ground for light repair by March.</p>	<p>7. No action taken</p>

Kohta stated that Environmental Services are receiving complaints on the new, green Organic Waste cans. Chris Gomez recommended adding decals to the cans for educational purpose as well as securing the cans.

Mary Soriano asked about the Gallagher Square revamp and asked Kohta Zaiser for any update. Ken Kawachi stated that the Gallagher Square revamp is pending and that he will provide more information in time.

Margaret Doyle from Assemblymember Horvath's Office introduced herself to the Board. Margaret stated that Tasha Horvath was reelected and now oversees the coastline from Carlsbad to Coronado. Margaret reported that she is an East Village resident and wasn't to be accessible as she is eager to become familiar with the Southern half of the new territory.

Margaret stated that there are two Assembly Bills that are in process. Assembly Bill 45, which is a blue carbon project along the coastline, states that developments in costal wetland zones must contribute to or initiate a blue carbon/carbon dioxide project. Assembly Bill 47, which is public floor therapy, is designed for those who have just given birth and don't have insurance, this assists in treating symptoms that may arise post-birth.

Emily Bonner from Councilmember Whitburn's Office reported on the 'safe sleep initiative' in preventing unsafe camping to address homelessness Downtown. Emily stated that there are two efforts in process, one being a large scale safe sleeping site in parking lots where bathrooms and running water will be available for unhoused citizens in the short term. The second effort in tandem with this sleeping site is a proposed ordinance of when and where unsafe camping can occur. Emily predicted early next month to finalize and announce this ordinance. Marco told Emily that he would love to work with any advisory team to assist these efforts.

Latrell Crenshaw & Sean Plaisted with the Economic Development Department reported to the Board. Latrell stated that New City America staff has been of great assistance regarding cleaning up the EVA

	<p>organization, since December. Latrell reported that there are no concerns right now for any outstanding EVA items.</p> <p>Latrell announced that the City of San Diego is imposing it's 'Spaces as Places' program to allow for permanent outdoor dining and community gather spaces within areas of the public right of way. Latrell stated that this program is targeted to small local San Diego businesses. The program is designed to assist with permits, designs, and constructions of the outdoor spaces. Applications are open now through June 30, 2023.</p>	
8. Articles & Report by Executive Director	8. Marco previously reported to the Board earlier in the meeting, nothing further to report.	8. No action taken
9. Next Board of Directors Meeting TBD Based on Item 5	<p>9. The next Board of Directors meeting will be on Thursday, March 16, 2023, at 3:00pm at UCSD Park & Market (1100 Market Street).</p> <p>NEW SET MEETING DATE & TIME Third Thursday (3/16/2023) of the Month at 3:00pm, UCSD Park & Market - 1100 Market St., San Diego CA 92101.</p>	9. No action taken
10. Adjournment	10. Meeting adjourned.	10. Todd Brown moved to adjourn the meeting. Terry McCleary seconded the motion. Unanimously approved.

Minutes taken by: Ethan Olsen, New City America.

1:56 PM

03/13/23

Accrual Basis

East Village Association Inc.

Balance Sheet

As of March 13, 2023

	<u>Mar 13, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
10010 · Union - Checking	148,167.26
10020 · Union - Savings Account	283,838.35
Total Checking/Savings	432,005.61
Accounts Receivable	
12000 · Accounts Receivable	
12001 · Parking Receivable	32,360.61
Total 12000 · Accounts Recept...	32,360.61
Total Accounts Receivable	32,360.61
Other Current Assets	
12070 · Parking Receivable	-19,431.15
12075 · Prepaid Expense	11.91
12080 · Rent Deposit	1,152.00
Total Other Current Assets	-18,267.24
Total Current Assets	446,098.98
TOTAL ASSETS	446,098.98
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	-5,735.03
Total Accounts Payable	-5,735.03
Total Current Liabilities	-5,735.03
Total Liabilities	-5,735.03
Equity	
39000 · Retained Earnings	459,240.20
Net Income	-7,406.19
Total Equity	451,834.01
TOTAL LIABILITIES & EQUITY	446,098.98

2:03 PM

East Village Association Inc.

Profit & Loss

February 2023

03/13/23

Accrual Basis

	110 - Associati...	210 - BID	400 - Parking ...	510 - SBEP	TOTAL
Ordinary Income/Expense					
Income					
SBEP Income					
Tech Assistance	0.00	0.00	0.00	549.00	549.00
Total SBEP Income	0.00	0.00	0.00	549.00	549.00
40055 · BID Disbursements					
40055 · BID Disbursements - Other	0.00	15,553.91	0.00	0.00	15,553.91
Total 40055 · BID Disbursements	0.00	15,553.91	0.00	0.00	15,553.91
40085 · Parking District Income	0.00	0.00	25,822.48	0.00	25,822.48
Total Income	0.00	15,553.91	25,822.48	549.00	41,925.39
Expense					
512028 · Consulting/Business Promotion					
51176 · Social Media Consultant	0.00	1,375.00	1,375.00	0.00	2,750.00
51195 · Ambassador Program	0.00	0.00	4,748.07	0.00	4,748.07
Total 512028 · Consulting/Business Promot...	0.00	1,375.00	6,123.07	0.00	7,498.07
512059 · Personnel					
51135 · Executive Director	2,077.50	6,485.37	6,437.13	0.00	15,000.00
51147 · Employee Benefits	38.40	0.00	0.00	0.00	38.40
Total 512059 · Personnel	2,115.90	6,485.37	6,437.13	0.00	15,038.40
512110 · Design & Improvements					
51210 · Parklet Maintenance	0.00	0.00	55.44	0.00	55.44
Total 512110 · Design & Improvements	0.00	0.00	55.44	0.00	55.44
512138 · Promotion/Advertising/Marketing					
51325 · IT Services	0.00	899.34	0.00	0.00	899.34
Total 512138 · Promotion/Advertising/Marke...	0.00	899.34	0.00	0.00	899.34
512143 · Office Operational					
51355 · Office Rent	0.00	1,132.70	1,132.70	0.00	2,265.40
51365 · Permits & Fees	0.00	10.00	0.00	146.00	156.00
51370 · Printing	127.27	1,087.79	0.00	0.00	1,215.06
51380 · Telephone & Utilities	0.00	43.48	0.00	0.00	43.48
51385 · Utilities/Equipment	36.00	0.00	0.00	0.00	36.00
Total 512143 · Office Operational	163.27	2,273.97	1,132.70	146.00	3,715.94
Total Expense	2,279.17	11,033.68	13,748.34	146.00	27,207.19
Net Ordinary Income	-2,279.17	4,520.23	12,074.14	403.00	14,718.20
Net Income	-2,279.17	4,520.23	12,074.14	403.00	14,718.20

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

03/13/23

Accrual Basis

	Feb 23	Budget	Jul '22 - Feb 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40055 - BID Disbursements	15,553.91	14,597.00	134,314.92	116,776.00	175,000.00
40060 - BID Carryforward Income	0.00	1,852.00	0.00	14,816.00	22,223.00
Total Income	<u>15,553.91</u>	<u>16,449.00</u>	<u>134,314.92</u>	<u>131,592.00</u>	<u>197,223.00</u>
Expense					
PERS / CONSULT. SERVICES 512028					
Workers Comp. / Payroll Fees	0.00		296.25		
Total PERS / CONSULT. SERVICES 512028	0.00		296.25		
SBEP Expenses					
Management Grant	0.00		2,275.00		
Total SBEP Expenses	0.00		2,275.00		
512028 - Consulting/Business Promotion					
51175 - Stratagic Plan Facilitator	0.00	167.00	0.00	1,336.00	2,000.00
51176 - Social Media Consultant	1,375.00	500.00	1,375.00	4,000.00	6,000.00
51190 - Intern	0.00	292.00	0.00	2,336.00	3,500.00
Total 512028 - Consulting/Business Promoti...	<u>1,375.00</u>	<u>959.00</u>	<u>1,375.00</u>	<u>7,672.00</u>	<u>11,500.00</u>
512059 - Personnel					
51135 - Executive Director	6,485.37	2,836.00	47,004.13	22,688.00	34,030.00
51136 - Operations Manager	0.00	1,334.00	0.00	10,672.00	16,000.00
51140 - Payroll Taxes	0.00	542.00	1,785.32	4,336.00	6,500.00
51145 - Payroll Fees	0.00	3.00	12.25	24.00	40.00
51147 - Employee Benefits	0.00	667.00	1,044.84	5,336.00	8,000.00
51150 - Workers Compensation	0.00	112.00	479.51	896.00	1,336.00
Total 512059 - Personnel	<u>6,485.37</u>	<u>5,494.00</u>	<u>50,326.05</u>	<u>43,952.00</u>	<u>65,906.00</u>
512110 - Design & Improvements					
51200 - Placemaking/Banners	0.00	250.00	1,070.03	2,000.00	3,000.00
51205 - Placemaking/Tecture	0.00	399.00	0.00	3,192.00	4,780.00
Total 512110 - Design & Improvements	<u>0.00</u>	<u>649.00</u>	<u>1,070.03</u>	<u>5,192.00</u>	<u>7,780.00</u>
512138 - Promotion/Advertising/Marketing					
51245 - Annual Meeting / Election	0.00	84.00	0.00	672.00	1,000.00
51255 - Graphic Design	0.00	584.00	0.00	4,672.00	7,000.00
51265 - Member Benefits	0.00	117.00	406.50	936.00	1,400.00
51290 - Outreach-Welcome Packet	0.00	209.00	0.00	1,672.00	2,500.00
51320 - IT Website	0.00	21.00	0.00	168.00	250.00
51325 - IT Services	899.34	684.00	1,242.14	5,472.00	8,200.00
51335 - Member Events	0.00	3,084.00	0.00	24,672.00	37,000.00
Total 512138 - Promotion/Advertising/Market...	<u>899.34</u>	<u>4,783.00</u>	<u>1,648.64</u>	<u>38,264.00</u>	<u>57,350.00</u>
512143 - Office Operational					
Computer Services	0.00	0.00	52.99	0.00	0.00
Office Supplies	0.00	0.00	26.93	0.00	0.00
51160 - Legal Services	0.00	334.00	3,500.00	2,672.00	4,000.00
51165 - Accounting Services	0.00	434.00	3,000.00	3,472.00	5,200.00
51170 - Audit & Tax Filing	0.00	300.00	9,000.00	2,400.00	3,600.00
51345 - Bid Council/Found. Membership	0.00	42.00	300.00	336.00	500.00
51350 - Insurance	0.00	834.00	4,273.10	6,672.00	10,000.00
51355 - Office Rent	1,132.70	634.00	6,310.68	5,072.00	7,600.00
51360 - Membership / Parking	0.00	84.00	0.00	672.00	1,000.00
51365 - Permits & Fees	10.00	84.00	410.00	672.00	1,000.00
51370 - Printing	1,087.79	334.00	3,963.07	2,672.00	4,000.00
51380 - Telephone & Utilities	43.48	42.00	146.87	336.00	500.00
51385 - Utilities/Equipment	0.00	84.00	142.75	672.00	1,000.00
51390 - Dues/Subscriptions	0.00	34.00	982.99	272.00	400.00
Total 512143 - Office Operational	<u>2,273.97</u>	<u>3,240.00</u>	<u>32,109.38</u>	<u>25,920.00</u>	<u>38,800.00</u>
512153 - Contingency	0.00	1,324.00	0.00	10,592.00	15,887.00
Total Expense	<u>11,033.68</u>	<u>16,449.00</u>	<u>89,100.35</u>	<u>131,592.00</u>	<u>197,223.00</u>
Net Ordinary Income	<u>4,520.23</u>	<u>0.00</u>	<u>45,214.57</u>	<u>0.00</u>	<u>0.00</u>
Net Income	<u><u>4,520.23</u></u>	<u><u>0.00</u></u>	<u><u>45,214.57</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>

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

03/13/23

Accrual Basis

	Feb 23	Budget	Jul '22 - Feb 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40085 · Parking District Income	25,822	32,908	132,577	263,264	394,810
Total Income	25,822	32,908	132,577	263,264	394,810
Expense					
512028 · Consulting/Business Promotion					
51176 · Social Media Consultant	1,375	334	1,375	2,672	4,000
51195 · Ambassador Program	4,748	10,901	95,150	87,208	130,810
Total 512028 · Consulting/Business Promot...	6,123	11,235	96,525	89,880	134,810
512059 · Personnel					
51135 · Executive Director	6,437	2,801	26,161	22,408	33,600
51136 · Operations Manager	0	1,800	0	14,400	21,600
51137 · Program Manager	0	0	0	0	0
51138 · Admin./Spec. Events/Oper. Mgr.	0	0	0	0	0
51140 · Payroll Taxes	0	543	32	4,344	6,500
51145 · Payroll Fees	0	3	0	24	40
51150 · Workers Compensation	0	111	183	888	1,334
Total 512059 · Personnel	6,437	5,258	26,376	42,064	63,074
512110 · Design & Improvements					
51200 · Placemaking/Banners	0	4,912	0	39,296	58,938
51205 · Placemaking/Tecture	0	3,162	0	25,296	37,938
51206 · Placemaking/Lights	0	4,167	0	33,336	50,000
51210 · Parklet Maintenance	55	250	389	2,000	3,000
Total 512110 · Design & Improvements	55	12,491	389	99,928	149,876
512138 · Promotion/Advertising/Marketing					
51255 · Graphic Design	0	84	0	672	1,000
51260 · Market Research / Home Bus.	0	500	0	4,000	6,000
51265 · Member Benefits	0	0	0	0	0
51290 · Outreach-Welcome Packet	0	251	0	2,008	3,000
51320 · IT Website	0	21	0	168	250
51325 · IT Services	0	417	2,800	3,336	5,000
51335 · Member Events	0	1,100	0	8,800	13,200
Total 512138 · Promotion/Advertising/Marke...	0	2,373	2,800	18,984	28,450
512143 · Office Operational					
51165 · Accounting Services	0	0	600	0	0
51350 · Insurance	0	0	0	0	0
51355 · Office Rent	1,133	634	6,311	5,072	7,600
51370 · Printing	0	0	180	0	0
51380 · Telephone & Utilities	0	0	0	0	0
51385 · Utilities/Equipment	0	0	0	0	0
512143 · Office Operational - Other	0	0	2,400	0	0
Total 512143 · Office Operational	1,133	634	9,491	5,072	7,600
512186 · Special Events	0	917	3,000	7,336	11,000
Total Expense	13,748	32,908	138,580	263,264	394,810
Net Ordinary Income	12,074	0	-6,003	0	0
Net Income	12,074	0	-6,003	0	0

ARTICLE 4: DIRECTORS

Section 1. Number and Term

The Corporation shall have a minimum of seven (7) and a maximum of twenty five (25) Directors and collectively they shall be known as the Board of Directors. The exact number of Directors shall be fixed from time-to-time by resolution by the Board of Directors. Subject to the foregoing provisions for changing the number of Directors, the following seats shall be allocated to the Board of Directors:

- A) No less than a two-thirds majority of the seats on the Board of Directors, at all times, shall be filled by East Village Business Improvement District Directors (as defined in Section 2 of this Article 4);
- B) The balance of seats shall be filled by Community and Property Directors (as defined in Section 2 of this Article 4);
- C) Directors shall be elected for a term of two (2) years. However, following the first election of Directors, one half ($\frac{1}{2}$) of the Property Owner Directors and one half ($\frac{1}{2}$) of the Community Directors shall serve a term of one (1) year, and the other half ($\frac{1}{2}$) of the of the Property Owner Directors and one half ($\frac{1}{2}$) of the Community Directors shall serve a term of two (2) years.

The Directors may assign the one-year terms by unanimous agreement, but in the absence of such agreement, the Directors receiving one-year terms shall be chosen by lot at the meeting at which the election is held. This staggering of terms will ensure that the entire Board is not replaced within one calendar year. Directors' terms shall commence on the date of their election and expire on the date of the election of the successor to the Director whose term is expiring.

Section 2. Qualifications

Members of the Board shall possess the following qualifications:

- A) Business Improvement Directors, or their designated representatives, shall be owners of and holders of valid San Diego Business Licenses within the boundaries of the East Village BID (Business Improvement District, the "District"), who have made full payment of all BID assessments due for the previous fiscal year, (as defined in these Bylaws).
- B) Community and Property Directors shall be persons who:
 - 1) own and operate a property or properties located within the boundaries of the District, or their duly appointed authorized representative (as defined in these Bylaws) of such property owner and operator;

- 2) community members who reside within the boundaries of the District;
 - 3) individuals who do not reside or operate a business within the District boundaries but who show a high degree of interest and concern for the welfare of the District and who understand its connection to the community at large, and who the Board believes may assist the Corporation to fulfill its goals as a public benefit Corporation.
- C) To be eligible to serve on the Board of Directors after the first Annual Meeting in the fall of 2023, the nominees must agree to the following:
1. The nominee must agree with the Purpose of the Corporation, Article 2.
 2. The nominee must commit to attending Board meetings unless previously excused.
 3. The nominee must serve on at least one standing committee of the Board.

Section 3. Nomination and Election

Not less than thirty (30) days before the date set forth for the Annual meeting of the Directors, the President shall appoint at least three (3) Directors, at least two of whom shall be Business Owners, as the Nominating Committee to solicit nominees for consideration for election as Directors. The names so proposed, by the Committee shall be presented to the Board at its Annual meeting. The Nominations Committee shall include the President and at least two other Directors.

The Nominations Committee shall provide nomination forms to all eligible business and property owners and Directors. The nomination forms shall be mailed out at least thirty (30) days prior to the date set for the annual meeting. A due date of at least ten (10) days prior to the annual meeting date shall be stated as the deadline for submitting nominations to the Nominations Committee;

- A) The nominees, who have been deemed to be qualified, consistent with these Bylaws shall be presented to the Board for consideration of election to the Board at its Annual meeting.
- B) At the Annual meeting the Directors may vote to accept some or all of the nominees submitted by the Nominations Committee. The election of Directors shall comply with the allocation provided in Section 1 of this Article 4.

Nominations may not be made from the floor but only in accordance with the procedures set forth in this Section 3 or such other procedures as may be determined by the Board. However, the Board shall have the authority to appoint any Director, who meets the qualifications of the Board, at any time during the year, based upon vacancies or openings on the Board. Between Annual meetings, the Executive Committee shall be the Committee authorized to review and approve new nominees to the Board.

Section 4. Powers

- A) General Powers. Subject to the provisions of the California Nonprofit Corporation law, and any limitations in the Articles of Incorporation and Bylaws, the activities and affairs of this Corporation shall be conducted and all corporate powers shall be exercised by or under the direction of the Board of Directors.
- B) Specific Powers. Without prejudice to the general powers stated in Section 4,A and subject to the same limitations, the Directors shall have the power to:
- 1) Select and remove all officers, employees and agents of this Corporation; Prescribe any powers and duties for the officers, employees and agents that are consistent with law, with the Articles of Incorporation, and with these Bylaws; and fix the compensation of the officers, employees and agents;
 - 2) Change the Principal Executive Office or the principal business office in the State of California from one location to another within the City of San Diego; Cause this Corporation to be qualified to do business in any other state, territory, dependency or country and conduct business within or outside the State of California for the holding of any meeting, including annual meetings;
 - 3) Borrow money and incur indebtedness on behalf of this Corporation and cause to be executed and delivered for corporate purposes, in the corporate name, promissory notes, bonds, debentures, deeds of trust, mortgages, pledges, hypothecations, and other evidences of debt and securities;
 - 4) Accept on behalf of this Corporation any contribution, gift, bequest or devise for the general purposes or for any special purpose of this Corporation;
 - 5) Contract for goods and/or services for this Corporation, subject to the limitations elsewhere provided in these Bylaws; Maintain and otherwise manage or cause to be managed, all other property acquired by this Corporation; Contract and pay maintenance, utilities, materials and supplies and services, relating to facilities; and employ personnel reasonably necessary for the operation of this Corporation, including lawyers and accountants where appropriate;

- 6) Enter into any contract or execute and deliver any instrument in the name of and on behalf of this Corporation, and such authority may be general or confined to a specific instance;
- 7) Adopt and publish rules and regulations governing the use of facilities of this Corporation, and to establish penalties for the infraction thereof;
- 8) Conduct, manage and control the affairs and business of this Corporation;
- 9) Contract and pay for the expenses of this Corporation;
- 10) Prescribe such rules relating to the affairs and conduct of this Corporation as in the judgment of the Board, from time to time, may be found necessary or proper;
- 11) Pay taxes and special assessments which are or would become a lien on property of this Corporation;
- 12) Exercise all other powers granted to the Board by the Articles of Incorporation or these Bylaws or the laws of the State of California, including, without limitation, the California Nonprofit Corporation Law;
- 13) Remove a Director from the Board for cause including failure of a Property Owner Director to pay assessments levied by the District in a timely manner, malfeasance, conflicts of interest or unauthorized use of the Corporation's funds and/or name for personal gain.

All checks, drafts or orders for the payment of debts, notes or other evidences of indebtedness issued in the name of this Corporation shall be signed by such officer or officers, agent or agents of this Corporation and in such manner as shall from time to time be determined by resolution of the Board. In the absence of such determination by the Board, such instruments shall be signed by the Treasurer and at least one other officers of the corporation.

Section 5. Compensation

The Directors shall serve without compensation except that any Director may be reimbursed for his or her actual expenses incurred in the performance of his or her duties.

Section 6. Conflict of Interest (Restriction re: interested Directors)

Notwithstanding any other provision of these Bylaws, not more than thirty percent (30%) of the persons serving on the Board may be interested persons. For purposes of this Section, "interested persons" means either:

- A) Any person currently being compensated by the Corporation for services rendered it within the previous twelve (12) months, whether as a full or part-time officer or other employee, independent contractor; or
- B) Any brother, sister, ancestor, descendant, spouse, brother-in-law, sister-in-law, son-in-law, daughter-in-law, mother-in-law, or father-in-law of any such interested person.

In any and all cases, a Board member who also happens to be an “interested person” shall not move, second or vote on any contract in which they have a financial interest.

Owning a real property or a business within the boundaries of the District does not render a Director an interested person.

Section 7. Vacancies and Removal

Vacancies on the Board may result from the death, removal or resignation of a Director as provided in this Section 7, or by a duly enacted increase in the number of authorized Board members.

Any Board member with three (3) *unexcused* absences from regularly scheduled Board meetings within a one year period shall be automatically removed from the Board without any formal action required to be taken by the Board. Any Board member who misses four (4) regular Board meeting within a one year period, whether excused or unexcused, shall be automatically removed from the Board without any formal action required to be taken by the Board, unless reviewed and waived by the Executive Committee.

The Board of Directors may remove and declare vacant the seat of a Director who has been declared of unsound mind by a final order of court, or for whom a guardian or conservator of the person has been appointed by a court, or who has been convicted of a felony, or who has been found by a final order or judgment of any court to have breached any duty under Section 5230 and following of the California Nonprofit Corporation Law.

Any Director may be removed from the Board without cause by the affirmative vote of Directors constituting at least two-thirds (2/3) of the total membership of the Board then in office. Written notice of the Board’s intention to remove a Director from the Board shall be given fifteen (15) days prior to the date of the proposed removal vote. The notice shall identify the reasons for the proposed removal and shall provide an opportunity for the subject Director to appear and be heard, orally or in writing, not less than five days before the removal vote. The notice shall be sent to the subject Director by first class or certified mail. Any removal vote shall be by secret written ballot. Upon an affirmative vote of removal of a Director, the removed Director’s seat shall be deemed vacant.

Any Director may resign effective upon giving written notice to the President or, the Secretary of this Corporation. The effective date of the resignation shall be the effective

date stated in the notice of resignation, or if no date is specified in the notice, the resignation shall be effective on the date the notice of resignation is received by the President or the Secretary. Upon the effective date of the resignation, the resigned Director's seat shall be deemed vacant,

Vacancies on the Board may be filled at any time by the affirmative vote or written consent of a majority of the Directors then in office. Vacancies and new appointments to the Board shall be filled or recommended by a written recommendation of the Executive Committee. If the number of Directors then in office is less than a quorum, the vacancy may be filled by (a) the unanimous written consent of all of the Directors then in office without a meeting, or b) the affirmative vote of a majority of the Directors then in office at a duly noticed regular or special meeting; or (c) a sole remaining Director. Persons filling a vacancy shall meet the qualifications provided in Section 2 of this Article 4. Any person filling a vacancy created by the death, removal or resignation of a Property Owner Director shall meet the qualifications for a Property Owner Director as provided in Section 2 of this Article 4. Any person filling a vacancy created by the death, removal or resignation of a Community Director shall meet the qualifications for a Community Director as provided in Section 2 of this Article 4.

A person elected to fill a vacancy as provided by this Section shall hold office until the next regular annual election of the Board of Directors or until his or her death, resignation or removal from office.

Section 8. Non-Liability of Directors.

The Directors shall not be personally liable for the debts, liabilities, or other obligations of the Corporation.

Section 9. Indemnification of Directors.

A) Right of Indemnification. The Corporation shall indemnify any person who was or is a party to any threatened, pending or completed civil lawsuit or proceeding, whether administrative, or investigative, including all appeals (other than an action brought by or on behalf of the Corporation) by reason of the fact that that person is or was acting as a Director, officer, or employee of the Corporation. Indemnification shall be against all expenses, including without limitation, attorneys' fees, court costs, expert witness fees, judgments, decrees, and fines actually paid by the person in settlement of any action, suit, or proceedings provided that the Board of Directors shall first have determined, in its sole judgment, that the person acted in good faith and in a manner that he or she reasonably believed to be in the best interests of the Corporation. The termination of any action, suit or proceeding by judgment, order, or settlement shall not of itself create a presumption that the person did not act in good faith.

B) Gross Negligence or Misconduct. No indemnification shall be made for any claim, issue, or matter as to which the person is finally adjudged to be liable for gross negligence or intentional misconduct in the performance of his or her duties as director, officer, trustee,

fiduciary or employee.

C) Indemnity for Successful Defense. In spite of any limitations set forth in subsections A) and B) of this Section 9, to the extent that any person has been successful on the merits or otherwise in defense of any action, suit or proceeding referred to in those Sections, that person shall be indemnified against all expenses actually and reasonably paid by him or her, including, without limitation, attorneys' fees, court costs, and expert witness fees.

D) Advancement of Expenses. Expenses incurred in defending a civil action, suit, or proceeding may be paid by the Corporation in advance of the final disposition of the action, suit, or proceeding as authorized by the Board of Directors, on receipt by the Board of Directors of an undertaking by or on behalf of the director, officer, or employee involved to repay the expenses if it is ultimately determined that the person is not entitled to be indemnified by the Corporation as authorized in this Section.

E) Indemnification Not Exclusive. The indemnification provided under this Section shall not be deemed to be exclusive or any other rights to which any person indemnified may be entitled under any regulation, agreement, vote of the stockholders or disinterested directors, or otherwise. The indemnification provided under this Section shall be deemed exclusive of any other power to indemnify or right to indemnification that the Corporation or any person referred to in this Section may have or acquire. Indemnification shall continue and inure to the benefit of the heirs, executors, and administrators of any person entitled to indemnification under this Section.

F) Liability Insurance. The Corporation may purchase and maintain insurance on behalf of any person who is or was a director, officer, employee, or designated agent of the Corporation against any liability asserted against and incurred by that person whether or not the Corporation would have the power to indemnify that person under the provisions of these Bylaws.



February 14, 2023

To: East Village Association (EVA) Board of Directors

Re: Virtual Ballot – EVA Public Relations & Social Media Services RFP

RETURN TO DOMINIC LI MANDRI VIA EMAIL BY 5:00PM ON FRIDAY FEBRUARY 17, 2023.

Dear EVA Board of Directors,

There is an item that we need your response on that is a pending urgent matter. If you have any questions in reference to this item, please contact Dominic via email or on his cell at 619-241-1900.

Please review item, vote, and sign document before returning:

ITEM 1 **Context of Action.** On February 10, 2023, EVA Staff sent all PR & Social Media RFP submissions to the EVA Board of Directors and set a meeting of the Task Force to review the proposals. February 13, 2023, the Public Relations & Social Media Services RFP Task Force met to review the nine (9) proposals and three (3) email inquiries that the Association received for management of Public Relations & Social Media Services in the East Village District.

On February 13, 2023, the Task Force discussed the nine (9) proposals and narrowed the eligible proposals to Olive Public Relations and Tripepi Smith, as they were the only two San Diego based PR firms. The Task Force acknowledged that Olive Public Relations understands the nature of public relations and social media for BIDs. Olive currently has several contracts in San Diego County including the Little Italy Association, the Downtown Chula Vista Association, and other similar organizations, all of which have and continue to experience a tremendous amount of positive coverage locally, nationally, and internationally.

Staff did remind the Task Force that the monthly contract amount of \$5,500 would be split between the BID and the Parking District.

(MOTION ON SECOND PAGE)

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)

Motion. To authorize staff to negotiate, finalize, and enter into a one (1) year contract with a thirty (30) day escape clause in the amount of \$66,000 with Olive Public Relations to manage and facilitate the Public Relations & Social Media Services for East Village on behalf of the East Village Association.

Vote. In Favor Opposed Abstain

Signature

Date

Print Name

INSTALLATION

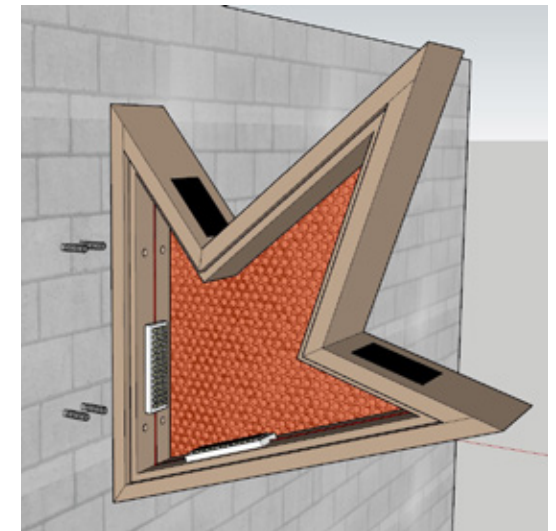
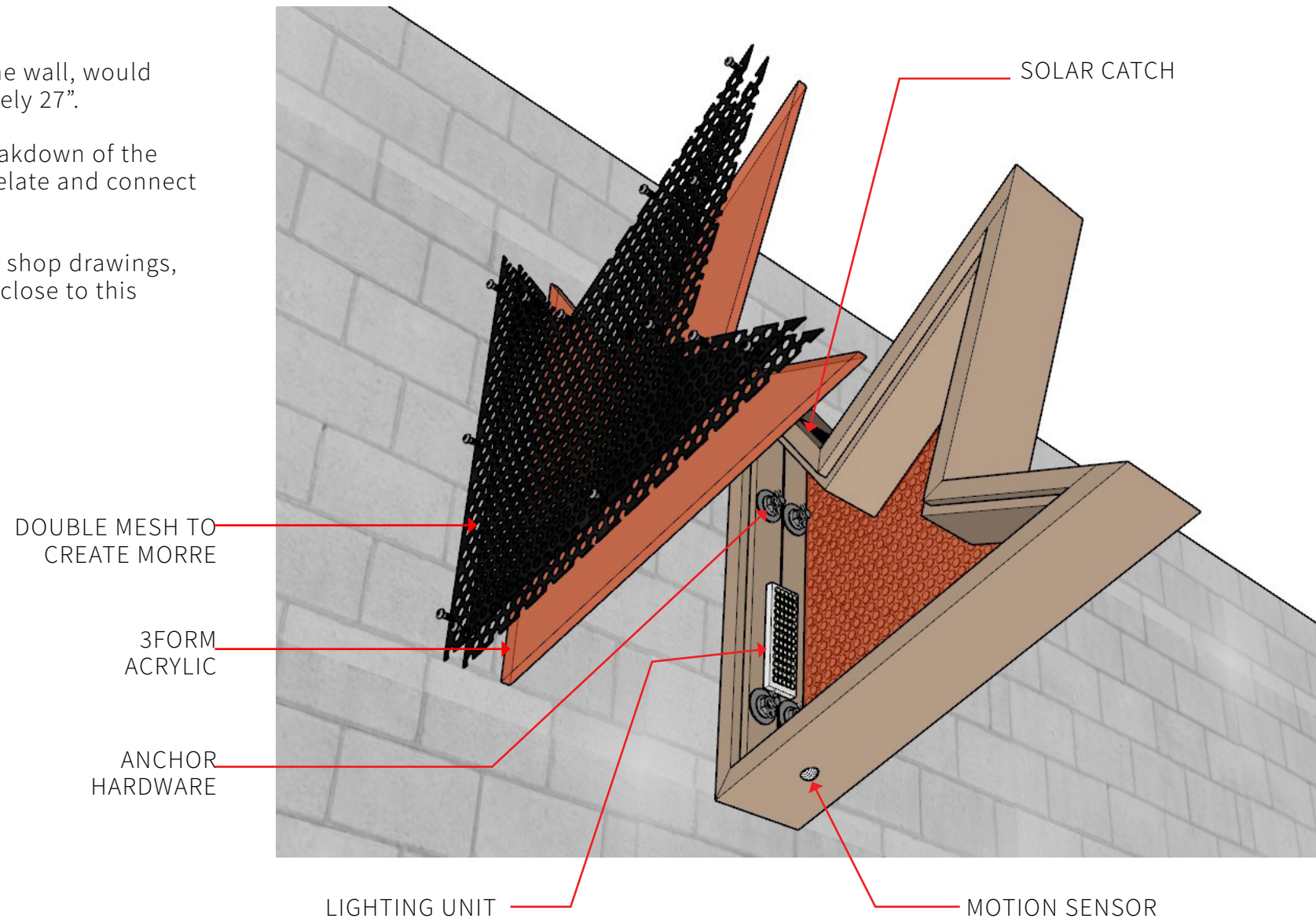
ASSEMBLY & INSTALLATION

The unit, when attached to the wall, would stand off the wall approximately 27”.

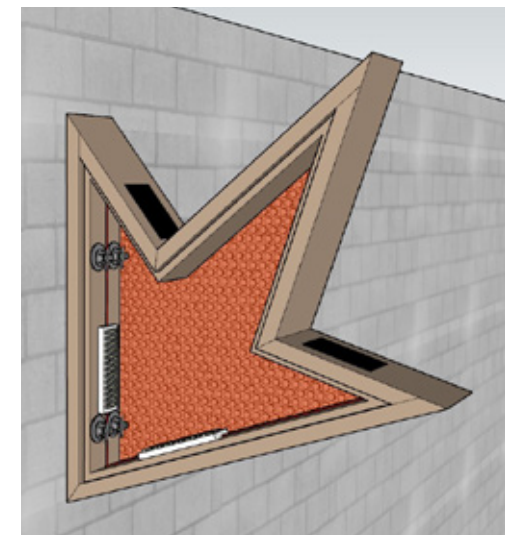
Shown in this picture is a breakdown of the elements and how they will relate and connect to one another.

This will be developed within shop drawings, but the overall would stay as close to this design as possible.

AXON OF THE UNIT



UNIT WITH EXPOSED SUPPORT



UNIT ATTACHED TO WALL



ASSEMBLED UNIT

EAST VILLAGE QR

EAST VILLAGE QR CODE

A small display can be located at the base of the mounted element with a QR code for people to walk by and link into information about East Village. This could be mounted on wood or on the brand color 3Form material, with an etched in street linework of the East Village area, with markers for pertinent locations.



EXAMPLE OF CITY ETCHING



PLAQUE OPTIONS

SML - INITIAL RENDERERS



QR PLAQUE



QR PLAQUE

Dominic Li Mandri

From: Kyle Preish <kyle@tectureinc.com>
Sent: Friday, February 3, 2023 12:10 PM
To: Ethan Olsen
Cc: Christopher M. Gomez; Dominic Li Mandri
Subject: Re: East Village Association | Tecture Contract

After digging, we have updates.

Our original contract was for \$300k (installation not included) for 6 signs. A \$30k Commencement payment was received for that.

Tecture then invoiced for \$100k on 6/24/21, however it appears as though \$120k was actually paid. Therefore, EVA has paid \$150k to date.

To date, Tecture has completed the Design Phase, Shop Drawings, Construction Documents. Per the original contract, we have been on hold at the Material Ordering phase (we've only purchased a portion of the materials). EVA is supposed to identify locations (building owners) that want these signs attached to their buildings.

We can fully suspend the project at this point if you'd like, or Tecture can complete the services.

Please let me know.

Kyle

On Fri, Feb 3, 2023 at 8:32 AM Ethan Olsen <ethan@newcityamerica.com> wrote:

Good Morning Kyle,

Thanks for the prompt response!

Unfortunate to hear this. The Tecture project sounds extremely puzzling on our end as well.

Look forward to hearing back to you soon. Have a great weekend!

Ethan

Ethan Olsen

Asst. District Manager

New City America, Inc.

2210 Columbia Street

San Diego, Ca. 92101

Office | 619.233.5009

Fax | 619.239.7105

Website | www.NEWCITYAMERICA.com



From: Kyle Preish <kyle@tectureinc.com>

Sent: Thursday, February 2, 2023 2:25 PM

To: Ethan Olsen <ethan@newcityamerica.com>

Cc: Christopher M. Gomez <chris@newcityamerica.com>; Dominic Li Mandri <dominic@newcityamerica.com>

Subject: Re: East Village Association | Tecture Contract

Hi Ethan,

Thanks for reaching out.

This project has had such a long and convoluted path that we will need to do an internal audit to know where it currently stands. I know that we had altered the overall scope since the original contract and that payments had been made towards the project, but the how and how much will require some digging.

Although a bummer, we would be fine suspending the project.

I'll reach out with information as we compile it.

Kyle

February 28, 2023

Budget Summary

The FY'23-'24 PBID budget process includes an ongoing review of our current collection rates by the county and manual billing from the City. DSDP C & S staff worked closely with the City of San Diego and Advisory Board members to identify all potential areas of risk within the C&S budget. Input was provided by the C & S Community through stakeholder surveys, attendance at community meetings, dialogue at the annual Property Business Improvement District community meeting, and targeted meetings with PBID C & S neighborhood representatives.

The top-line assessment revenue number of \$11,328,447 includes an increase to assessments of 5%, with a blended delinquency rate of 4% (1.5% for the county tax assessor's billing and 8% for the city's manual billing for government and non-profit owners, excluding federal properties). A fund balance carryforward from previous fiscal years in the amount of \$500,000 is included. A portion of the Employee Retention Tax credits have been received and pending credits of \$955,634 are included in total revenue.

Expenses continue to rise at a greater rate than increases in assessment revenues. To maintain service levels as consistently as possible, we are utilizing a portion of the accumulated fund balance to reinvest in the downtown neighborhoods. In addition, we are exploring additional sources of funds for services in the downtown area. Wages and benefits have been increased to be competitive with the labor market and have been successful in recruiting and retaining team members.

Our proactive steps for financial & operational stability include:

- We continue to seek additional funds to complement the PBID services budget.
- In addition, we continue to offer services to help unhoused people by partnering with the City and the Regional Task Force for the Homeless. Which are funded outside of Assessments.
- Downtown Partnership is proactively engaging the City and County to monitor the assessments collected.
- We are preparing the PBID renewal strategy in advance of the program end date 2025.

Neighborhood Ambassadors

Safety Ambassadors: 18

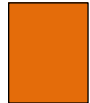
Maintenance Ambassadors: 13

East Village

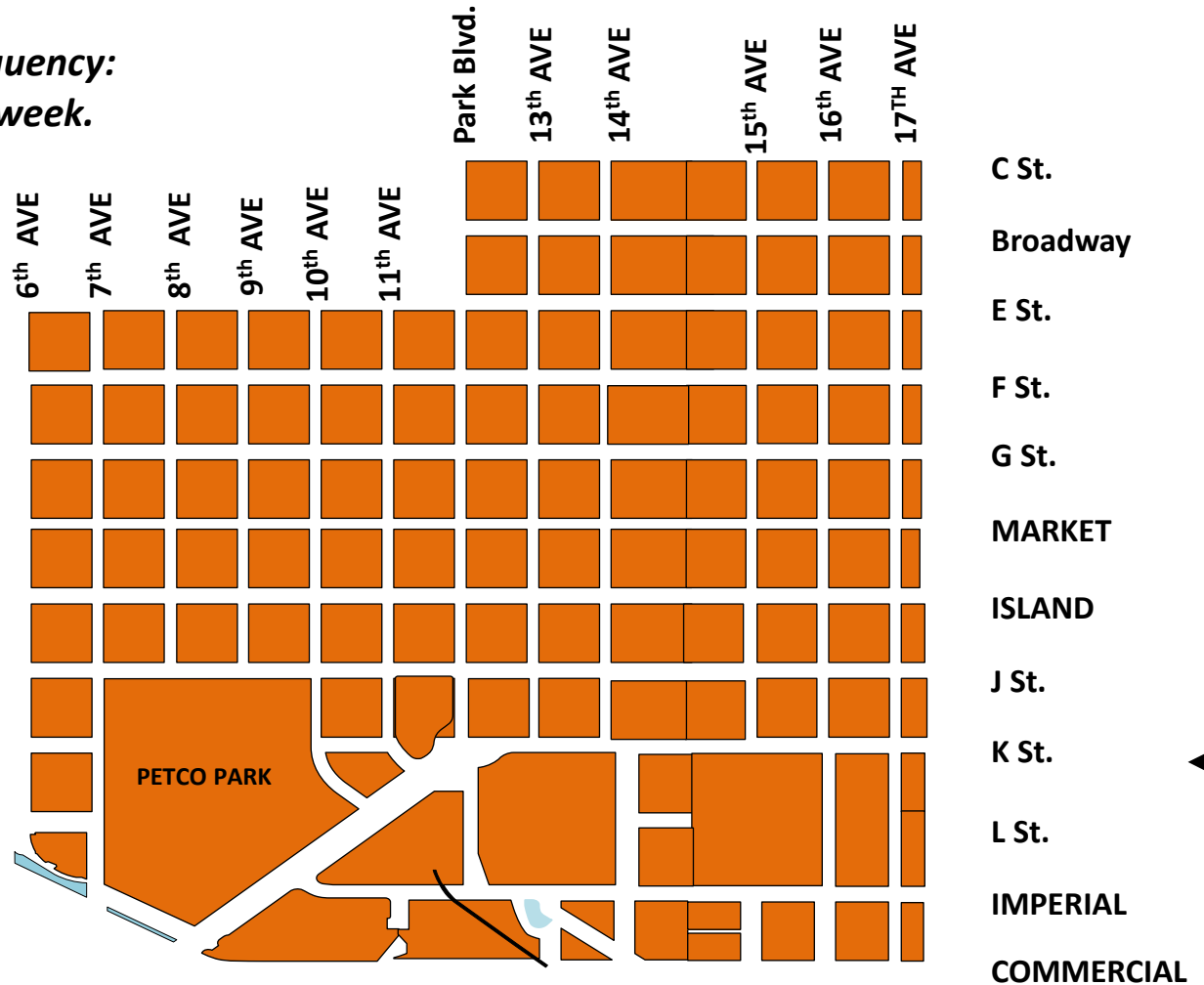
29

DOWNTOWN
SAN DIEGO
PARTNERSHIP
CLEAN & SAFE

FISCAL YEAR 22-23



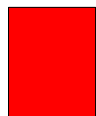
*Sidewalk Cleaning Frequency:
Minimum of 4 times a week.*



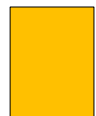
East Village



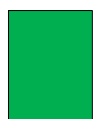
1st & 3rd week of the month



2nd & 4th week of the month

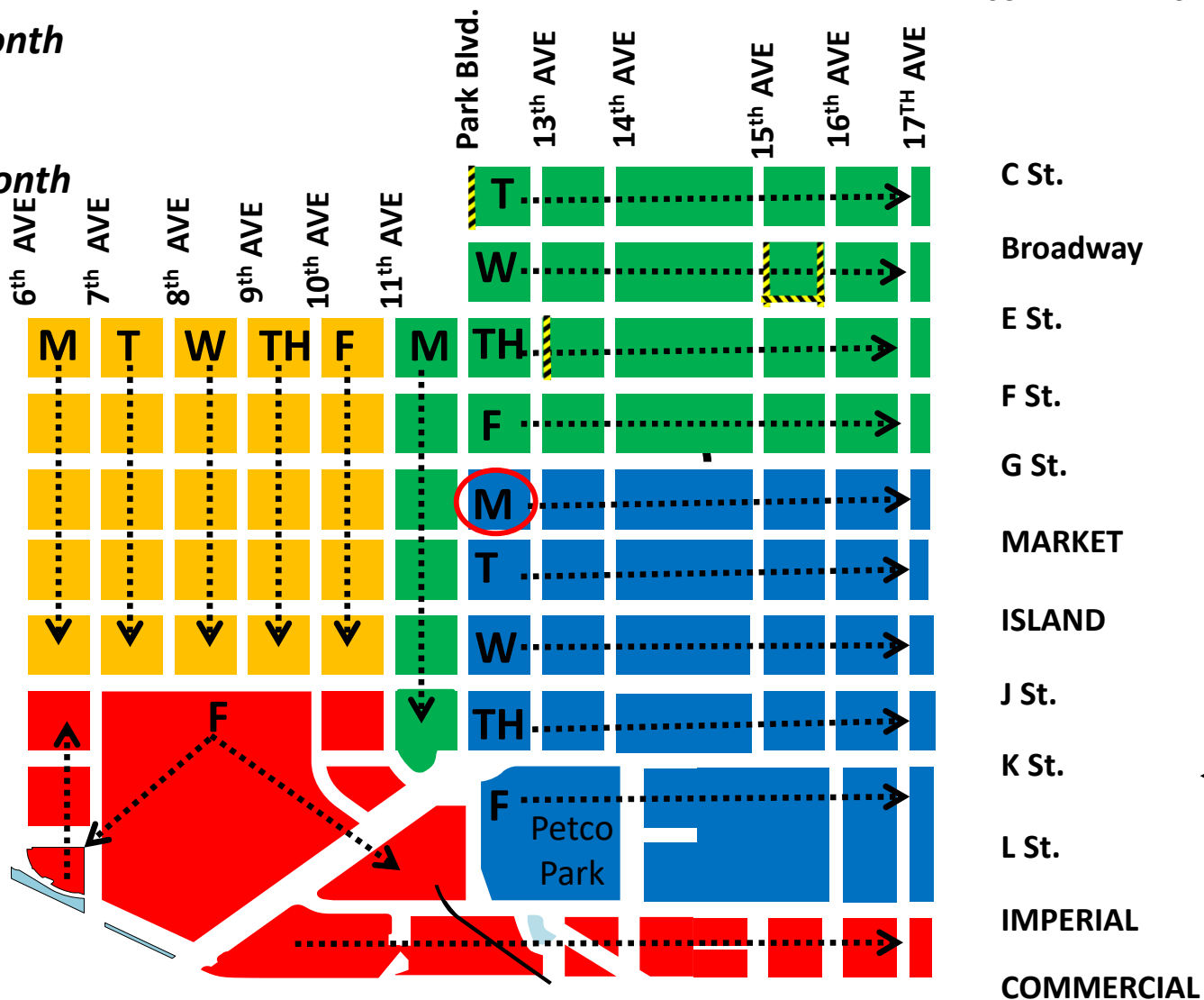


1st & 3rd week of the month



2nd & 4th week of the month

 Construction No Access



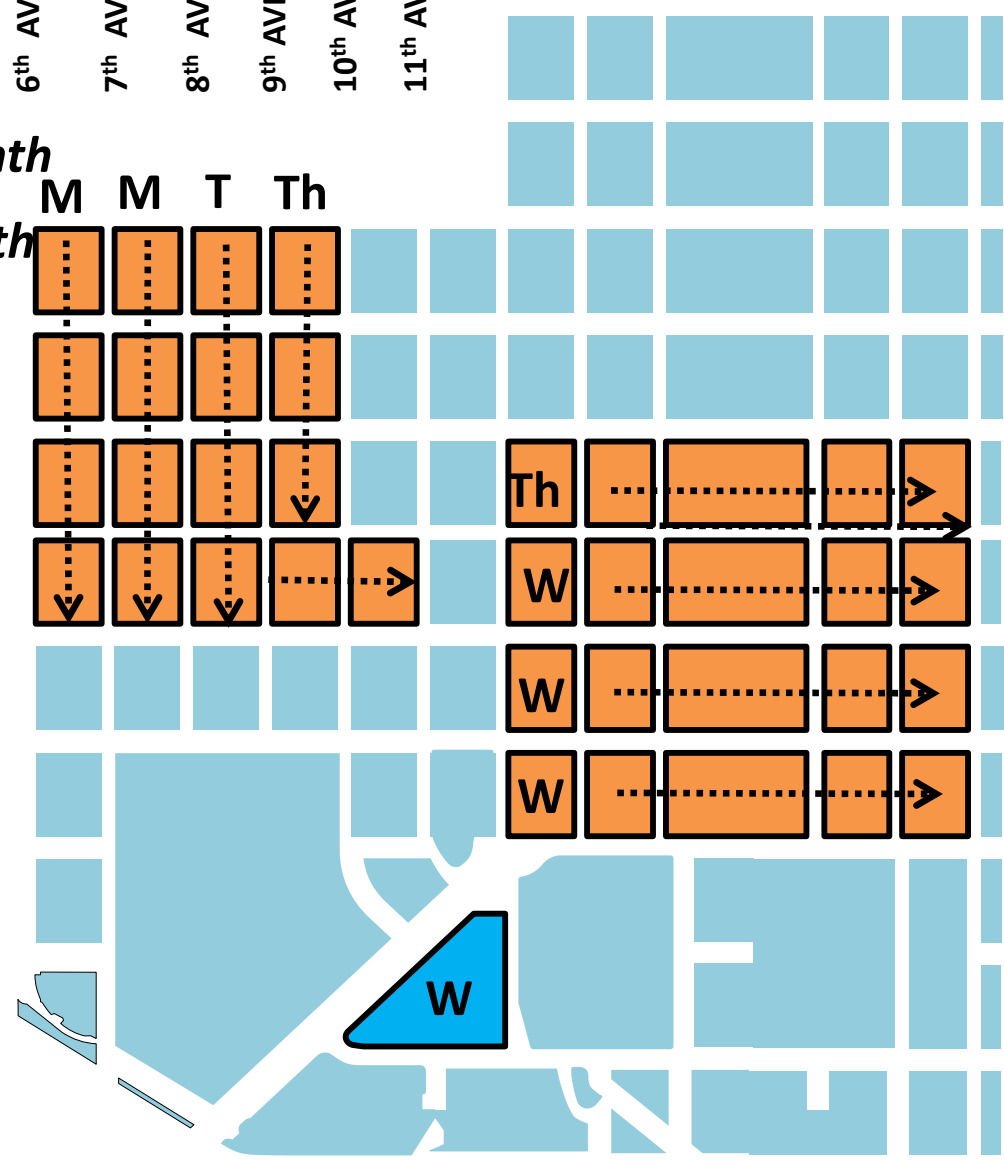
East Village

High Frequency

★ Following are the cleaning dates in addition to the baseline monthly cleaning.

6th AVE 7th AVE 8th AVE 9th AVE 10th AVE 11th AVE

Park Blvd.
13th AVE 14th AVE 15th AVE 16th AVE 17th AVE



C ST.
BROADWAY
E ST.
F ST.
G ST.
MARKET
ISLAND
J ST.
K ST.
L ST.
IMPERIAL
COMMERCIAL

2nd & 4th week of the month

1st & 3rd week of the month

Downtown San Diego PBID Budget FY 2022 - 2023

Revenue	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
Assessments (1) (2)	539,365	2,103,260	824,792	1,873,123	3,735,444	991,811	1,055,405	11,123,200
Loss Provision (3)	(22,660)	(88,363)	(34,651)	(78,694)	(156,935)	(41,668)	(44,340)	(467,311)
Water Feature Reimbursement (50%)	-	2,200	3,200	3,200	4,200	2,200	5,000	20,000
Other Revenue	1,746	6,807	2,669	6,062	12,090	3,210	3,416	36,000
Carry Forward	22,693	88,493	34,702	78,810	157,166	41,730	44,405	468,000
Total	541,144	2,112,397	830,712	1,882,501	3,751,965	997,282	1,063,886	11,179,889
Expenses								
Maintenance	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
Maintenance Personnel	-	602,977	285,188	689,820	1,033,156	305,661	267,435	3,184,236
Consultants	-	9,277	3,638	8,262	16,476	4,375	4,655	46,681
Cleaning & Janitorial Supplies	-	37,758	14,807	33,626	67,058	17,805	18,947	190,000
Vehicle Repair & Maintenance	-	13,513	5,299	12,035	24,000	6,372	6,781	68,000
Vehicle Fuel	-	12,321	4,832	10,973	21,882	5,810	6,183	62,000
Vehicle Insurance	4,399	4,399	4,399	4,399	4,399	4,399	4,399	30,790
Waste Removal	-	19,910	7,807	17,731	35,360	9,389	9,990	100,187
Uniforms	-	1,905	747	1,697	3,384	898	956	9,588
Equipment Leasing / Purchasing	-	11,317	4,438	10,079	20,100	5,337	5,679	56,950
Electric Services	-	4,389	1,721	3,908	7,794	2,069	2,202	22,084
Water Services	-	7,791	3,055	6,939	13,837	3,674	3,910	39,206
Maintenance and Safety Phone Services	-	8,173	3,205	7,278	14,515	3,854	4,101	41,126
Data Tracking	-	7,267	2,850	6,472	12,907	3,427	3,647	36,570
Powerwashing	60,278	264,986	90,992	289,650	568,689	143,960	119,642	1,538,197
Streetscape + Landscaping	-	13,833	14,333	16,333	12,333	15,333	19,833	92,000
Tree Trimming Neighborhood	-	9,600	5,440	5,760	19,200	12,480	15,360	67,840
Water Feature Maintenance + Utilities	-	4,400	6,400	6,400	8,400	4,400	10,000	40,000
Total	64,677	1,033,815	459,151	1,131,361	1,883,490	549,243	503,719	5,625,455
Beautification	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
Beautification Personnel	-	103,436	40,562	92,118	183,705	48,776	51,904	520,501
Consultants	-	11,933	4,680	10,628	21,194	5,627	5,988	60,500
Capital Improv Placemaking Projects and Activations	-	18,800	6,700	20,400	13,000	22,500	17,000	98,400
Equipment Leasing / Purchasing	-	1,331	522	1,186	2,365	628	668	6,700
Midblock Lighting	-	49,681	19,482	44,245	88,235	23,427	24,930	250,000
Total	-	185,182	71,946	168,576	308,498	100,959	100,489	935,651
Safety and Homeless Outreach Services	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
Safety & Outreach Personnel	55,656	57,838	133,994	51,509	102,722	138,587	140,336	680,643
Consultants	-	4,786	1,877	4,263	8,500	2,257	2,402	24,085
Safety Contracted Services	-	568,719	71,090	493,236	1,279,618	142,180	142,180	2,697,022
Total	55,656	631,343	206,961	549,008	1,390,840	283,024	284,917	3,401,750
Admin	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
Admin Personnel	-	97,454	38,217	86,791	173,081	45,955	48,902	490,400
Program Management	40,266	157,017	61,574	139,836	278,866	74,043	78,790	830,391
Office Supplies/Sanitation	-	6,955	2,728	6,194	12,353	3,280	3,490	35,000
Equipment Leasing / Purchasing	650	2,534	994	2,257	4,500	1,195	1,271	13,400
Payroll Services / Web Services	-	6,803	2,668	6,059	12,083	3,208	3,414	34,234
Legal Expense	2,425	9,454	3,708	8,420	16,791	4,458	4,744	50,000
Consultants	-	8,745	3,430	7,789	15,532	4,124	4,388	44,008
Contract Renewal	3,637	14,182	5,561	12,630	25,187	6,687	7,116	75,000
Parking	-	2,551	1,001	2,272	4,531	1,203	1,280	12,839
Community/Board Meetings/ Misc.	-	1,287	505	1,147	2,287	607	646	6,479
Training/Conferences	-	4,869	1,909	4,336	8,647	2,296	2,443	24,500
Rents / Leases / Utilities	-	24,416	9,575	21,744	43,363	11,513	12,252	122,862
Software	-	616	242	549	1,094	291	309	3,100
Total	46,977	336,884	132,109	300,022	598,314	158,861	169,047	1,742,213
CEP Exclusive	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
CEP Personnel	92,455	-	-	-	-	-	-	92,455
Consultants	18,500	-	-	-	-	-	-	18,500
Business Attraction & Retention	130,000	-	-	-	-	-	-	130,000
Property Marketing	130,000	-	-	-	-	-	-	130,000
Total	370,955	-	-	-	-	-	-	370,955
Other	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
City Fee	7,274	28,363	11,123	25,260	50,374	13,375	14,232	150,000
Employee Retention Tax Credits (4)	(4,394)	(103,189)	(50,577)	(291,726)	(479,552)	(108,178)	(8,518)	(1,046,134)
Total	2,880	(74,826)	(39,454)	(266,466)	(429,178)	(94,803)	5,714	(896,134)
Total Expenses (5)	541,145	2,112,398	830,712	1,882,502	3,751,964	997,283	1,063,887	11,179,889
Net Income	(0)	(0)	0	(0)	0	(0)	(0)	(0)
General Benefit (Non-Assessment) (6)	16,830	65,696	25,835	58,546	116,686	31,015	33,087	347,695

(1) Neighborhood percentage is based off of assessment revenue

(2) Budget revenue is based on a 5% assessment increase

(3) Assessment delinquency is 3.5% of total County billing; plus 10% of City manual billing (after deducting Fed assessments)

(4) One-time tax refund for Employee Retention Tax Credit Program

(5) The broader budget categories may be adjusted by up to fifteen percent (15%) of the total. There is no limitation on the reallocation of funds between individual line budget.

(6) General Benefit is 3.11% of budget and is based on value

Downtown San Diego PBID Preliminary Budget FY 2023 - 2024



Revenue	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
Assessments (1) (2)	581,431	2,228,432	910,957	1,966,613	3,929,823	1,041,559	1,108,413	11,767,228
Loss Provision (3)	(21,681)	(83,095)	(33,968)	(73,332)	(146,537)	(38,838)	(41,331)	(438,781)
Net Assessments	559,750	2,145,337	876,989	1,893,281	3,783,286	1,002,721	1,067,082	11,328,447
Other Revenue	-	2,200	3,200	3,200	4,200	2,200	5,000	20,000
Grants	-	4,167	4,167	4,167	4,167	4,167	4,167	25,000
ERTC (4)	47,219	180,974	73,980	159,711	319,147	84,587	90,016	955,634
Fund Balance	24,706	94,688	38,707	83,563	166,982	44,257	47,097	500,000
Total	631,675	2,427,366	997,043	2,143,923	4,277,781	1,137,931	1,213,362	12,829,081
Expenses								
Maintenance	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
Maintenance Personnel	-	667,500	340,785	683,853	1,005,287	307,866	398,220	3,403,510
Consultants	-	4,411	1,803	3,893	7,779	2,062	2,194	22,142
Cleaning, Janitorial Supplies & Uniforms	-	53,291	21,785	47,030	93,979	24,908	26,507	267,500
Vehicle Repair & Maintenance	-	15,938	6,515	14,065	28,106	7,449	7,927	80,000
Vehicle Fuel	-	11,953	4,886	10,549	21,079	5,587	5,945	60,000
Vehicle Insurance	-	10,006	4,090	8,830	17,646	4,677	4,977	50,226
Waste Removal	-	27,891	11,401	24,614	49,185	13,036	13,873	140,000
Equipment Leasing / Purchasing	-	5,280	2,158	4,659	9,311	2,468	2,626	26,503
Water Services	-	5,271	2,155	4,652	9,296	2,464	2,622	26,460
Maintenance and Safety Phone Services	-	14,200	5,805	12,532	25,042	6,637	7,063	71,280
Data Tracking	-	11,595	4,740	10,232	20,447	5,419	5,767	58,200
Powerwashing	63,194	278,325	92,371	268,589	575,647	151,024	123,322	1,552,472
Streetscape + Landscaping	-	5,000	30,000	5,000	5,000	5,000	5,000	55,000
Tree Trimming Neighborhood	-	4,800	2,720	3,024	-	6,240	7,680	24,464
Water Feature Maintenance + Utilities	-	4,400	6,400	6,400	8,400	4,400	10,000	40,000
Total	63,194	1,119,861	537,614	1,107,923	1,876,204	549,236	623,724	5,877,757
Beautification	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
Beautification Personnel	-	126,745	51,812	111,854	223,514	59,240	63,042	636,206
Consultants	-	4,627	1,891	4,083	8,159	2,162	2,301	23,223
Capital Improv Placemaking Projects and Activatio	-	15,833	15,833	-	-	15,833	15,833	63,333
Equipment Leasing / Purchasing	-	1,436	587	1,267	2,532	671	714	7,208
Midblock Lighting	-	49,805	20,360	43,953	87,831	23,279	24,773	250,000
Total	-	198,446	90,483	161,157	322,035	101,185	106,664	979,970
Safety and Homeless Outreach Services	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
Safety & Outreach Personnel	51,652	74,116	133,601	65,408	130,704	137,945	140,168	733,594
Consultants	-	2,706	1,106	2,388	4,771	1,265	1,346	13,581
Safety Contracted Services	-	662,700	84,461	491,009	1,322,153	165,675	165,675	2,891,674
Total	51,652	739,522	219,168	558,805	1,457,628	304,885	307,189	3,638,849
Admin	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
Program Admin Personnel	396	83,479	34,917	73,671	147,215	39,809	42,314	421,801
General Admin Personnel	554	34,317	14,028	30,285	60,517	16,039	17,069	172,809
Management Fee	50,712	194,362	79,453	171,526	342,755	90,844	96,675	1,026,326
Office Supplies	-	7,172	2,932	6,329	12,648	3,352	3,567	36,000
Equipment Leasing / Purchasing	820	3,145	1,285	2,775	5,545	1,470	1,564	16,605
Payroll Services / Web Services	-	7,172	2,932	6,329	12,648	3,352	3,567	36,000
Legal Expense	988	3,788	1,548	3,343	6,679	1,770	1,884	20,000
IT Support	-	3,586	1,466	3,165	6,324	1,676	1,784	18,000
Consultants	-	4,479	1,831	3,953	7,899	2,093	2,228	22,483
Contract Renewal	2,471	9,469	3,871	8,356	16,698	4,426	4,710	50,000
Community/Board Meetings/ Misc.	-	996	407	879	1,757	466	495	5,000
Gen Liab Insur	9,867	33,824	5,761	23,232	50,423	15,637	13,094	151,840
Training/Conferences	-	4,881	1,995	4,307	8,607	2,281	2,428	24,500
Rents / Parking / Utilities	-	33,942	20,656	26,490	39,319	25,942	12,591	158,938
Total	65,412	341,131	138,165	290,969	571,819	169,348	161,655	1,738,501
CEP Exclusive	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
CEP Personnel	139,537	-	-	-	-	-	-	139,537
Consultants	4,468	-	-	-	-	-	-	4,468
Business Attraction & Retention	150,000	-	-	-	-	-	-	150,000
Property Marketing	150,000	-	-	-	-	-	-	150,000
Total	444,006	-	-	-	-	-	-	444,006
Other	CEP	City Center	Columbia	Gaslamp	East Village	Cortez	Marina	TOTAL
City Fee	7,412	28,406	11,612	25,069	50,095	13,277	14,129	150,000
Total	7,412	28,406	11,612	25,069	50,095	13,277	14,129	150,000
Total Expenses (5)	631,675	2,427,366	997,043	2,143,923	4,277,781	1,137,931	1,213,362	12,829,081
Net Income	(0)	0	0	0	0	0	0	(0)
General Benefit (Non-Assessment) (6)	19,645	75,491	31,008	66,676	133,039	35,390	37,736	398,984

- (1) Neighborhood percentage is based off of assessment revenue
- (2) Budget revenue is based on a 5% assessment increase
- (3) Assessment delinquency is 1.5% of total County billing; plus 13% of City manual billing (after deducting Fed assessments)
- (4) One-time tax refund for Employee Retention Tax Credit Program
- (5) The broader budget categories may be adjusted by up to fifteen percent (15%) of the total. There is no limitation on the reallocation of funds between individual line budget.
- (6) General Benefit is 3.11% of budget and is based on value

SECTION III. PLANS AND SPECIFICATION

A. General Description of the District

The territory within the renewed 2005 District is the same as the former Downtown Maintenance Assessment District and the 2000 PBID with the exception of the Little Italy zone which de-annexed from the District in 2004 in order to become a standalone Maintenance Assessment District. The boundary consists of all lots, parcels and subdivisions of land as shown on the Boundary Map titled “Assessment Diagram of the City of San Diego Downtown Business & Property Improvement District” contained within this report in Section VI.

The District includes most of downtown San Diego south and west of Interstate 5. The PBID has been divided into five zones for budgeting, benefit apportionment and service purposes. These zones include the following and referred to as the “Original Zones”:

- Core/Columbia
- Cortez
- East Village
- Gaslamp Quarter
- Marina

An additional overlay zone, the CMD Zone, was established in 2012 within the PBID area and overlaps certain existing PBID parcels in order to assess commercial office properties with 50,000 building SF or more. The parcels included in the new CMD Zone are depicted in the amended Boundary Map contained within this report in Section VI.

B. Description of Improvements to be Maintained and Services

The District, through the levy of special assessments, provides funding for ongoing maintenance, installation, improvement, activities and servicing of public areas and public facilities, property owner rights-of-ways and dedicated easements located within the District. These improvements may include, but are not limited to, all materials, equipment, utilities, labor, and appurtenant facilities related to the ongoing maintenance of the improvements.

Maintenance services will be provided by City personnel and/or private contractors. The improvements maintained and services provided by the District are generally described below.

C. Improvements

1. ORIGINAL ZONES

The “Improvement” means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to the following: parking facilities; benches, booths, kiosks, display cases, pedestrian shelter and signs; trash receptacles and public restrooms; lighting and heating facilities; decorations; parks; fountains; planting areas; closing, opening, widening, or narrowing of existing streets; facilities or equipment, or both to enhance security of persons and property within the area; ramps, sidewalks, plazas, and pedestrian malls; rehabilitation or removal of existing structures.

“Activities” means, but is not limited to all of the following: promotion of public events which benefit businesses or real property in the District; furnishing of music in any public place within the District; promotion of tourism within the District; marketing and economic development, including retail retention and recruitment; providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the City; activities which benefit businesses and real property located in the District.

The PBID provides resources for a variety of enhanced maintenance service activities by Zone as shown in the table below.

Table 2 - Service Frequencies by Benefit Zone

Service	Core/Columbia	Cortez	East Village	Gaslamp	Marina
Sidewalk Sweeping	Daily (7 days/wk)	Daily (7 days/wk)	Daily (7 days/wk)	Daily (7 days/wk)	Daily (7 days/wk)
Litter Removal	Daily (7 days/wk)	Daily (7 days/wk)	Daily (7 days/wk)	Daily (7 days/wk)	Daily (7 days/wk)
Power Washing	362 sidewalks/mth	169 sidewalks/mth	592 sidewalks/mth	283 sidewalks/mth	119 sidewalks/mth
Graffiti Removal	Daily, as needed	Daily, as needed	Daily, as needed	Daily, as needed	Daily, as needed
Landscape Maintenance	Daily, as needed	Daily, as needed	Daily, as needed	Daily, as needed	Daily, as needed
Tree Trimming	536/Annually	332/Annually	623/Annually	144/Annually	477/Annually
Amenity Maintenance/Repair	As Needed	As Needed	As Needed	As Needed	As Needed
Estimated Deployment (# of workers/hours per week)	14.7/588 hrs	7.2/288 hrs	13.3/532 hrs	10.2/408 hrs	6.2/248 hrs

Maintenance activities are monitored and adjusted by the PBID Advisory Board and individual Zone Committees.

Public Safety Programs

The following three public safety programs are funded by the PBID.

- **Safety Ambassadors - Bicycle Patrols:** to enhance the City’s conventional police services visible Safety Ambassadors on bicycle patrols will be provided. The Safety Ambassadors will be concentrated on downtown streets during daylight and early evening hours with flexibility to support events and other special needs. Safety Ambassadors will wear bright identifiable uniforms, reinforcing the overall image of downtown. Safety Ambassadors will be trained to assist pedestrians, customers, workers, visitors and other users of property in the PBID. In addition, the Safety Ambassadors on bicycle patrols act as the “eyes and ears” of local police and consequently improve the safety of property in the PBID.
- **Safety Ambassadors - Foot Patrols:** Similar to the Safety Ambassadors on bicycle patrols, safety ambassadors on foot would be deployed in foot in areas with high pedestrian use, near visitor destinations and in public spaces such as parks. Such Safety Ambassadors would assist downtown pedestrians and also act as the “eyes and ears” of local police and consequently improve the safety of property in the PBID.
- **Enhanced Lighting:** The PBID will fund public lighting in the PBID areas. Pursuant to citywide policy, property owners are required to pay for costs associated with mid-block lighting. These costs include electricity, maintenance and repair. The PBID collects assessments for downtown lighting, and then contracts with the City to manage the enhanced lighting services.

Public Information, Program Management & Reserves

- **Public Information:** Clean and safe public information programs are intended to inform both PBID property owners and the residents and customers on their property about the services and benefits provided by PBID-financed maintenance, public safety, and lighting. A full time communications manager plus a web page, newsletters, maps and other handouts is budgeted.
- **Program Management:** PBID programs are administered by the Downtown San Diego Partnership. Funds are allocated for PBID oversight, accounting and bookkeeping, office and supplies, insurance and other administrative expenses. City and County administrative costs associated with collection, disbursement, and accounting of PBID funds have also been included in the PBID budget.
- **Program Reserves:** a 7.5% program reserve has been included to account for uncollectables, future development impacts, and other program contingencies. The program reserve may be reduced if assessments and/or service contracts are secured from the state and federal governments.



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

PITCHING

Current/Upcoming Focus

- East Village Opening Weekend Block Party
- The Hidden Gems of East Village to Put on Your Day Trip Itinerary (Family Focus / Date Focus / Singles Focus)
- Planning Mother's Day in the city – Taking Mom Downtown

WRITING

Current/Upcoming

- East Village Opening Weekend Block Party
- PR Plan + Timeline
- Press Kit
- The Hidden Gems of East Village to Put on Your Day Trip Itinerary (Family Focus / Date Focus / Singles Focus)
- Planning Mother's Day in the city – Taking Mom Downtown
- EVA Board Agenda
- EVA DI&P Agenda
- San Diego Downtown News Contributed Article | March
- San Diego Downtown News Contributed Article | April

SOCIAL MEDIA



Recap & Highlights

- Developed social media strategy
- Drafted first content calendar
- Created Facebook event page for Opening Weekend Block Party (233 responses as of 3/13)
- Gained 95 new followers
- Earned 38K impressions on social posts
- Earned over 1K engagements on social posts

Upcoming

- Continue to promote Opening Weekend Block Party
- Launch paid advertising campaigns

SOCIAL MEDIA ANALYTICS (Last 30 days as of March 13)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	3	4630	341	24189
 EastVillageSD	92	10685	698	13813

**EAST VILLAGE ASSOCIATION
2023 Master Calendar**

REOCCURRING EVENTS

East Village Farmers Market
Pending Late 2024, Early 2025

APRIL

Sat., 04/01 | 10:00am-5:00pm
[East Village Opening Weekend Block Party](#)

DECEMBER

Fri., 12/08 | 3:00pm-7:00pm
[East Village Holiday Market & Tree Lighting](#)

TBD

Movies in the Park

Holiday Movies in the Park

East Village Night Market

East Village Bites & Brews

Taste of East Village

First Fridays

European chain wants to build 17-story hotel in downtown San Diego near site of proposed Ritz-Carlton



CitizenM's hotel in downtown Los Angeles. The hotel chain's projects typically have a similar design, no matter where they are located.
(Courtesy of citizenM)

The 302-room hotel would be developed by Citizen M, a chain known for “affordable luxury” that has U.S. locations in Los Angeles, San Francisco and New York, among others.

BY [LORI WEISBERG](#)

CitizenM, a Netherlands-based hotel chain that has just eight locations in the U.S., is now setting its sights on downtown San Diego, where it’s hoping to build a 17-story high-rise at the corner of 7th Avenue and Market Street.

The planned location is just across the street from the city-owned site where Cisterra has long planned to develop a 164-room Ritz-Carlton hotel, along with housing and offices on city-owned land. San Diego officials, however, told the development team last week that they [plan to terminate the nearly 7-year-old project](#), which they say is no longer compliant with state law governing publicly owned land.

CitizenM’s brand of hip, budget-friendly lodging would be a stark contrast to the five-star, ultra-luxury style of a Ritz-Carlton. The hospitality firm has only recently submitted an application to the city for required permits but is hoping to break ground by 2024, said Eli Sokol, a vice president in charge of development and investment in North America for citizenM.

Details for the planned hotel are still sparse, but the project does call for a fitness room, rooftop pool and bar, and a lobby bar that serves breakfast and light bites throughout the day. Typical of citizenM properties, it would be limited service with no three-meals-a-day restaurant on-site.

“CitizenM is considered a value proposition, we think of it as affordable luxury, and the experience is very consistent across all our properties,” Sokol said. “Most other hotels have standard rooms and suites and different sizes but we don’t try to be everything to everyone. There’s only one room size.

“M stands for mobile. It’s a comfortable place to drop your bags for tech-savvy folks. You can control all the internal things like lighting, TV, temperature, the blinds with an iPad.”

The 10,000-square-foot site of the proposed San Diego hotel is located at 702 Market St. and is currently occupied by a surface parking lot. CitizenM acquired the site last August, Sokol said, after spending years surveying San Diego for the perfect location.

“This site really checked that box for us,” Sokol added. “We had looked at this area over the years, and it’s in one of the most well-rounded neighborhoods, with the convention center, ballpark, a really healthy mix of leisure and business. The locations that just serve business are a tougher sell these days because no one knows what that recovery looks like.”

Sokol won’t say how much the company has budgeted for the project, which would take two years to construct. The cost of acquiring the property was more than \$9 million, according to the recorded deed, which lists as the seller an LLC that is affiliated with Orange County-based Prospera Hotels.

While financing for hotel development and construction is very challenging now, Sokol said he’s hopeful that the climate for capital will be different by the time his firm is ready to begin construction.

Because the project is early in the city’s permit process, it’s too soon to know whether it would ultimately need to be reviewed by the City Council, said Brian Schoenfisch, urban division deputy director of the city’s Development Services Department.

“The use is allowed by right, so it depends on any deviations that would require a discretionary permit,” he said. “They have indicated they are requesting some deviations but this is our first review cycle so we’ve asked them what those deviations are and will provide individual info on each.”

Sokol, in an interview with the Union-Tribune, declined to disclose at this point what exemptions it is seeking from the city’s development regulations.

As far as a competing project like a potential Ritz-Carlton, Sokol said he is unconcerned.

“Tippy-top luxury is not the space we compete in,” Sokol said. “I’d much rather have a new building as my neighbor than a parking lot that’s there now. It makes for a better urban development.”

The proposed Ritz-Carlton is part of a now \$700 million mixed-use development approved in 2016 by the City Council. The development team, which includes San Diego-based Cisterra, is now seeking to alter the project to make it more financially doable by eliminating office uses and adding significantly more housing.

The city, however, says the development is now in violation of crucial deadlines under the state Surplus Land Act and said that it will have to restart the process for making its land available to developers who will place a priority on affordable housing.



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