



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

1. Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair
2. Non-Agenda: Public Comment & Announcements
3. Minutes from July 6, 2023, Meeting *Action Item* P. 2 - 6
4. Events
 - a. Taste of East Village – Update T – Th., 8/29-8/31
 - b. First Fridays – Update Sat., 9/30
 - c. East Village Oktoberfest Partnership – Update Fri., 10/6
 - d. East Village Salutes – Update Sun., 11/12
 - e. East Village Artisan Market Powered by Las Jefas Market Proposal *Action Item* P. 7 - 10
5. Public Relations, Promotions, Fundraising & Councils
 - a. Olive Public Relations Status Report P. 11 - 14
6. Placemaking & Improvements
 - a. 'I HeART EV' Banners – Ordered
 - b. Where's Waldo East Village SD Concept *Action Item* P. 15
 - c. Tecture Wayfinding Signage Project *Action Item*
 - d. EVA Sub-District Brand Workshoping Presentation and Dates *Action Item* P. 16
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 Ethan Olsen at 619-546-5636 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 - District Identity & Placemaking (DIP) Committee
 Thursday, July 6, 2023, at 2:00pm
 Spaces (845 15th Street, 2nd Floor)

PRESENT: Robyn Spencer, Chan Buie, Justin Navalle, Simon Andrews, Manny Rodriguez, Dayna Hill

STAFF: Dominic Li Mandri, Ethan Olsen, Chris Gomez, Eleanor Lazar, Jacob Rocha

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. <i>No action taken</i>
2. Non-Agenda: Public Comment Introductions and Announcements	2. Chan Buie, owner of Hey Sugar Sweets announced that her new location at 630 Tenth Avenue within Arcimoto is officially opened for business. Simon Andrews presented the idea of the EVA working with Caltrans for green and white directional East Village signs along the I-5 Freeway.	2. <i>No action taken</i>
3. Minutes from June 1, 2023 Meeting	3. The minutes from June 1, 2023, were reviewed.	3. <i>Justin Navalle moved to accept the June 1, 2023, minutes. Simon Andrews seconded the motion. Chan Buie abstained. Motion passed.</i>
4. Events a. Taste of East Village Dates	4.a. Jacob Rocha, of Fuse Events, gave a status update on the Taste of East Village. Jacob reported the Taste of East Village will be held over three days starting Tuesday, August 29 through Thursday, August 31	4.a. <i>No action taken</i>

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	<p>from 4:00pm to 8:00pm. Jacob reported that Fuse staff has begun compiling restaurant contacts and sending participant applications. Jacob noted the ticket price is \$35 for July and will increase to \$40 in August with a maximum 450 tickets per day to not overtax the restaurants. Jacob stated that Fuse is open to entertainment suggestions and check-in booth locations.</p> <p>Jacob asked the DIP Committee about including all restaurants and bars in East Village rather than solely paid BID members. The DIP Committee agreed to include all restaurants and bars in the Taste of East Village. Robyn Spencer noted that doing so is a great way to showcase the EVA benefit to businesses that may have delinquent BID balances.</p> <p>Justin Navalle suggested using volunteers for an added safety presence during the Taste of East Village.</p>	
<p>b. First Fridays</p>	<p>4.b. Dominic discussed taking over operations of the First Fridays event in East Village. Dominic reported that First Fridays is a business-oriented networking event where several different businesses host one another. First Fridays is a monthly mixer designed to meet East Village neighbors and better establish a sense of community and business partnership. Robyn reported that she has 37 business contacts that have historically participated in First Fridays. Dominic stated that the event will begin on Friday, October 6, 2023.</p>	<p><i>4.b. Justin Navalle moved to officially take on First Fridays and allow staff to research and officially develop the event starting October 6, 2023. Chan Buie seconded the motion. Motion passed unanimously.</i></p>
<p>c. East Village Oktoberfest Partnership</p>	<p>4.c. Dominic reported that Justin Navalle of Its Far-Out reached out to the EVA about partnering to produce the 7th Annual East Village Oktoberfest at Quartyard and 13th Street. Dominic stated that the event will be a unique take on Oktoberfest and will highlight Austrian and Mexican heritage and culturally integrate the two with hybrid music, food, and beer.</p> <p>Chris added that EVA staff will be pulling the City of San Diego Special Events permit to close Market Street between Park Boulevard and 14th Street to enlarge the event footprint. Chris stated that the EVA will partner with It's Far Out with the East Village Oktoberfest through marketing, event production and non-profit support. It's Far Out agreed to a 50/50 net revenue split with the EVA.</p>	<p><i>4.c. Manny Rodriguez moved to authorize staff to continue partnership with Its Far-Out to produce Oktoberfest and include a net split with EVA. Simon Andrews seconded the motion. Justin Navalle abstained. Motion passed unanimously.</i></p>

<p>d. East Village Artisan Market Curated by Las Jefas Markets</p>	<p>4.d. Dominic reported that EVA staff has been in discussions with Las Jefas Market to design a monthly reoccurring East Village Artisan Market. Dominic noted that Las Jefas is evaluating the back lot behind UCSD Park & Market bordering the Merian Apartments, as a viable Market location. Dominic noted that fees for utilizing the space have been waived by Brookfield properties. Las Jefas is tentatively pursuing Saturday, August 26, 2023, from 11pm-4pm as an initial opening date for the Market. The Artisan Market will be held monthly on Saturday in East Village, behind UCSD Park & Market and next to the Merian.</p>	<p><i>4.d. Robyn Spencer moved to approve staff to work with Las Jefas Market and further produce the East Village Artisan Market. Justin Navalle seconded the motion. Motion passed unanimously.</i></p>
<p>e. East Village Salutes!</p>	<p>4.e. Dominic stated that EVA staff has been in discussion on producing a Veteran’s Day commemorative event called East Village Salutes! on Sunday, November 12, 2023, at Park 12 in the entrance plaza. Dominic reported that East Village Salutes! will commemorate armed forces and highlight veterans and veteran owned businesses. The event will include a music activation and veteran owned business vendor booths.</p>	<p><i>4.e. Chan Buie moved to approve staff to develop East Village Salutes! Robyn Spencer seconded the motion. Motion passed unanimously.</i></p>
<p>5. Public Relations, Promotions, Fundraising & Councils</p>		
<p>a. Olive Public Relations Status Report</p>	<p>5.a. Eleanor Lazar provided the Committee with the Public Relations & Social Media report. Eleanor reported that the pitching of local business spotlights has been a priority. Eleanor noted that long leads have been released for the Taste of East Village and stated that the Taste event is a great way to engage people and get attendees out experiencing new restaurants and bars within the neighborhood. Eleanor stated that Diega Luxury Apartments by Bosa reached out to the EVA for promotional support in an East Village business giveaway in effort to leverage and gain followers for both the EVA and Diega.</p>	<p><i>5.a. No action taken</i></p>
<p>b. Lifestyle Photoshoot – Recap</p>	<p>5.b. Eleanor announced that EVA staff worked with Olive to hire several models for an East Village lifestyle photoshoot. The photoshoot took place on Sunday, June 25 to generate content for the EVA website, social media platforms, and promotional event content.</p>	<p><i>5.b. No action taken</i></p>

<p>c. East Village Opening Weekend Block Party Excess Inventory – Recap</p> <p>d. EVA Website – Published</p> <p>e. EVA Banner Rental Inquiry from Voices for Children</p>	<p>5.c. Ethan Olsen stated that the excess inventory stemming from the East Village Opening Weekend Block Party has all been successfully exhausted. Ethan stated that the non-expired products were sold to local liquor stores and the expired products were donated to Father Joe’s. Ethan added that the 10x20 public storage unit has since been cancelled.</p> <p>5.d. Chris announced that the new EVA website design by Geocentric has officially been published and is now live. Chris noted that staff is inputting new photos, events and uploading previous EVA meeting agendas and minutes.</p> <p>5.e. Ethan stated that Russell and Stephanie Warner of San Diego Street Banners reached out to EVA staff with a potential organization inquiring on East Village banner pole rentals.</p> <p>Chris asked that this request be tabled and reevaluated at another time. Chris stated that first and foremost, the new East Village banners need to be released for East Village branding and neighborhood identity.</p>	<p><i>5.c. No action taken</i></p> <p><i>5.d. No action taken</i></p> <p><i>5.e. No action taken</i></p>
<p>6. Placemaking & Improvements</p> <p>a. ‘I Heart EV’ Banner Concepts</p> <p>b. Tecture Wayfinding Signage Project</p>	<p>6.a. Chris presented the drafted Banner Concepts and theme of ‘I Heart EV’ using bright colors and murals of East Village for an initial banner cycle. Chris noted that this would be one of several banner cycles used throughout the year. Chris stated that the concepts display bright, vibrant colors with public art pulled from murals within the East Village community.</p> <p>Justin Navalle requested that the ‘I Heart EV’ text be removed from the mural artwork to avoid overlapping the public art pieces.</p> <p>6.b. Dominic gave an update on the Tecture Wayfinding Signage Project. Kyle Priesch a project manager at Tecture agreed to move forward with the fabrication of 10-signs and provided EVA with an addendum to the project that states all \$120,000 in fees have been paid in full.</p> <p>Chris suggested that the EVA Tecture Wayfinding Signage Task Force be formed to discuss placement on</p>	<p><i>6.a. Justin Navalle moved to authorize staff to move forward with the ‘I Heart EV’ and mural banner concept and go into production. Manny Rodriguez seconded the motion. Motion passed unanimously.</i></p> <p><i>6.b. Manny Rodriguez moved to authorize staff to sign and return the EVA Tecture addendum and create a Task Force for discussion of signage placement. Robyn Spencer seconded the motion. Motion passed</i></p>

	<p>the signs. The Task Force should include Kyle Priesch of Tecture as well as Justin Navalle, Simon Andrews, Robyn Spencer, Manny Rodriguez, and Chan Buie.</p> <p>6.c. Dominic reported that the EVA Subdistrict Brand Workshopping will refine the large East Village branded district into smaller subdistricts through community feedback. Dominic stated that the initial Task Force will meet next week to discuss the operations and layout of each workshop meeting.</p>	<p><i>unanimously.</i></p> <p><i>6.c. No action taken</i></p>
c. EVA Sub-District Brand Workshopping Presentation and Dates		
d. Enhanced Pedestrian Lighting on Market Street – Update	<p>6.d. Dominic reported that the enhanced pedestrian lighting contract for Market Street from 7th Avenue to 17th Street was successfully signed and awarded to ProCal Lighting. The Market Street lighting job is estimated to be completed by December 2023.</p>	<i>6.d. No action taken</i>
e. Enhanced Pedestrian Lighting on Park Boulevard – Update	<p>6.e. Dominic reported that the enhanced pedestrian lighting contract for Park Boulevard from K Street to Broadway was successfully signed and awarded to ProCal Lighting. The Park Boulevard lighting job is also estimated to be completed by December 2023.</p> <p>Robyn Spencer suggested that 9th Avenue may be another viable street for lighting in the future. Robyn stated that the new Radian apartments by Cisterra may be interested in funding part of the project.</p>	<i>6.e. No action taken</i>
7. Other	7. Nothing to report.	<i>7. No action taken</i>
8. Old Business	8. Nothing to report.	<i>8. No action taken</i>
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, August 3, 2023, at 2:00pm.</p> <p>Meeting adjourned.</p>	<i>9. No action taken</i>

Minutes taken by: Ethan Olsen, New City America.

LAS JEFAS PROPOSAL FOR SERVICES

East Village Artisan Market Powered by Las Jefas

OVERVIEW

Las Jefas is pleased to submit this proposal for services to support the East Village Association (EVA) for an Artisan Market Powered by Las Jefas.

The Services

Las Jefas will provide the services as follows:

Manage the pre-planning and onsite coordination of the merchandise and food vendors for Artisan Market Powered by Las Jefas in the East Village, including the following:

- Coordination with EVA
 - Discussions regarding the vendor layout
 - Gathering logistical information in order to properly inform the vendors
 - Act as the POC between the Event coordinators and the vendors
- Vendor solicitation
 - Create a customized vendor submission form for the event that includes 14 different question and answer options
 - Design customized vendor call graphics specific for each of the major social media platforms, including Instagram, Facebook, and TikTok
 - Build a specific vendor call event page on the LasJefasMarket.com website
 - Create posts in a variety of Vendor/Craft groups on Facebook soliciting vendor applicants
 - Field various questions and messages from vendor candidates on the various social media platforms, as well as through email
- Vendor vetting
 - Design and maintain a spreadsheet with all of the vendor submissions
 - Thoroughly inspect each of the vendors social media and websites to ensure that their products and quality are in keeping with the high standards of the event
 - Craft an acceptance email to go out to each of the accepted vendors, as well as a declination email for the vendors that are not accepted
 - Utilize various spreadsheets to track information for the vendors
- Marketing and promotion of vendors
 - Create individual graphics for each of the vendors to share on various social media sites
 - Produce social media posts for all of the major social media platforms for each of the individual vendors, to include their bio. Each social media post has both the vendor's social media handle, as well as the event information
 - Post each day to each of the major social media platforms from the LasJefasMarket page promoting the event and each of the various vendors

- Share the event graphic with the vendor list so that each of the vendors can share across their social media sites
- Planning and coordination of vendor logistics
 - Field all inquiries from the vendors through various mediums regarding event information
 - Ensure all vendors have timelines for set-up and pack-out
 - Craft an email to go out to all vendors a week before the event with specific logistic information for the event
 - Develop a vendor layout for the event to ensure that there is a variety of wares
- Onsite support and staffing
 - Field all questions from vendors at the event
 - Be the liaison between the event coordinator and the vendors
- Manage post-event follow-up and reporting
 - Meet with EVA to gather any after-action questions that arise
 - Discuss any issues that vendors may have had

PRICING

Las Jefas propose a profit share of 15% with the EVA from the vendor fees collected.

- Merchandise vendors will be charged \$65 per 4x6 vendor space, with a total of twenty-one (21) vendor spaces.
- Food vendors will be charged \$100 per 10x10 vendor space, with a total of seven (7) food vendor spaces.

OPERATION COSTS

Las Jefas will bear the burden of the following:

- Event insurance
- The cost of live music or entertainment- not to exceed \$300
- Boosted ads on social media for vendor calls

CONCLUSION

We look forward to working with the East Village Association (EVA) for an Artisan Market Powered by Las Jefas. to bring an amazing event to our beautiful city.

If you have questions on this proposal, feel free to contact Reyna or Rocky at your convenience by email at LasJefasMarket@gmail.com.

Thank you for your consideration,

Reyna & Rocky

Las Jefas Market

Who Are Las Jefas?

We are Rocky & Reyna, 2 San Diego natives, but, you probably know us as small business owners Mi Corazón de Mx and Lovely Latina Shop. We decided to join our magic powers and create Las Jefas Market after noticing a need within the community.

Our goal is to bring an elevated pop-up experience to the consumer, as well as the small business owners. Being San Diego natives, we understand how important diversity is; we embrace all cultures, and we want our market to reflect that. We strive to create multicultural events with vendors and artisans from every background. We don't care if you're brown, black, green, purple, or whatever.... We want to cultivate diversity and love.

We look forward to working with you and we appreciate you coming along on this journey with us!

What is a Las Jefas Market?

Las Jefas Markets are highly curated markets that offer a dynamic and multi-cultural experience for the consumer. Las Jefas Markets are typically a 50+ vendor market with food, live music, art, giveaways, and more.

There is a standardized vendor submission process, vendor selection, and market layout. We value communication and ensure that our vendors receive all information necessary for their success at our market.

We also utilize multiple social media platforms to advertise the market, as well as highlight each of our vendors. We promote our small business owners to help them build their client base, as well as give the public a glimpse at what will be offered at the market.

One of the biggest components to a market is the community engagement. Not only do the patrons that live in the area benefit from our market, but the brick-and-mortar businesses do too. We strive to create partnerships with the other businesses so that they are successful on our market days as well.



Las Jefas Market

Empowering Small Business Owners



Phone:

(619)459-0968 - Reyna
(619)646-3848 - Rocky



Email:

LasJefasMarket@gmail.com



Website:

LasJefasMarket.biz



Location:

Currently in San Diego but looking to expand to other cities



Social Media:

Instagram: @LasJefasMarket
Facebook: @LasJefasMarket
TikTok: @LasJefasMarket

Ethan Olsen

From: Jefas Market <lasjefasmarket@gmail.com>
Sent: Tuesday, July 25, 2023 11:01 AM
To: Ethan Olsen; Dominic Li Mandri; Christopher M. Gomez; rachael bello
Subject: East Village Artisan Market Powered by Las Jefas
Attachments: Las Jefas Service Proposal- East Village Association.pdf; Las Jefas Market-Who We Are.pdf

Greetings Team!

I have attached our pitch deck for the East Village Artisan Market Powered by Las Jefas.

After walking the space this weekend, we have a few concerns.

1. There is definitely no parking anywhere. There are minimal street parking spaces. This is a concern for patrons as well as our vendors. I noticed that there was a parking garage on the back side of the block. I don't know who that belongs to or if that is possibly an option.
2. There was a lot of trash, as well as unhoused people on the sidewalk. What would be done to mitigate this? We want our vendors and our patrons to feel safe and welcome in this space.
3. The surrounding area looks a little rough. I can see why it's important to have positive events/news for East Village to talk about. The concern is that there were no people walking around, so it's going to be an uphill battle getting people to come to the market.

To note: we can revisit the cost to the vendors as the event gains traction. Since this is a new event, in a new area, with parking (and other concerns), it may take a little bit to get the vendors and the public interested in this.

We are proposing that our first market take place on Saturday, August 26th.

Let us know if you have any questions.

-Reyna

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Con Amor,

Reyna & Rocky

Las Jefas

Stay up to date with us: www.LasJefasMarket.biz

Follow us on Instagram: www.Instagram.com/LasJefasMarket

Like us on Facebook: www.Facebook.com/LasJefasMarket



EVA DI&P Meeting
PR Agenda
Thursday, August 3, 2023

PITCHING

Current/Upcoming Focus

- Venues in East Village for Wedding Season
- Taste of East Village (Long Leads)
- Taste of East Village (Short Leads)
- East Village Oktoberfest (Long Leads)
- David's Harp Foundation Spotlight

WRITING

Current/Upcoming

- San Diego Downtown News August Article
- San Diego Downtown News September Article
- Taste of East Village (Long Leads)
- Taste of East Village (Short Leads)
- East Village Oktoberfest (Long Leads)
- East Village Local Business Owners Spotlight
- David's Harp Foundation Spotlight

East Village Oktoberfest (Long Leads)

SECURED INTEREST

- **7/26 secured online interest on LOCALE Magazine**
 - Holding for future editorial content
- **7/26 secured online and print interest in the Presidio Sentinel**
 - Interested in including in September issue but need to follow up closer to print date

Taste of East Village

SECURED COVERAGE

- **7/31 secured online coverage on THERE San Diego**
 - Feature includes all the details of the event including many of the participating restaurants and a link to the event website
- **7/31 secured online coverage on Daily Advent**
 - Syndicated There San Diego article that includes all the details of the event including many of the participating restaurants and a link to the event website
- **7/28 secured online coverage on SD News**
 - Roundup of weekly news includes the announcement of Taste of East Village with a mention of some of the restaurants involved and a link to the event site

- **7/28 secured print coverage in Ranch & Coast**
 - Roundup of fun things to do in San Diego during the final days of summer includes Taste of East Village with a mention of some of the eateries participating
- **7/26 secured online coverage on DoSD**
 - Roundup of upcoming events in San Diego includes the Taste of East Village with a link to the event site
- **7/26 secured online coverage on SD Today**
 - Taste of East Village is included in the roundup of new events with a mention of a few of the restaurants participating and a link to purchase tickets
- **7/14 secured online coverage on San Diego Union-Tribune**
 - Article features the announcement of Taste of East Village mentioning details such as how more than 35 neighborhood restaurants and bars will be participating in the culinary tour
- **7/14 secured online coverage on Flipboard**
 - Syndicated San Diego Union-Tribune article which features the announcement of Taste of East Village mentioning details such as how more than 35 neighborhood restaurants and bars will be participating in the culinary tour
- **7/14 secured online coverage on Rancho Sante Fe Review**
 - Article features the announcement of Taste of East Village mentioning details such as how more than 35 neighborhood restaurants and bars will be participating in the culinary tour
- **7/14 secured online coverage on Del Mar Times**
 - Article features the announcement of Taste of East Village mentioning details such as how more than 35 neighborhood restaurants and bars will be participating in the culinary tour
- **7/14 secured print coverage in San Diego Union-Tribune**
 - Roundup features the announcement of Taste of East Village mentioning details such as the dates, times, and where to buy tickets
- **7/12 secured online coverage on San Diego Magazine**
 - Food and drink happenings round up mentions the upcoming Taste of East Village that will happen from August 29th to the 31st where restaurants will showcase their food and drinks to the community

SECURED INTEREST

- **7/25 secured online interest on The Nardcast**
 - Will feature the new Taste event announcement
- **7/14 secured online and print interest in the San Diego Union-Tribune**
 - Would like to do another push with more details about the Taste as well as attend the event
- **7/14 secured online interest on San Diego Magazine**
 - Forwarded to Food Writer for consideration in Food News
- **7/10 secured online and print interest in Presidio Sentinel**
 - Plans to include in August issue
- **7/6 secured online interest on LOCALE Magazine**
 - Holding for future editorial content

Other

SECURED COVERAGE

- **7/18 secured online coverage on ABC 10**

- Roundup for places to drink and eat for Comic Con highlights the Sonic the Hedge Hog Speed Café in East Village as well as the comic book inspired food specials at Lola 55
- **7/7 secured print coverage in San Diego Downtown News**
 - Contributed article features several ways you and your family can take advantage of the summer days by creating adventures in East Village

SECURED INTEREST

- **7/13 secured online interest on San Diego Tourism Authority**
 - Will be including Oktoberfest event in release featuring new things to do in San Diego and will also feature some of East Village's sustainable businesses in separate roundup for a greener San Diego
- **7/12 secured online interest on Edible San Diego**
 - Interested in highlighting EV and including Lola 55 in roundup of restaurants with the best kids menus

SOCIAL MEDIA



Recap & Highlights

- Gained 355 new followers
- Earned 152K impressions on social posts
- Earned over 3K engagements on social posts
- Published Facebook event page & launched paid ads for Taste of East Village event

SOCIAL MEDIA ANALYTICS (Last 30 days as of July 28)

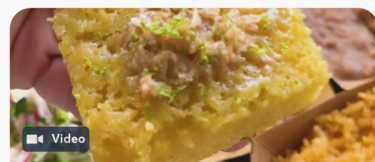
Details by profile/page

Performance of each selected profile/page

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	225	5710	2026	95883
 EastVillageSD	130	11021	973	55759

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

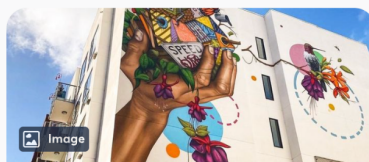
Best performing content published during the selected period.



Jul 9, 2023 • East Village San Diego

Have you tried "Sonoran Style" BBQ?
 😄 Modbom x Papalo Kitchen by che...
 📶 Reach 184

📊 Engaged users	23
👁️ Clicks	2
👁️ Other clicks	13
📊 Engagement rate per reach	12.5%
📊 Engagement rate per impression	11.3%



Jul 18, 2023 • East Village San Diego

Soak up the colorful vibes & creative streets of #EastVillageSD. 🌈👉📍...
 📶 Reach 1,442

📊 Engaged users	154
👁️ Clicks	29
👁️ Other clicks	63
📊 Engagement rate per reach	10.7%
📊 Engagement rate per impression	6.9%



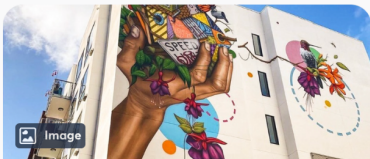
Jul 1, 2023 • East Village San Diego

Here's your reminder to surround yourself with inspiration and keep...
 📶 Reach 5,207

📊 Engaged users	534
👁️ Clicks	48
👁️ Other clicks	137
📊 Engagement rate per reach	10.3%
📊 Engagement rate per impression	6.7%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Jul 18, 2023 · EastVillageSD

Soak up the colorful vibes & creative streets of #EastVillageSD. 🌈🍷📍 ...

📶 Reach	1,418
💬 Comments	0
❤️ Likes	149
📌 Saves	3
📊 Engagement	152
Engagement rate per reach	10.7%
Engagement rate per impression	10%



Jul 1, 2023 · EastVillageSD

Here's your reminder to surround yourself with inspiration and keep...

📶 Reach	1,728
💬 Comments	2
❤️ Likes	149
📌 Saves	0
📊 Engagement	151
Engagement rate per reach	8.7%
Engagement rate per impression	8.3%



Jul 15, 2023 · EastVillageSD

Raise a glass to unforgettable nights at @eldorado bar. 🍷📍 1030...

📶 Reach	1,882
💬 Comments	3
❤️ Likes	94
📌 Saves	12
📊 Engagement	123
Engagement rate per reach	6.5%
Engagement rate per impression	6.1%

Ethan Olsen

From: Robyn Spencer <robyn@mobsquadsd.com>
Sent: Saturday, July 8, 2023 12:25 PM
To: Christopher M. Gomez; Ethan Olsen; Dominic Li Mandri
Subject: "Where's Waldo" East Village SD

Hi!

Saw this fun "scavenger hunt" in Tucson. We didn't have time while there this last week to do this but love the idea... maybe something we could do in the spring???

https://www.instagram.com/reel/CuPnuyPqL6_/?igshid=MzRIODBiNWFIZA==

Robyn Spencer
Experience Director
The Mob Squad
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East Village Sub-District Brand Workshopping Task Force Overview

Task Force Members: Robyn Spencer, Justin Navalle, Manny Rodriguez, Terry McCleary, Chloe Lauer

-Determine meeting locations and dates

-Set two (2) workshopping meetings within each subdistrict, AM & PM, 5 subdistricts total (10 workshopping meetings)

-Invite constituents (EVA Board and Community Members, residents, businesses, HOA contacts, EVRG, BID list, postcard mailer to businesses in database, link meetings on EVA website, spread meeting word through EVA social media pages)

Presentation/Workshopping Sequence:

- 1) What is the East Village Association (EVA) and what is their role in the neighborhood?
- 2) Why are East Village subdistricts being evaluated?
- 3) Reinforce that the 'East Village' umbrella name is here to stay.
- 4) Present historic information on where the names originated, why they were chosen and where the boundaries are located.
- 5) Present preliminary East Village subdistrict boundaries.
- 6) Present proposed subdistrict names.
- 7) Post presentation forms for attendees to fill in recommended boundaries and names.
- 8) Email survey through Mailchimp to workshop attendees for top name selections.
- 9) Task Force meeting to review written survey and email survey responses.
- 10) Final community presentation on final subdistrict boundaries and names at Quartyard.

EAST VILLAGE ASSOCIATION OF SAN DIEGO

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