



East Village Association of San Diego – District Identity & Placemaking Committee
 Thursday, May 4, 2023, at 2:00 pm
 Spaces Maker’s Quarter (845 15th Street, 2nd Floor)

1. Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair
2. Non-Agenda: Public Comment & Announcements
3. Minutes from April 6, 2023 *Action Item* P. 2 - 6
4. Events
 - a. East Village Night Market Site Assessment Report P. 7 - 8
 - b. Taste of East Village
5. Public Relations, Promotions, Fundraising & Councils
 - a. Olive Public Relations Status Report P. 9 - 10
 - b. Lifestyle Photoshoot *Action Item* P. 11
 - c. East Village Opening Weekend Block Party Excess Inventory
 - d. EVA Website Redesign – Update
6. Placemaking & Improvements
 - a. New EVA Banners *Action Item* P. 12 - 14
 - b. Comic-Con Banner Rental Inquiry *Action Item*
 - c. Tecture Wayfinding Signage Project – Update P. 15 - 18
 - d. EVA Sub-District Brand Workshopping – Next Steps
7. Other
8. Old Business

It is the practice of the EVA to formally request that an item under Old Business be pulled from the Agenda and placed on a future Agenda for Discussion and/or Action.
9. Next DI&P Committee Meeting: First Thursday of the Month at 2:00pm
Spaces Maker’s Quarter – 2nd Floor

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 dominic@newcityamerica.com at least 48-hours prior to the meeting.

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th Street ▪ San Diego, CA 92101 ▪ Phone 619-546-5636
 Email: info@EastVillageSanDiego.com ▪ Website: www.EastVillageSanDiego.com
 Facebook / Instagram/ Tik Tok / Twitter: @EastVillageSD ▪ #EastVillageSD



East Village Association - District Identity & Placemaking (DIP) Committee
Thursday, April 6, 2023, at 2:00pm
Spaces (845 15th Street, 2nd Floor)

PRESENT: Robyn Spencer, Justin Navalle, Chan Buie, Chloe-Lauer, Manny Rodriguez, Dayna Hill, Olivia Anderson, Mary Soriano

STAFF: Dominic Li Mandri, Ethan Olsen, Chris Gomez, Shirley Zawadzki, Elanor Lazar, Jennifer von Stauffenberg

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair	1. The meeting was called to order by EVA District Manager, Dominic Li Mandri at 2:06pm. The District Identity & Placemaking (DIP) Committee gave round table introductions.	1. No action taken
2. Non-Agenda: Public Comment Introductions and Announcements	2. Manny Rodriguez reported that last month DCPC approved a surface parking lot from Bosa Development to go in on 10 th Avenue & G St. behind the Grocery Outlet. Manny stated that DCPC requested Bosa Development improve the infrastructure in the parcel, install new tree grates and trees, and repaint the lot appropriately. Dominic Li Mandri reminded the Committee that those who are East Village business owner representatives can now vote on the DIP Committee.	2. No action taken
3. Minutes from March 2, 2023	3. The minutes from March 2, 2023, were reviewed.	3. Manny Rodriguez moved to accept the March 2, 2023, minutes. Chan Buie seconded the motion. Motion passed

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		<i>unanimously.</i>
<p>4. Events Recap</p> <p>a. East Village Opening Day Block Party</p>	<p>5.a. Dominic recapped the East Village Opening Weekend Block Party. Dominic reported that the Block party had decent attendance and good weather and as far as the general public was concerned, the Block Party was a well-received event. Dominic alluded to hiccups and commotion with the Best Event coordinators at the beginning of the event. Dominic added that EVA Staff has been doing drastic legwork to recoup the significantly missed goals.</p> <p>Dominic stated that more than 50% of alcohol sales were after 2:00pm, likely due to the SDSU Men’s Basketball game. Dominic thanked Robyn Spencer and Chris Gomez for their efforts with showing the SDSU game and locking in a \$2500 sponsorship from Radian/Cisterra for the TV.</p> <p>Chris Gomez announced that the EVA is fortunate that we pushed the game to Saturday due to weather and attendance.</p>	<p>5.a. No action taken</p>
<p>b. East Village Night Market Prospects</p>	<p>5.b. Dominic discussed the East Village Night Market inquiries and requests. Robyn reported that fresh eggs and produce such as lettuce and melons are very sought after items and are already in high demand by residents.</p> <p>Dominic added that more residential continues to be developed in the East Village and we need a walkable viable area for a Night Market.</p> <p>Justin Navalle reported that Wotown Vintage does a monthly Vintage Market within Quartyard.</p> <p>Dominic stated that viable sites include, Quartyard along 13th Street, Moniker Warehouse along 16th Street, UCSD Park & Market, Parking lot on 10th Avenue & G Street, 9th Avenue from Market Street to F Street, and J Street from 7th to 10th on non-Padres gamedays. Staff will assess the sites in detail and come back to the DIP Committee with recommendations.</p>	<p>5.b. No action taken</p>

<p>c. EVA 2023 Master Events Calendar</p>	<p>5.c. Dominic reviewed the draft 2023 EVA Master Calendar and presented the calendar as a placeholder for 2023 events.</p> <p>Robyn suggested that UCSD Park & Market may be a feasible location for movies in the park. Robyn added that Do More SD/Lizzie with Tailored Hair Salon is hosting First Fridays in East Village on different streets come Summer.</p> <p>Dominic reported that a Night Market or Taste of East Village is a great grant opportunity as it promotes people to be out in the community.</p>	<p>5.c. No action taken</p>
<p>5. Public Relations, Promotions, Fundraising & Councils</p> <p>a. Olive Public Relations Status Report</p> <p>b. SDTA – EVA Partnership Clarification</p> <p>c. Website RFP Task Force Selection</p>	<p>6.a. Eleanor Lazar provided the DIP Committee with the Public Relations & Social Media report. Eleanor stated that efforts focused on the Block Party. Eleanor also reported that there was article targeted at East Village green spaces that includes sustainable buildings.</p> <p>Ethan Olsen reported that Olive did a phenomenal job with Block Party PR coverage from KUSI, CBS, ABC, FOX, and several other news platforms.</p> <p>Jennifer Von Stauffenberg reported that Olive PR is very excited to be working with the EVA. Jennifer thanked Eleanor for all her hard work for the East Village Block Party.</p> <p>6.b. Chris reported that EVA is already a member of the SDTA. Chris stated that having venues to rent in the district only benefits select businesses and that we would be better off without the SDTA Planning Guide.</p> <p>Chris added that there will be a venue button on the new EVA website where we can showcase indoor/outdoor areas for rentals opportunities.</p> <p>6.c. Dominic stated that the Board approved to move forward with Geocentric as the new vendor for EVA Website Redesign to create a more robust, business-oriented EVA website.</p>	<p>6.a. No action taken</p> <p>6.b. No action taken</p> <p>6.c. No action taken</p>
<p>6. Placemaking &</p>		

<p>Improvements</p> <p>a. EVA Sub-District Rebranding – Map & Community Workshopping</p> <p>b. EVA Current Banner Inventory & Next Steps</p> <p>c. Tecture Wayfinding Signage Project: Update</p>	<p>6.a. Dominic addressed the East Village Sub-District boundary map and stated that this is a preliminary map that is subject to change along with a robust community dialogue. Dominic reported that this map is using placeholder names for the time being and asked the DIP Committee for feedback over the next few months of continued discussion. Dominic reported that EVA can hold a workshopping event to cut down the large neighborhood into Sub-Districts while maintaining the East Village umbrella name.</p> <p>Chris stated that this Sub-District mapping plays into the rebrand where East Village can be recreated with a new logo to differentiate neighborhood zones. Events such as a ‘Taste’ can then be held in certain zones as there is no commercial corridor in East Village.</p> <p>Chloe Lauer, Manny Rodriguez, Robyn Spencer, and Justin Navalle all stated that they were interested in adding their input.</p> <p>6.b. Ethan Olsen announced that all “We are East Village Banners” have been removed across the district and are now in storage. The business specific banners have been requested from several owners. Ethan added that Jes Pierce with Ale Tales Taproom has inquired on upcycling the old banners for reusable bags.</p> <p>Chris stated that future banners will be aligned with the East Village Sub-District rebranding and that J Street can be looked at as a main banner corridor.</p> <p>6.c. Dominic announced that staff has been in conversation with Tecture to better grasp the financial component of the signage project. Dominic reports that the latest emails state that EVA may have overpaid \$20,000 on the project. Justin Navalle stated he would lock in a meeting with David Michael at Tecture for staff to have an in-depth, roundtable project discussion.</p>	<p>6.a. No action taken</p> <p>6.b. Robyn Spencer moved to authorize staff to release named banners to businesses and repurpose all remaining banner inventory. Manny Rodriguez seconded the motion. Motion passed unanimously.</p> <p>6.c. No action taken</p>
<p>7. Other</p>	<p>7. Chris gave an update on the Digital Kiosks presented by the DSDP. Chris stated that EVA is working with the Gaslamp BID to approve the kiosks properly to ensure that profits are distributed</p>	<p>7. No action taken</p>

	<p>appropriately between the BIDs as well as the DSDP and City.</p> <p>Chris stated that EVA supports the kiosks. However, if the PBID were to no longer exist, the kiosk should belong to the BID as they promote businesses in the East Village.</p> <p>Manny Rodriguez, Chan Buie and Dayna Hill all stated that they were interested in an Education Corridor Committee/Task Force in the future.</p>	
8. Old Business	8. Nothing to report.	8. No action taken
9. Next District Identity & Placemaking (DIP) Committee Meeting	<p>9. Ethan stated that the next EVA Marketing & District Identity & Placemaking (DIP) Committee will be held on Thursday, May 4, 2023.</p> <p>Meeting adjourned.</p>	9. No action taken

Minutes taken by: Ethan Olsen, New City America.

UCSD Park & Market (Park between G & Market)

Strengths	Weaknesses	Potential Programs
Anchor Tenant Activity	Adjacent to MTS Line	Art Walk
Adjacent to Ped. Corridor	Cannot Close Traffic Lane	Watch Parties
Nearby Food/Retail	Limited to One Block	Taste of EV
High Visibility	Modest Food/Retail Nearby	
Multi-Functional Space		
Adequate Ped. Lighting		

New BOSA Space (G between 10th & 11th)

Strengths	Weaknesses	Potential Programs
High Visibility	Adjacent to Busy Road	Night Market
Delayed Site Development	Limited to Lot Space	Pop-Up Market
No Street Closure		
No Impacted Residential		

Spaces (15th between E & F)

Strengths	Weaknesses	Potential Programs
Anchor Tenant Activity	Block Vacancies	Taste of EV
High Visibility	Adjacent to Busy Road	Night Market
Nearby Residential Density	Nearby Transient Concerns	Art Walk
	Limited to One Block	
	Modest Food/Retail Nearby	

9th & Market (9th between Market & F St)

Strengths	Weaknesses	Potential Programs
Nearby Residential Density	Adjacent to Busy Road	Night Market
Adjacent to Ped. Corridor	Program Crosses Street	
	Spans Multiple Blocks	
	Impacted Residential	

Moniker (16th between F & G)

Strengths	Weaknesses	Potential Programs
Anchor Tenant Activity	Adjacent to Busy Road	Night Market
High Visibility	Adjacent to Empty Lot	Pop-Up Market
No Impacted Residential	Pedestrian Island	Art Walk
	Modest Food/Retail Nearby	
	Poor Street Lighting	
	Limited to One Block	

J Street (J Street between 7th & 10th)

Strengths	Weaknesses	Potential Programs
Anchor Tenant Activity	Impacted Residential	EVA Block Party
Familiar w/ Street Closures	Spans Multiple Blocks	Farmer's Market
High Visibility		Art Walk
Nearby Residential Density		Taste of EV
Nearby Food/Retail		
No Impacted Residential		
Adequate Ped. Lighting		

Quartyard (13th between Market & Island)

Strengths	Weaknesses	Potential Programs
Anchor Tenant Activity	Adjacent to Busy Road	EV Holiday Market
Familiar w/ Street Closures	Impacted Residential	EV Block Party
High Visibility	Poor Street Lighting	Pop-Up Market
Nearby Residential Density	Limited to One Block	Art Walk
Adjacent to Ped. Corridor		Night Market
Nearby Food/Retail		



LEGEND

- DOWNTOWN PARTNERSHIP PBID
- EVA BID

Moniker (16th between F & G)		
Strengths	Weaknesses	Potential Programs
Anchor Tenant Activity	Adjacent to Busy Road	Night Market
High Visibility	Adjacent to Empty Lot	Pop-Up Market
No Impacted Residential	Pedestrian Island	Art Walk
	Modest Food/Retail Nearby	
	Poor Street Lighting	
	Limited to One Block	

Quartyard (13th between Market & Island)		
Strengths	Weaknesses	Potential Programs
Anchor Tenant Activity	Adjacent to Busy Road	EV Holiday Market
Familiar w/ Street Closures	Impacted Residential	EV Block Party
High Visibility	Poor Street Lighting	Pop-Up Market
Nearby Residential Density	Limited to One Block	Art Walk
Adjacent to Ped. Corridor		Night Market
Nearby Food/Retail		

UCSD Park & Market (Park between G & Market)		
Strengths	Weaknesses	Potential Programs
Anchor Tenant Activity	Adjacent to MTS Line	Art Walk
Adjacent to Ped. Corridor	Cannot Close Traffic Lane	Watch Parties
Nearby Food/Retail	Limited to One Block	Taste of EV
High Visibility	Modest Food/Retail Nearby	
Multi-Functional Space		
Adequate Ped. Lighting		

New BOSA Space (G between 10th & 11th)		
Strengths	Weaknesses	Potential Programs
High Visibility	Adjacent to Busy Road	Night Market
Delayed Site Development	Limited to Lot Space	Pop-Up Market
No Street Closure		
No Impacted Residential		

J Street (J Street between 7th & 10th)		
Strengths	Weaknesses	Potential Programs
Anchor Tenant Activity	Impacted Residential	EVA Block Party
Familiar w/ Street Closures	Spans Multiple Blocks	Farmer's Market
High Visibility		Art Walk
Nearby Residential Density		Taste of EV
Nearby Food/Retail		
No Impacted Residential		
Adequate Ped. Lighting		

9th & Market (9th between Market & F St)		
Strengths	Weaknesses	Potential Programs
Nearby Residential Density	Adjacent to Busy Road	Night Market
Adjacent to Ped. Corridor	Program Crosses Street	
	Spans Multiple Blocks	
	Impacted Residential	

Spaces (15th between E & F)		
Strengths	Weaknesses	Potential Programs
Anchor Tenant Activity	Block Vacacies	Taste of EV
High Visibility	Adjacent to Busy Road	Night Market
Nearby Residential Density	Nearby Transient Concerns	Art Walk
	Limited to One Block	
	Modest Food/Retail Nearby	



EVA DI&P Meeting
PR Agenda
 Thursday, May 4, 2023

PITCHING

Recap/Upcoming Focus

- East Village Opening Weekend Block Party Press Release
- The Hidden Gems of East Village to Put on Your Day Trip Itinerary (Family Focus / Date Focus / Singles Focus)
- Planning Mother's Day in the city – Taking Mom Downtown
- Summer in East Village | What to do and Where to Eat – Where the locals go and what they know
- Venues in East Village for Wedding Season

WRITING

Recap/Upcoming

- San Diego Downtown News April | Green Businesses in East Village
- San Diego Downtown News May | Mother's Day in East Village
- The Hidden Gems of East Village to Put on Your Day Trip Itinerary (Family Focus / Date Focus / Singles Focus)
- Planning Mother's Day in the city – Taking Mom Downtown
- Summer in East Village | What to do and Where to Eat – Where the locals go and what they know
- Venues in East Village for Wedding Season

Other

SECURED COVERAGE

- **4/11 secured online coverage on San Diego Downtown News**
 - Contributed article highlighted the green businesses as well as the green spaces amidst the neighborhood that have made East Village more sustainable
- **4/7 secured print coverage in San Diego Downtown News**
 - Contributed article highlighted the green businesses as well as the green spaces amidst the neighborhood that have made East Village more sustainable



SOCIAL MEDIA

Recap & Highlights

- Gained 556 new followers
- Earned 140K impressions on social posts (116% increase)

- Earned over 3.7K engagements on social posts (87% increase)

SOCIAL MEDIA ANALYTICS (Last 30 days as of April 26)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	279	4960	1625	55287
 EastVillageSD	277	10898	2044	84881

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Apr 8, 2023 • East Village San Diego

From bold brushstrokes to intricate designs, the murals in #EastVillageS...

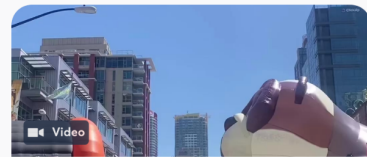
🔊 Reach	5,750
👤 Engaged users	471
👁️ Clicks	36
👁️ Other clicks	167



Apr 12, 2023 • East Village San Diego

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

🔊 Reach	1,223
👤 Engaged users	70
👁️ Clicks	26
👁️ Other clicks	22



Apr 2, 2023 • East Village San Diego

Thank you to everyone that joined us for the #EastVillageBlockParty! 🥰 ...

🔊 Reach	538
👤 Engaged users	0
👁️ Clicks	102
👁️ Other clicks	27

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Apr 19, 2023 • EastVillageSD

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

🔊 Reach	4,451
💬 Comments	13
❤️ Likes	214
📌 Saves	43
📊 Engagement	388



Apr 12, 2023 • EastVillageSD

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

🔊 Reach	3,269
💬 Comments	2
❤️ Likes	368
📌 Saves	12
📊 Engagement	382



Apr 1, 2023 • EastVillageSD

Thank you to everyone that joined us for the #EastVillageBlockParty toda...

🔊 Reach	4,315
💬 Comments	11
❤️ Likes	316
📌 Saves	2
📊 Engagement	353

Dominic Li Mandri

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

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

Hi Chris,

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

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

Total: \$3,420

OR

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

Total: \$3,090

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



Larisa Medina
 Account Supervisor
 Olive Public Relations, Inc.

m: 858.205.7442
 o: 619.860.1360 ext. 124





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

Broadway..... from 10th – 16th Street

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

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

7th Avenue.....from L – Island Street

E Street.....from 14th – 17th Street

F Street.....from 7th – 16th Street

J Street..... from 13th – 16th Street

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

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

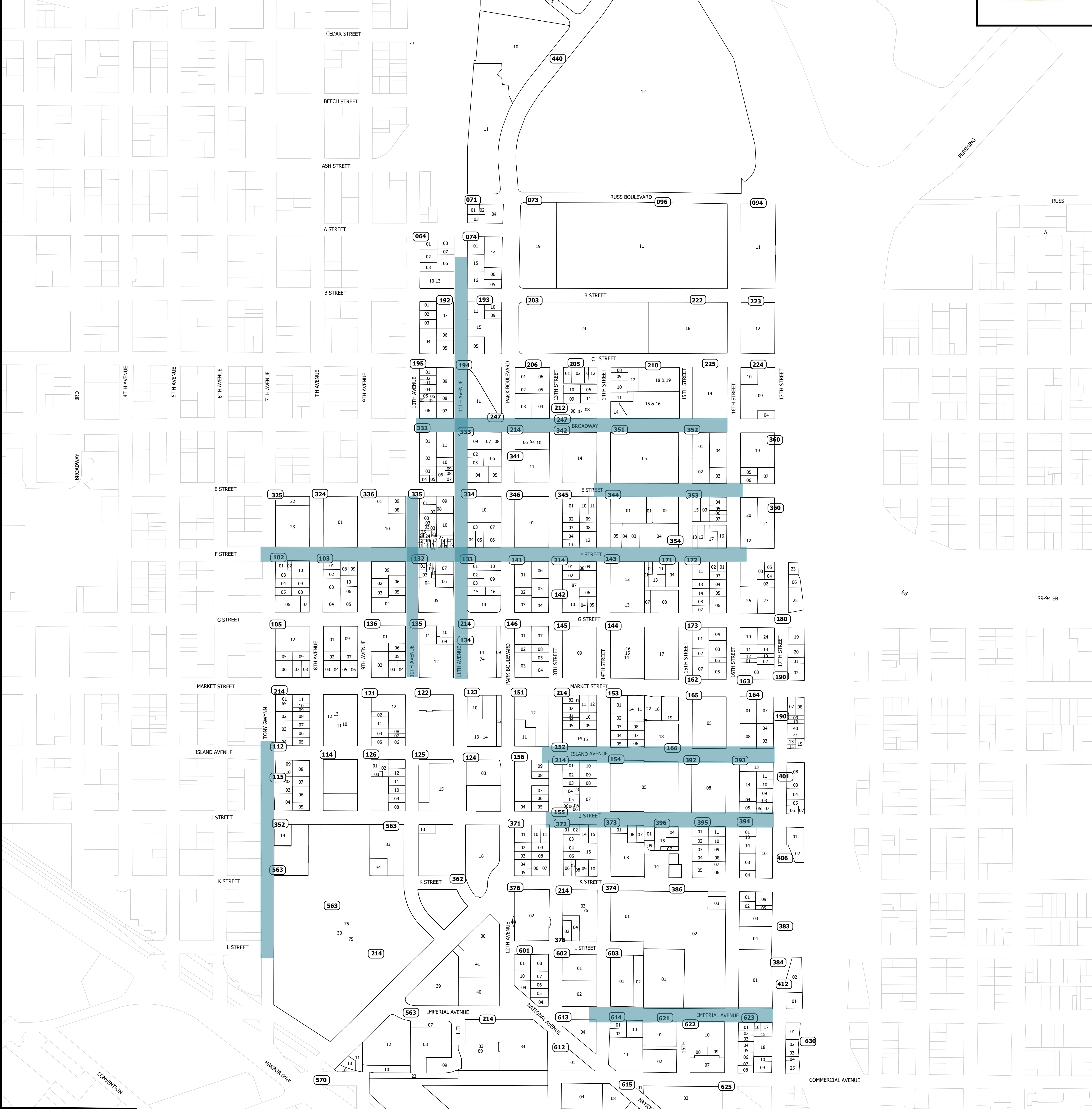
Market Street.....from 14th – 17th Street

G Street.....from 10th – 15th street

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East Village District ComicCon Banner Map | April 2023



LEGEND

- COMIC-CON BANNER LOCATIONS

SR-94 EB



PROPOSAL

SD STREET BANNERS LLC

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

DATE April 18th, 2023

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

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

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

EVA & Tecture Wayfinding Signage Project

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

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

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

4/27/2023: Email from Kyle Priesch at Tecture -

“Tecture has tallied our hours for the full contract to date.

Design Commencement // \$30k

858.5 hours \$125/hr = \$107,312.50 (Yikes! We sunk hours into this, knowing we had the full remaining \$270k to cushion the loss. But now that we don't have that, ouch.)

(10) Signs Invoice // \$120k

206 hours \$125/hr = \$25,750 + \$3,200 COGS = \$28,950”



tecture

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

invoice

EV - 002.2

06/24/2021

PROJECT: East Village - Signage	PRESENTED TO:
This invoice is in regards to Design and Fabrication Services for Signage in the East Village as requested by the East Village Association (the Client).	Diane Peabody Straw Executive Director of East Village Association, Inc.

SCOPE:	COST:
<p>Please refer to Exhibit A and Exhibit B of the Contract signed on May 15, 2018 for details regarding Scope, Deliverables, Schedule, Specifications, Budget, Expenses and Payment Schedule.</p> <p>Refer to document "210414 EV Present_Smalls.pdf", submitted previously, for information regarding the Fabrication and Installation services invoiced here. Original contract will be amended to reflect the change in Deliverables.</p> <p>Payment Schedule:</p> <p>PAID 20% (\$30,000) @ Commencement DUE 67% (\$100,000) @ Shop Drawings, Permitting, and Fabrication PENDING 13% (\$20,000) @ Installation Completion</p>	\$150,000.00
	\$150,000.00

Please make checks payable to: **tecture**

Payment required within 30 days of receipt of invoice

Project Total	\$150,000.00
Payments/Credits:	\$30,000.00
Remaining Balance:	\$120,000.00
Current Balance Due:	\$100,000.00

DOCUMENTATION:

TECTURE retains the right to document, photograph or otherwise record all completed designs or installations of the Project; and to reproduce, publish, and display such documentation, photographs, or records for design promotional purposes.

Ethan Olsen

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

Follow Up Flag: Follow up
Flag Status: Flagged

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!