



East Village Association of San Diego – District Identity & Placemaking Committee
 Thursday, March 2, 2023 at 3:00pm
 Spaces Makers Quarter (845 15th Street, 2nd Floor)

1. Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair
2. Non-Agenda: Public Comment & Announcements
3. Minutes from December 14, 2022 *Action Item*
4. Events – Confirmed & Proposed
 - a. Opening Day Block Party / Alan Simpson & Jessica Young Sat., 4/1/23
 - i. Event Footprint
 - ii. Program Details
 - iii. Sponsor Deck
 - b. 2023 Master Calendar / Dominic LiMandri
5. Public Relations, Promotions, Fundraising & Councils
 - a. San Diego Tourism Authority Planning Guide / Dominic *Action Item*
 - b. Olive Public Relations Intros & Status Report / Larisa Medina & Eleanor Lazar
 - c. Website RFP Task Force Update / Dominic
6. Placemaking & Improvements
 - a. Texture Wayfinding Signage Project – Next Steps, Summary & Final Direction / Dominic *Action Item*
 - b. East Village Sub-District Boundaries – First Draft Map / Dominic
 - c. EVA Current Banner Inventory & Next Steps / Ethan
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 District Identity & Placemaking Committee Meeting *Action Item*

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at meeting location and on the EVA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Ethan Olsen at 619-233-5009 or via email at ethan@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
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East Village Association of San Diego – Marketing & Special Events Committee
Wednesday, December 14, 2022 at 12:30pm
Spaces Makers Quarter (845 15th Street, 2nd Floor) or via
Zoom Virtual Meeting: <https://us02web.zoom.us/j/84390680245>
or call 1-669-900-6833 / Meeting ID: 843 9068 0245 / Password: 092101

PRESENT Robyn Spencer, Justin Navalle

GUESTS Chan Buie, Mary Soriano, Larisa Medina, Matthew Van Court, Travis Bladecki

STAFF Chris Gomez, Dominic Li Mandri, Ethan Olsen, Shirley Zawadzki

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions	1. The meeting was called to order at 12:30pm by EVA District Manager, Dominic Li Mandri.	1. No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. The Board and Committee will need to ratify a vote during the beginning of each meeting to state that they will continue to meet via Zoom until comfortable resuming in-person.	2. Robyn Spencer moved to accept the vote to continue meeting via Zoom. Justin Navalle seconded the motion. Unanimously approved.
3. Non-Agenda: Public Comment Introductions and Announcements	3. Mary Soriano announced that she has been working towards introducing a Ball Park Farmer's Market within Gallagher Square, just outside of Petco Park. Mary noted that she has created the LLC and hopes to get EVA involved. Justin Navalle stated that Quartyard is holding its eight-year anniversary on Saturday, April 8, 2023, from 4pm-10pm, tentatively. There are plans to close Market Street from 13 th Street to 14 th Street. Justin asked EVA staff for a letter of support for the	3. No action taken

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 Facebook / Twitter / Instagram: [@EastVillageSD](https://www.facebook.com/EastVillageSD) ▪ [#EastVillageSD](https://www.instagram.com/EastVillageSD)

	<p>Quartyard event.</p> <p>Matthew Van Court and Larisa Medina from Olive Creative Strategies announced that the East Village Holiday Market & Tree Lighting event was covered successfully through press releases and stated that traction for the event was great. Fox, CBS, KUSI, and ABC all provided media coverage for the event. Matthew and Larisa provided the Committee with a detailed media relations activity report.</p>	
<p>4. Minutes from September 8, 2022 & November 16, 2022 Minutes</p>	<p>4. Dominic stated that the minutes from September 8, 2022, were not acquired and were to be tabled until the next meeting. The minutes from November 16, 2022, were reviewed.</p>	<p>4. <i>Robyn Spencer moved to accept the November 16, 2022, minutes. Justin Navalle seconded the motion. Unanimously approved.</i></p>
<p>5. Events (Proposed & Approved)</p> <p>a. East Village Holiday Market & Tree Lighting</p> <p>b. Opening Day Block Party</p> <p>i. Event Concept</p>	<p>5.a. Chris Gomez reported that we successfully held the East Village Holiday Market & Tree Lighting event on December 11, 2022, with a mere three weeks of preparation time.</p> <p>Chris recapped the event and thanked Justin Navalle, Catt Fields White and staff for their hard work. Chris stated that considering the rainy weather, the turnout was decent. As far as following the budget, the event ran at a deficit however staff plans to operate all district events as revenue neutral, if not profitable, moving forward.</p> <p>Robyn added that the East Village community was happy and that there was a great overall ambiance. Dominic noted that next year the event will be bigger, better, and paid for by sponsors.</p> <p>5.b. Chris discussed the details of the Opening Day Block Party.</p> <p>i. The Opening Day Block Party in years past has included vendor activations, a beer garden, photo opportunities and additional entertainment leading up to the Padres game.</p>	<p>5.a. <i>No action taken</i></p> <p>5.b. <i>No action taken</i></p>

<p>ii. Event Footprint</p> <p>iii. Padres Sponsorship</p> <p>iv. Sponsor Guide</p> <p>c. Shamrock – 3/17/23</p> <p>d. Padres Pedal the Cause – 3/18/23</p> <p>e. Hot Chocolate Run – 3/19/23</p>	<p>Robyn added that the Opening Day Block Party is a free EVA event for the community and is funded by alcohol sales.</p> <p>ii. Chris stated that the Opening Day Block Party is tentatively set for Thursday, March 30, 2023, and will include a J Street closure between 7th Street and 10th Street.</p> <p>iii. Dominic shared that he met with Ken Kawachi of the Padres and that Ken is happy and willing to work with EVA to plan the Block Party. Ken stated that the Padres begin Opening Day planning in January.</p> <p>iv. Robyn stated that sponsorship execution was the biggest missing piece of the Opening Day Block Party in years past. Chris reported that we need to access the previous sponsor deck and get that circulating as soon as possible.</p> <p>5.c. Chris announced that the City of San Diego Special Events department sent out a notice for the Shamrock St. Patrick’s event on Friday, March 17, 2023. The city asked EVA for a letter of support for the event.</p> <p>5.d. Dominic reported that the Padres Pedal the Cause Downtown biking event is being held on Friday, March 17, 2023 & Saturday, March 18, 2023. The Padres are asking EVA for a letter of support for the event. Chris added that he would like the letter to include the motion to support the event, as well as additional information on the event as it is on Friday, March 17, 2023, which conflicts with Shamrock.</p> <p>5.e. Travis Bladecki stated that the Hot Chocolate Run is back for its 10th year in San Diego on Sunday, March 19, 2023. Travis asked EVA for a letter of support for the event.</p>	<p><i>5.c. Justin Navalle moved to authorize a letter of support for Shamrock. Robyn Spencer seconded the motion. Unanimously approved.</i></p> <p><i>5.d. Robyn Spencer moved to authorize a letter of support for the Padres Pedal for the Cause. Justin Navalle seconded the motion. Unanimously approved.</i></p> <p><i>5.e. Justin Navalle moved to authorize a letter of support for the Hot Chocolate Run. Robyn Spencer seconded the motion. Unanimously approved.</i></p>
<p>6. Brand & Marketing</p> <p>a. Event</p>		<p><i>6.a. Robyn Spencer</i></p>

<p>Management Task Force & Trigger RFP</p> <p>b. Zoom Webinar Service Cancellation</p> <p>c. Holiday Banners & Décor</p> <p>d. Public Relations RFP</p> <p>e. Website Redesign RFP</p>	<p>6.a. Chris announced that staff has sent out an RFP for an Event Management company. This company will be a preferred vendor that we turn to for event coordinating. Chris stated that he wants to post the RFP now, and present applications to the task force the first week of January. More information can be found on page 17 of the Committee packet.</p> <p>6.b. Chris reported that EVA is paying \$40/month for a Zoom Webinar service that is not being used. Chris asked the Committee to authorize cancelling this additional service.</p> <p>6.c. Dominic stated that the East Village Holiday banners, bows, and garlands were dispatched after Clean & Safe was told that East Village was omitted from the holiday décor launch. Dominic added that EVA now has holiday décor for future years.</p> <p>6.d. Chris noted that EVA will be posting an RFP for a Public Relations firm for traditional media and social campaigns. The cost typically runs at about \$6000 per month. Chris stated that we can use parking meter revenues for the PR Firm expenses.</p> <p>6.e. Chris stated that the current Website user interface for EVA is inadequate. Staff will be launching an RFP to find a new Website platform. Chris added that this RFP will be posted to the EVA Board website and can be sent out to local EV vendors, as well as posted to the International Downtown Association & California Downtown Association.</p>	<p><i>moved to authorize staff to distribute an Event Management RFP. Justin Navalle seconded the motion. Unanimously approved.</i></p> <p><i>6.b. Robyn Spencer moved to cancel the Zoom Webinar service. Justin Navalle seconded the motion. Unanimously approved.</i></p> <p><i>6.c. No action taken</i></p> <p><i>6.d. No action taken</i></p> <p><i>6.e. No action taken</i></p>
<p>7. Placemaking</p> <p>a. EVSD Trashcan Plates Replacement</p>	<p>7.a. Dominic reported that over the next few months, he and Ethan Olsen will be swapping out the bleached</p>	<p><i>7.a. No action taken</i></p>

<p>Campaign – Update</p> <p>b. EVSD Wayfinding / Placemaking Signs – Update</p>	<p>white EVSD trashcan plates with fresh orange plates while surveying and mapping out the district.</p> <p>7.b. Chris gave an update on the Wayfinding signs for EVA that Justin has in possession. Chris announced that a task force meeting needs to be held for how to dispatch the signs. Chris would like Tecture, the creators of the signs, to be present for this meeting as there is a permitting process to be followed.</p>	<p>7.b. No action taken</p>
<p>8. Other</p>	<p>8. Robyn Spencer stated that some of the “We are EV” banners have errors with incorrect business addresses and added that the pictures on the banners are not properly approved. Robyn asked if we could add this topic to the January meeting.</p> <p>Justin Navalle reminded the Committee that Quartyard is holding its eight-year anniversary on Saturday, April 8, 2023, from 4pm-10pm, tentatively.</p>	<p>8. No action taken</p>
<p>9. Old Business</p> <p>a. East Village Sub-District Identity</p> <p>b. Logo & Brand Guide</p>	<p>9.a. Nothing to Report</p> <p>9.b. Nothing to Report</p>	
<p>10. Next Marketing & Special Events Committee Meeting</p>	<p>10. Chris stated that the next EVA Marketing & Special Events Committee Meeting will be held in January.</p> <p>Chris announced that the event management RFP task force meeting is scheduled for Friday, January 6, 2023, at 11:00am.</p> <p>Meeting adjourned at 1:46pm.</p>	<p>10. Meeting adjourned by consensus.</p>

Minutes taken by: Ethan Olsen, New City America.

**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

Ethan Olsen

From: Dominic Li Mandri
Sent: Wednesday, February 15, 2023 10:43 AM
To: Robyn Spencer; Christopher M. Gomez
Cc: Justin Navalle; Ethan Olsen
Subject: RE: Are you in the 2023 Meeting Planner Guide?

Hi Robyn,

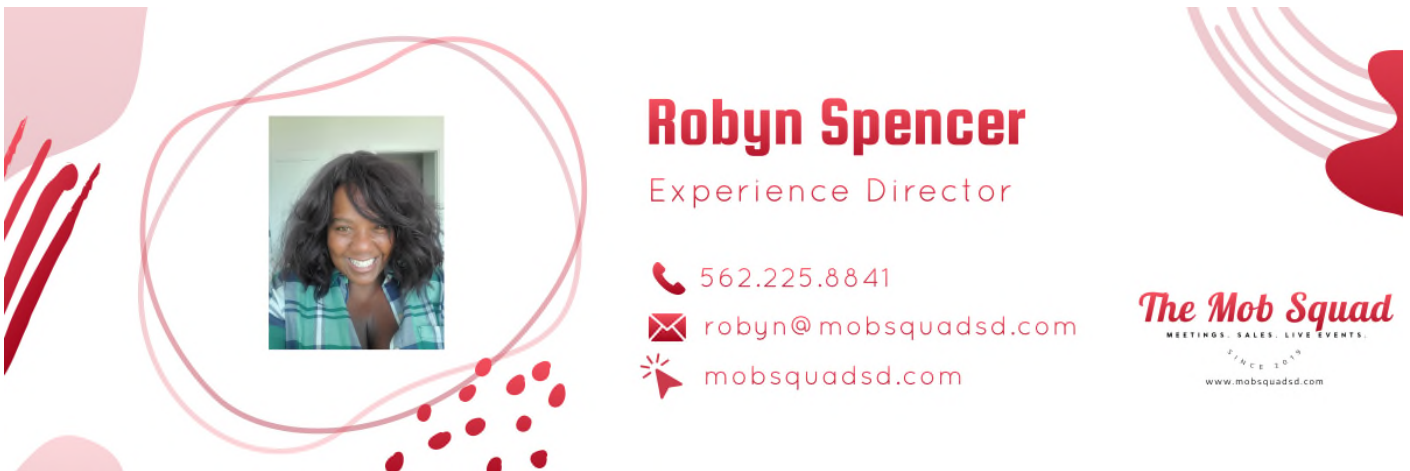
Yes we can add it as a discussion item on the next DIP agenda. Thanks for sending!

Dominic

From: Robyn Spencer <robyn@mobsquadsd.com>
Sent: Tuesday, February 14, 2023 8:48 AM
To: Christopher M. Gomez <chris@newcityamerica.com>
Cc: Dominic Li Mandri <dominic@newcityamerica.com>; Justin Navalle <justin@quartyardsd.com>; Ethan Olsen <ethan@newcityamerica.com>
Subject: Fw: Are you in the 2023 Meeting Planner Guide?

Hi!

Think we can include this in the budget for next year??? I have found rich success with my SDTA partnerships and advertising for my client/partner businesses. So much value in making a statement that EV is here and has place to party, space for meetings, etc!!!

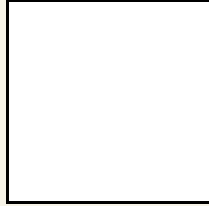


Robyn Spencer
 Experience Director

📞 562.225.8841
 ✉️ robyn@mobsquadsd.com
 🌟 mobsquadsd.com

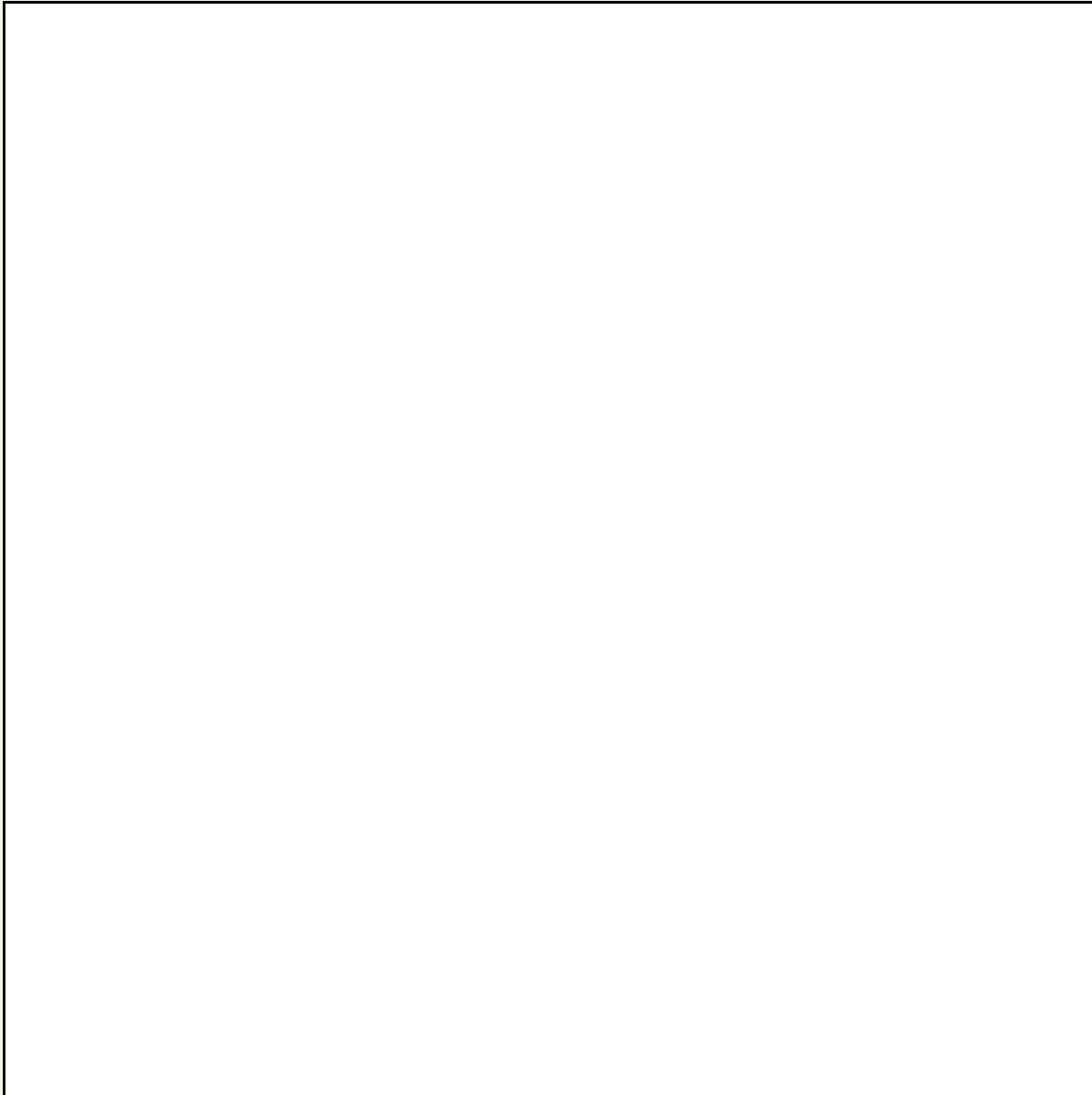
The Mob Squad
 MEETINGS. SALES. LIVE EVENTS.
 SINCE 2019
 www.mobsquadsd.com

From: San Diego Tourism Authority <members@update.sandiego.org>
Sent: Monday, February 13, 2023 5:25 PM
To: Robyn Spencer <robyn@mobsquadsd.com>
Subject: Are you in the 2023 Meeting Planner Guide?



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The 2023-24 Meeting & Convention Planner's Guide is the official resource for meetings at the San Diego Convention Center as well as hotel meetings for the San Diego market.

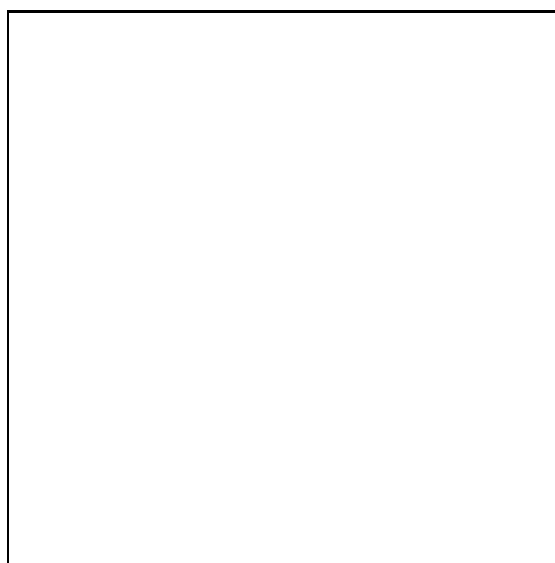
- Online version is [available here](#).

- **Venue & Services Guide is a supplemental version that's printed for meeting services and site inspections, and features all non-hotel advertisers.**
- **The SDTA Sales Team makes the guide available at all trade shows and client events.**
- **The guide is sent to new clients and prospects, so you can reach an all-new audience each year!**

RATES AND SPECS

DISTRIBUTION

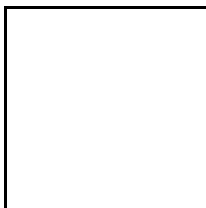
5,000 printed
4,500 mailed directly to clients and prospects
Additional 500 Venue & Services Guides printed, featuring all non-hotel advertisers.



IMPORTANT DATES

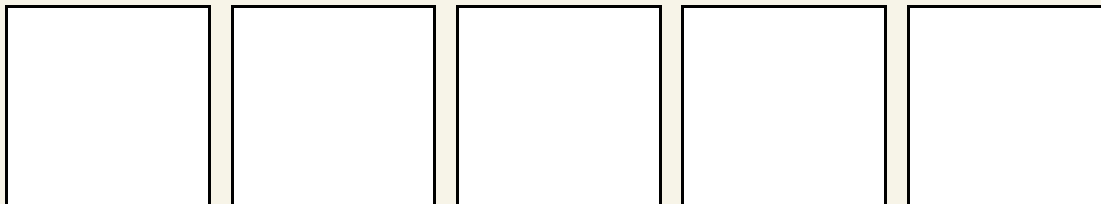
- Sales close March 31, 2023
- Materials are due April 14, 2023
- Flexible payment arrangements are available.
- Guides will be available in July 2023.

BOOK YOUR SPACE NOW!



Gerry Granados
Account Executive
ggranados@sandiego.org
619.557.2868 Office
619.871.3129 Cell

As your direct point of contact, I am here to help you gain the most value from your SDTA Membership. Please don't hesitate to contact me to discuss ways that we can work together to support your business goals for the coming year. - Gerry



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The San Diego Tourism Authority is funded in part by the San Diego Tourism Marketing District Corporation with City of San Diego Tourism Marketing District assessment funds.

This email was sent by: **San Diego Tourism Authority**
750 B. Street, Suite 1500 San Diego, CA, 92101, United States



EVA DI&P Meeting
PR Agenda
Thursday, March 2, 2023

PITCHING

Recap/Upcoming Focus

- East Village Opening Weekend Block Party Press Release

WRITING

Recap/Upcoming

- San Diego Downtown News March | Opening Weekend Block Party
- East Village Opening Weekend Block Party Press Release
- East Village Opening Weekend Calendar Listings
- East Village Opening Weekend Media Alert

East Village Opening Weekend Block Party

SECURED INTEREST

- **2/27 secured interest on FOX 5**
 - Interested in setting up an interview for the 7 am, 8 am and 9 am show the day before the event
- **2/27 secured interest on 600 KOGO**
 - Interested in setting up an interview for March 29
- **2/27 secured interest on Presidio Sentinel**
 - Interested in highlighting event in April Issue
- **2/24 secured interest on San Diego Downtown News**
 - Shared finalized contributed article highlighting the East Village Opening Day Block Party

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

East Village Association

EVA BID Boundary



EVA BID Base Boundary



Maker's Quarter



Connect Sub-District



Downtown Sub-District



Campus Sub-District



Ball Park Sub-District

Education Institutions



IDEATE High Academy



San Diego High School



East Village Middle College

High School



Garfield High School



Urban Discovery Academy



New School of Architecture & Design



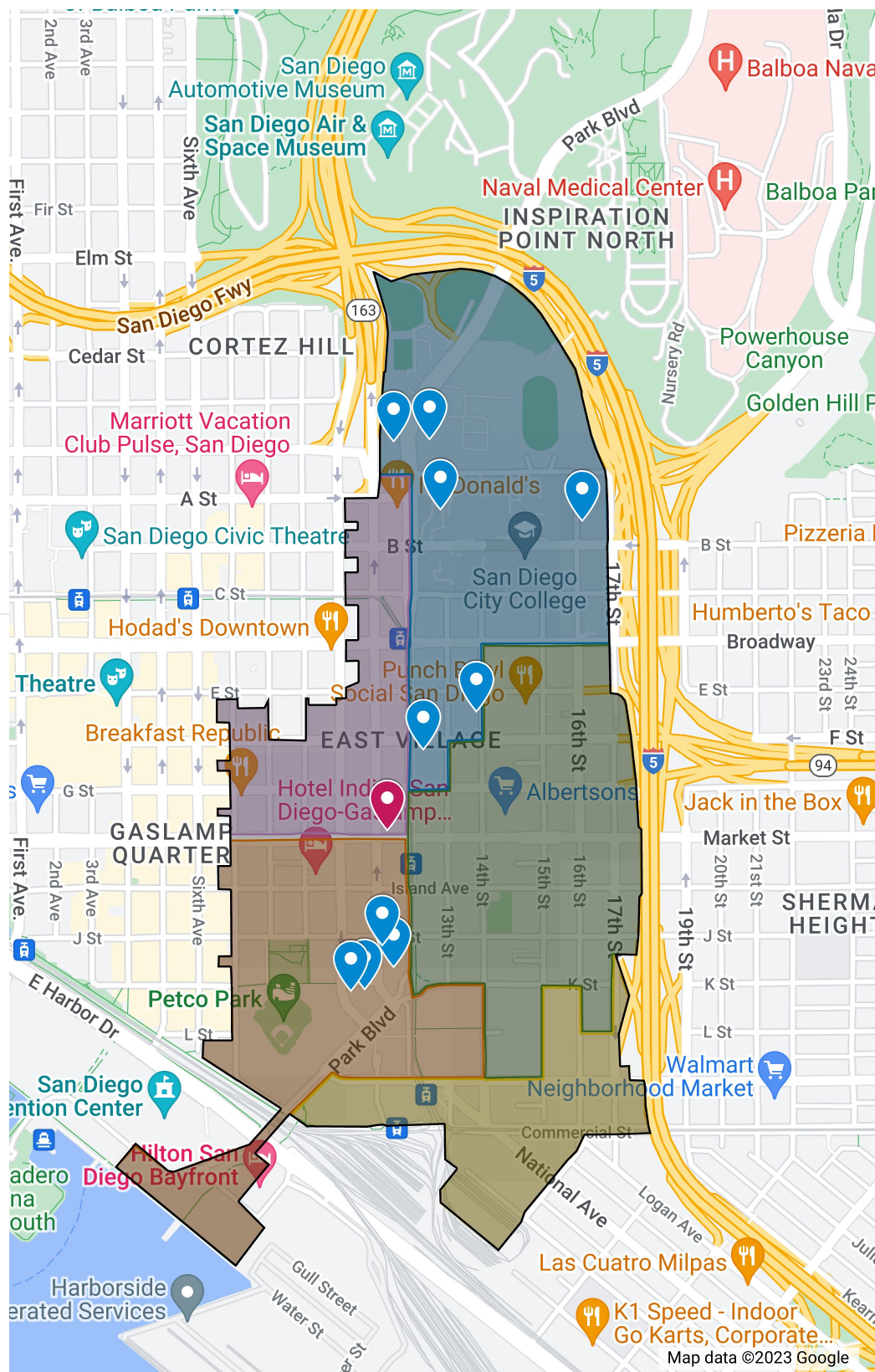
UCSD Park & Market



San Diego Central Library



San Diego Global Knowledge University





Charter School of SD



E3 Civic High School

Ethan Olsen

From: Russell Warner <russ@sdstreetbanners.com>
Sent: Monday, February 20, 2023 10:27 AM
To: Ethan Olsen
Cc: Christopher M. Gomez; Dominic Li Mandri; Stephanie Warner; Russell Warner
Subject: Re: East Village Association Banners

Follow Up Flag: Follow up
Flag Status: Flagged

Morning Ethan,

We have the below in storage;

Block Party:
Large x 40
Small x 106

We are East Village:
Large pink x 1
Large green x 1

Small pink x 1
Small green x 2
Small blue x 1

Let me know what you would like to do with them.

Thanks

Russ

Russell Warner
SD Street Banners
310.775.1060
LIC. #1072288

On Feb 16, 2023, at 12:47 PM, Ethan Olsen <ethan@newcityamerica.com> wrote:

Thanks Russell,

Can you provide an inventory of how many Padres banners we have? The Board may want to keep these in our smaller storage container.

Additionally, how many Holiday/We are EV banners for an overall approximate inventory.

Ethan Olsen

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 New City America, Inc.
 2210 Columbia Street
 San Diego, Ca. 92101
 Office | 619.233.5009
 Fax | 619.239.7105
 Website | www.NEWCITYAMERICA.com



From: Russell Warner <russ@sdstreetbanners.com>
Sent: Thursday, February 16, 2023 11:44 AM
To: Ethan Olsen <ethan@newcityamerica.com>
Cc: Christopher M. Gomez <chris@newcityamerica.com>; Dominic Li Mandri <dominic@newcityamerica.com>; Stephanie Warner <stephanie@sdstreetbanners.com>; Russell Warner <russ@sdstreetbanners.com>
Subject: Re: East Village Association Banners

Morning Ethan,

Thanks for letting me know and understood.

Should we dispose of the current block party banners or would you like to keep them?

They are quite an investment and re-using saves costs but if you dont like them and the branding does not fit then it may not be worthwhile.

Thanks

Russ

Russell Warner
 SD Street Banners
 310.775.1060
 LIC # 1072288

**** PLEASE NOTE: I will be out of the country on family matters from 02.20 - 03.04. Please talk to me about any program needs during this period now so we can prepare or we can take care of it when back. Thank YOU. ****

On Thu, Feb 16, 2023 at 11:39 AM Ethan Olsen <ethan@newcityamerica.com> wrote:

Morning Russell,

Thanks for reaching out.