



East Village Association – District Identity & Placemaking (DIP) Committee
Thursday, February 1, 2024 at 2:00pm
UCSD Park & Market (1100 Market Street #321)

- 1. Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair**
- 2. Non-Agenda: Public Comment & Announcements** *Action Item* P. 2 - 5
- 3. Minutes from January 4, 2024 Meeting**
- 4. Confirmed Events**
 - a. East Village Block Party on Opening Weekend – Sat., 3/30
 - b. Taste of East Village – Wed & Thu., 8/28 & 8/29
- 5. New Events, Promotions, Fundraising & Councils** P. 6 - 10
 - a. Olive Public Relations Status Report P. 11
 - b. Olive Public Relations EVA 2024 Timeline *Action Item*
 - c. East Village Tree Lighting & Holiday Market – Sat., 11/30 *Action Item* P. 12
 - d. Padres Pedal the Cause Letter of Support – Sat., 4/7 *Action Item* P. 13 - 14
 - e. Pedal the Cause Banner Program Rental Request
 - f. EVA Sub-Districting Community Forum
 - g. Tecture Wayfinding Signage Project *Action Item* P. 17
 - i. KPFF Structural Engineering Discussion *Action Item*
 - ii. Poles and Permits – Update
- 6. 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.
- 7. Next Meeting: Thursday, March 7, 2024, at 3:00pm**
UCSD Park & Market (1100 Market Street #321)
- 8. Adjournment** *Action Item*

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at meeting location and on the EVA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Ethan Olsen at 619-546-5636 or via email at ethan@newcityamerica.com at least 48-hours prior to the meeting.

EAST VILLAGE ASSOCIATION



East Village Association - District Identity & Placemaking (DIP) Committee
Thursday, January 4, 2024, at 2:00pm
UCSD Park & Market (1100 Market Street #321)

PRESENT: Robyn Spencer, Justin Navalle, Chan Buie, Manny Rodriguez, Davis Newton, Gerry Granados

STAFF: Dominic Li Mandri, Ethan Olsen, Nick Angulo, Chris Gomez

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 the EVA District Manager, Dominic Li Mandri. The District Identity & Placemaking (DIP) Committee gave round table introductions and wished one another a Happy New Year. | 1. No action taken |
| 2. Non-Agenda: Public Comment Introductions and Announcements | 2. Nothing to report. | 2. No action taken |
| 3. Minutes from November 2, 2023 Meeting | 3. The minutes from November 2, 2023, were reviewed. | 3. Justin Navalle moved to accept the November 2, 2023, minutes. Robyn Spencer seconded the motion. Chan Buie abstained Motion passed. |
| 4. Events a. East Village Artisan Market – Update | 4.a. Dominic reported that the curation of the East Village Artisan Market at the UCSD Park & Market Amphitheatre is currently on pause. Dominic announced that this is due to several factors including the limited procurement of | 4.a. No action taken |

EAST VILLAGE ASSOCIATION

1041 Market Street #200 ▪ San Diego, CA 92101 ▪ Phone 619-546-5636
 Email: info@EastVillageSanDiego.com ▪ Website: www.EastVillageSanDiego.com
 Facebook / Twitter / Instagram: [@EastVillageSD](https://www.facebook.com/EastVillageSD) ▪ [#EastVillageSD](https://www.instagram.com/EastVillageSD)

| | | |
|--|--|------------------------------------|
| <p>b. East Village SALUTES!</p> | <p>vendors by Las Jefas Markets, limited parking space opportunities for the vendors, limited overall attendance estimations, limited vendor booth space capability within the space, and conflicting events schedules at UCSD Park & Market.</p> <p>Dominic reported that the Artisan Market concept may be revisited in the future.</p> <p>4.b. Ethan Olsen reported that the East Village SALUTES! commemorative veteran's event was well orchestrated and promoted. Ethan thanked veteran Chan Buie of Hey Sugar for her generous support and passion towards the event. The event attendance was unfortunately lower than anticipated. Some of the participation issues that were considered were locals being out of town on vacation for Veteran's weekend, and Sunday's being an extremely slow day for Park 12 resident activity.</p> <p>Chris added that the event model was good with entertainment and kids, however the location was inadequate. Chan Buie reported that the Armed Forces holds a celebration on the 3rd Saturday in May and suggested potentially activating the San Diego Marine Band somewhere within the East Village.</p> | <p>4.b. No action taken</p> |
| <p>c. East Village Tree Lighting & Holiday Market</p> | <p>4.c. Dominic reported that the East Village Tree Lighting & Holiday Market was held on Saturday, December 9, 2023, at Quartyard and 13th Street and that the event was an overall success. Dominic announced that the event had good momentum with a significantly larger crowd than 2023. Dominic stated that vendors had much more traffic with activations on 13th Street including photos with Santa, a frame decorating station, and various entertainers.</p> <p>Robyn Spencer suggested that EVA Staff pursue the potential of closing Market Street for the Holiday Market component as well as the potential of pursuing a grant for a Christmas Tree. Additionally, Robyn & Staff agreed to move the event date to Saturday, November 30, 2024, from 3pm to 7pm. Justin Navalle confirmed this date, stating that Quartyard is available on November 30, 2024.</p> | <p>4.c. No action taken</p> |

| | | |
|--|---|--|
| <p>d. East Village Block Party on Opening Weekend</p> <p>e. 2024 Taste of East Village Dates</p> | <p>4.d. Dominic reported that EVA Staff recently met with ItsFarOut for an initial East Village Block Party strategizing meeting. Dominic reported that the Block Party is intended to portray the story of East Village, bringing business and activation to the area. Dominic announced that the East Village Block Party on Opening Weekend will now be held on Saturday, March 30, 2024, from 10:00am to 4:30pm.</p> <p>4.e. Dominic announced a feasible week for holding the 2024 Taste of East Village event. Dominic noted that Wednesday, August 28, and Thursday, August 29, from 4:00pm to 8:00pm are later in the summer offering extended hours of daylight. Dominic added that these dates do not conflict with any Padres home games. A proposal from Fuse Events will be presented in February.</p> | <p>4.d. No action taken</p> <p>4.e. No action taken</p> |
| <p>5. Public Relations, Promotions, Fundraising & Councils</p> <p>a. Olive Public Relations Status Report</p> <p>b. East Village Banner Program</p> | <p>5.a. Aurora Hall provided the Committee with the Public Relations & Social Media report. Aurora noted that East Village SALUTES! was a major success from a PR perspective and noted that the branding was powerful. Aurora announced that several New Years Eve publications and TV interviews were conducted in the East Village.</p> <p>5.i. Ethan reviewed the drafted EVA banner rental guide and reported that the guide was created with insight from local neighboring BIDs and the banner rental rates were decided on with the guidance of Russell Warner from San Diego Street Banners.</p> <p>5.ii. Chris announced that EVA Staff would like to pursue funding two new banner cycles in FY25. Chris announced that the county grant</p> | <p>5.a. No action taken</p> <p>5.b. Manny Rodriguez moved to authorize staff to distribute the East Village Banner Rental Guide to interested vendors with the addition of a 20% surge pricing component. Chan Buie seconded the motion. Motion passed unanimously.</p> <p>5.b. No action taken</p> |

| | | |
|--|--|--|
| | from Supervisor Nora Vargas would assist in the additional banner cycles. | |
| 6. Placemaking & Improvements a. Tecture Wayfinding Signage Project | <p>6.i. Chris requested the approval of additional permitting funds for the KPFF Engineer's Stamp. Chris reported that this will be an additional \$2,000 + 15% T&M.</p> <p>6.ii. Chris requested the amendment of producing an initial prototype pole design.</p> | <p>6.a. Justin Navalle moved to authorize an additional \$2,000 + 15% T&M for the KPFF Engineer's Stamp supporting the Tecture pole permits. Robyn Spencer seconded the motion. Motion passed unanimously.</p> <p>6.a. Robyn Spencer moved to approve the recommendation to produce all 10 poles at once, avoiding the price increase involved with producing one initial prototype. Chan Buie seconded the motion. Motion passed unanimously.</p> |
| 7. Old Business | 7. Nothing to report. | 7. No action taken |
| 8. Next District Identity & Placemaking (DIP) Committee Meeting | <p>8. The next EVA District Identity & Placemaking (DIP) Committee will be held on Thursday, February 1, 2023, at 2:00pm.</p> <p>Ethan noted that all DIP Committee meetings will now be held at UCSD Park & Market (1100 Market Street Classroom #321).</p> | 8. No action taken |
| 9. Adjournment | 9. Meeting adjourned. | 9. Robyn Spencer moved to adjourn the meeting. Justin Navalle seconded the motion. Motion passed unanimously. |

Minutes taken by: Ethan Olsen, New City America.



EVA DI&P Meeting
PR Agenda
 Thursday, February 1, 2024

PITCHING

Current/Upcoming Focus

- New Year's Eve Celebrations in East Village
- Fulfill your 2024 Resolutions in East Village
- Opening Weekend Block Party (Long Leads)
- Black History Month Spotlight

WRITING

Current/Upcoming

- San Diego Downtown News February Article
- San Diego Downtown News March Article
- Black History Month Spotlight
- Women's History Month Spotlight
- Opening Weekend Block Party (Short Leads)

East Village Block Party on Opening Weekend (Long Leads)

SECURED COVERAGE

- **1/24 secured online coverage on SD Today**
 - Daily newsletter included the announcement of the Block Party with a link to the event site
- **1/21 secured online coverage on THERE San Diego**
 - Feature highlights all the details of the event
- **1/17 secured online coverage on DoSD**
 - Roundup of upcoming events includes the 12th Annual East Village Block Party

SECURED INTEREST

- **1/18 secured interest with LOCALE Magazine**
 - Will consider for upcoming event roundups
- **1/17 secured interest with Presidio Sentinel**
 - Interested in featuring in March edition

Fulfill your 2024 Resolutions in East Village

SECURED COVERAGE

- **1/16 secured broadcast coverage on CBS 8 (Mornings at 7 a.m.)**

- o In-studio segment which included New Year's resolutions to get fit with Pilates of San Diego in East Village
- **1/16 secured broadcast coverage on CBS 8 (Mornings at 7 a.m.) – teaser**
 - o Teaser for in-studio segment which included New Year's resolutions to get fit with Pilates of San Diego in East Village
- **1/16 secured broadcast coverage on CBS 8 (Mornings at 7 a.m.) - teaser**
 - o Teaser for in-studio segment which included New Year's resolutions to get fit with Pilates of San Diego in East Village
- **1/16 secured online coverage on CBS 8**
 - o Online share of the in-studio segment which included New Year's resolutions to get fit with Pilates of San Diego
- **1/14 secured online coverage on SD Today**
 - o Feature on getting fit in the New Year includes Fit Athletic as one of the highlighted local gyms to join
- **1/9 secured online coverage on FOX 5**
 - o Online share of the backlot segment featuring The BXNG Club with ways to get fit in the New Year
- **1/9 secured online coverage on Yahoo! Sports**
 - o Syndicated Fox 5 online share of the backlot segment featuring The BXNG Club with ways to get fit in the New Year
- **1/9 secured broadcast coverage on FOX 5 (Morning News at 9 a.m.)**
 - o Backlot segment featured The BXNG Club with ways to get fit in the New Year

SECURED INTEREST

- **1/8 secured interest with KUSI**
 - o Would like to set something up in East Village

New Year's Eve Celebrations in East Village

SECURED COVERAGE

- **12/31 secured broadcast coverage on KUSI (Good Morning San Diego, Weekend at 6 a.m.)**
 - o Rerun of in studio segment included details about the NYE events at Punch Bowl Social
- **12/31 secured broadcast coverage on KUSI (Good Morning San Diego, Weekend)**
 - o Rerun of in studio segment included details about the NYE events at Punch Bowl Social
- **12/30 secured print coverage in San Diego Union-Tribune En Español**
 - o Roundup of NYE events included Proper NYE at Petco Park and the R&B Block Party at Quartyard
- **12/30 secured broadcast coverage on KUSI (Good Morning San Diego, Weekend)**
 - o Rerun of in studio segment included details about the NYE events at Punch Bowl Social
- **12/30 secured broadcast coverage on KUSI (News at 6 p.m.)**
 - o Rerun of in studio segment included details about the NYE events at Punch Bowl Social
- **12/30 secured broadcast coverage on KUSI (Good Evening San Diego at 4:00 p.m.)**
 - o Backlot segment with Robin from Tavern + Bowl includes all of the Tavern + Bowl NYE celebration plans plus details of other East Village celebrations
- **12/29 secured broadcast coverage on CBS 8 (Mornings at 6 a.m.)**
 - o Roundup of NYE events included the R&B Block Party at Quartyard
- **12/29 secured broadcast coverage on CBS 8 (Mornings at 7 a.m.) – teaser**
 - o Teaser for backlot segment with all of the DJs for the R&B Block Party at Quartyard
- **12/29 secured broadcast coverage on CBS 8 (Mornings at 7 a.m.)**

- o Backlot segment with all of the DJs for the R&B Block Party at Quartyard
- **12/28 secured online coverage on THERE San Diego**
 - o Roundup of NYE events in San Diego included Quartyard, Petco Park and Tavern + Bowl celebrations
- **12/28 secured online coverage on NBC 7 Online**
 - o Roundup of NYE events included Proper NYE/NYD 2024 at Petco Park, NYE Punch Bowl Social, R&B Block Party East Coast NYE at Quartyard
- **12/28 secured online coverage on Telemundo 20 Online**
 - o Roundup of NYE events included Proper NYE/NYD 2024 at Petco Park, NYE Punch Bowl Social, R&B Block Party East Coast NYE at Quartyard
- **12/28 secured online coverage on NBC 7 Online**
 - o Roundup of weekend events included Proper NYE/NYD 2024 at Petco Park, NYE Punch Bowl Social, R&B Block Party East Coast NYE at Quartyard
- **12/28 secured online coverage on Telemundo 20 Online**
 - o Roundup of weekend events included Proper NYE/NYD 2024 at Petco Park, NYE Punch Bowl Social, R&B Block Party East Coast NYE at Quartyard
- **12/28 secured online coverage on SoCalPulse**
 - o Roundup of weekend events included NYE Bash at Punch Bowl Social
- **12/28 secured online coverage on DoSD**
 - o Proper NYE/NYD was included a roundup of holiday events
- **12/28 secured broadcast coverage on KUSI (Good Morning San Diego at 9:00 a.m.) – teaser**
 - o Teaser for backlot segment with Robin from Tavern + Bowl includes all of the Tavern + Bowl NYE celebration plans plus details of other East Village celebrations
- **12/28 secured broadcast coverage on KUSI (Good Morning San Diego at 9:00 a.m.)**
 - o Backlot segment with Robin from Tavern + Bowl includes all of the Tavern + Bowl NYE celebration plans plus details of other East Village celebrations
- **12/27 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
 - o Rerun of in studio segment included details about the NYE events at Punch Bowl Social
- **12/26 secured broadcast coverage on KUSI (News at Ten)**
 - o Rerun of in studio segment included details about the NYE events at Punch Bowl Social
- **12/26 secured broadcast coverage on KUSI (Good Evening San Diego at 4:00 p.m.)**
 - o In studio segment included details about the NYE events at Punch Bowl Social
- **12/26 secured broadcast coverage on CBS 8 (Mornings at 7 a.m.)**
 - o In studio segment included details about the NYE event and a demonstration by chef Diana Victoria of Casa Octavio
- **12/26 secured broadcast coverage on CBS 8 Online**
 - o Online run of in studio segment included details about the NYE event and a demonstration by chef Diana Victoria of Casa Octavio
- **12/22 secured print coverage in San Diego Union-Tribune**
 - o Roundup of NYE events included Proper NYE at Petco Park and the R&B Block Party at Quartyard
- **12/20 secured online coverage on DoSD**
 - o Roundup of NYE activities in San Diego in the daily newsletter included the NYE Bash at Punchbowl Social
- **12/20 secured online coverage on San Diego Union-Tribune**
 - o Roundup of New Year's Eve events includes the R&B Block Party East Coast New Years Eve and the PROPER NYE at Petco Park
- **12/20 secured online coverage on SD Today**
 - o Roundup of NYE celebrations in San Diego includes the R&B Block Party East Coast NYE

at Quartyard, NYE Bash and Punchbowl Social and the FNGRS CRSSD Presents Proper NYE/NYD 2024 at Petco Park

- **12/15 secured online coverage on San Diego Sun**
 - Roundup of Downtown NYE events included the R&B Block Party at Quartyard, and also the events at Punch Bowl Social and Tavern + Bowl

East Village Tree Lighting & Holiday Market

SECURED COVERAGE

- **1/5 secured print coverage in San Diego Union-Tribune**
 - Event wrap up featured the East Village Tree Lighting & Holiday Market celebration including a photo of the Elizabeth Bowersox Duo performance
- **1/3 secured online coverage on San Diego Union-Tribune**
 - Event wrap up featured the East Village Tree Lighting & Holiday Market celebration including a photo of the Elizabeth Bowersox Duo performance

Other

SECURED COVERAGE



- **1/18 secured print coverage in Arrived Magazine**
 - Issue includes a neighborhood roundup for Downtown which includes many highlights in East Village and a Dining section
- **1/5 secured print coverage in San Diego Downtown News**
 - Contributed article includes many ways to stay fit and renew your look at various East Village businesses
- **12/31 secured online coverage on San Diego Downtown News**
 - Contributed article includes many ways to stay fit and renew your look at various East Village businesses

SOCIAL MEDIA

Recap & Highlights

- Gained 272 new followers
- Earned 120K impressions on social posts
- Earned over 1.9K engagements on social posts
- Created Facebook event page for Block Party
 - 947 responses to date (already exceeding last year's total responses)

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

| Social Media | New fans/followers | Total fans/followers | Engagement | Impressions |
|--|--------------------|----------------------|------------|-------------|
|  East Village San Diego | 144 | 59 | 1353 | 76478 |
|  EastVillageSD | 128 | 11471 | 562 | 43945 |

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

Best performing content published during the selected period.



Jan 22, 2024 · East Village San Diego

From pop-up yoga classes to group sweat sessions and premium gyms,...

| | |
|--------------------------------|-------|
| 📢 Reach | 2,460 |
| 📊 Engaged users | 207 |
| 👁️ Clicks | 26 |
| 👁️ Other clicks | 74 |
| Engagement rate per reach | 8.4% |
| Engagement rate per impression | 6.6% |



Jan 15, 2024 · East Village San Diego

Kick up your heels and head to East Village for a shopping spree that's ...

| | |
|--------------------------------|-------|
| 📢 Reach | 3,117 |
| 📊 Engaged users | 244 |
| 👁️ Clicks | 37 |
| 👁️ Other clicks | 125 |
| Engagement rate per reach | 7.8% |
| Engagement rate per impression | 6.2% |



Jan 9, 2024 · East Village San Diego

Pure bliss in every bite! 🍪 What are some of your favorite sweet spots i...

| | |
|--------------------------------|-------|
| 📢 Reach | 1,013 |
| 📊 Engaged users | 64 |
| 👁️ Clicks | 7 |
| 👁️ Other clicks | 21 |
| Engagement rate per reach | 6.3% |
| Engagement rate per impression | 5.4% |

Top content - Instagram (Based on engagement)

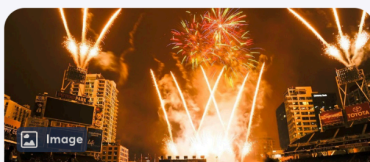
Best performing content published during the selected period.



Dec 28, 2023 · EastVillageSD

'Tis the season for comfort food and cozy vibes! 🍲 📍 ...

| | |
|--------------------------------|-------|
| 📢 Reach | 1,601 |
| 💬 Comments | 2 |
| ❤️ Likes | 78 |
| 📌 Saves | 18 |
| 📊 Engagement | 120 |
| Engagement rate per reach | 7.5% |
| Engagement rate per impression | 7% |



Dec 31, 2023 · EastVillageSD

Wishing you a sparkling New Year's Eve 🎆 ✨ Join the celebration in...

| | |
|--------------------------------|-------|
| 📢 Reach | 1,650 |
| 💬 Comments | 1 |
| ❤️ Likes | 102 |
| 📌 Saves | 1 |
| 📊 Engagement | 107 |
| Engagement rate per reach | 6.5% |
| Engagement rate per impression | 6.2% |



Jan 19, 2024 · EastVillageSD

We love a good noodle pull 🍜 🍲 Rain or shine, comfort is on the...

| | |
|--------------------------------|-------|
| 📢 Reach | 1,442 |
| 💬 Comments | 0 |
| ❤️ Likes | 57 |
| 📌 Saves | 3 |
| 📊 Engagement | 67 |
| Engagement rate per reach | 4.6% |
| Engagement rate per impression | 4.3% |

East Village Association
PR Timeline

| MONTH | January | February | March | April | May | June | July | August | September | October | November | December |
|---------------------------------|--|--|--|--|--|---|---|---|---|---|---|---|
| EVENTS | | | East Village Opening Weekend Block Party (3/30) | | | | | Taste of East Village | East Village Oktoberfest | | East Village SALUTES! | East Village Tree Lighting & Holiday Market |
| PRESS RELEASES | | | | | | | | | | | | |
| Press Release #1 | Where to Tackle your New Year's Resolutions in East Village | Celebrating Women Owned Businesses in East Village for Women's History Month | East Village Opening Weekend Block Party (3/30) (Short Leads) | Getting smarter in East Village – home of innovation and education in San Diego | Businesses hosting events to kick off Summer in East Village | The flavors of East Village are bountiful – hidden menu items you don't want to miss | Taste of East Village (Short Leads) | Taste of East Village (Short Leads) | East Village Oktoberfest (Short Leads) | East Village SALUTES! (Short Leads) | East Village SALUTES! (Short Leads) | Where to celebrate NYE in East Village |
| Press Release #2 | Celebrating Black Owned Businesses in East Village for Black History Month | East Village Opening Weekend Block Party (3/30) (Short Leads) | Best Dog Friendly Spots in East Village Pamper your Pooch in Time for National Pet Day | Eco-Friendly Initiatives and Businesses in East Village for Earth Day | 15 Things You Didn't Know about the East Village (historic sights and hidden gems) | East Village Businesses Offering Specials for Comic-Con 2024 | Take a Public Art Tour Throughout East Village | East Village Oktoberfest (Short Leads) | Spotlighting Latin Owned Businesses in East Village For Hispanic Heritage Month | East Village Tree Lighting & Holiday Market (Short Leads) | East Village Tree Lighting & Holiday Market (Short Leads) | Bakeries in East Village to Feed Your Holiday Sweet Tooth |
| Bonus when applicable | Human Interest piece | Human Interest piece | Human Interest piece | Honoring Minority Owned Businesses in East Village for Asian/Pacific American Heritage Month | Human Interest piece | Human Interest piece | Human Interest piece | Human Interest piece | Human Interest piece | Shop at these Hidden East Village Gems for Small Business Saturday | Human Interest piece | Human Interest piece |
| Long Lead Pitch | East Village Opening Weekend Block Party (3/30) (Long Leads) | | | | Taste of East Village (Long Leads) | East Village Oktoberfest (Long Leads) | Shop at these Hidden East Village Gems for Small Business Saturday | East Village SALUTES! (Long Leads) | East Village Tree Lighting & Holiday Market (Long Leads) | | | |
| National Pitch | | Why the Padres home neighborhood is one to watch | | Embracing Urbanism: Best Staycations for Tourists in East Village, San Diego | | | Why East Village is the newest hot-spot for art in San Diego | | | | | |
| National Days + Holidays | Jan 1 New Year's Day | February Black History Month Feb 9 National Pizza Day Feb 14 Valentines Day Feb 20 National Love your Pet Day | March Women's History Month Mar 17 St Patrick's Day Mar 23 National Puppy Day Mar 31 Easter | Apr 1 April Fool's Day Apr 3 National Walking Day Apr 7 National Beer Day Apr 11 National Pet Day Apr 15 World Art Day Apr 22 Earth Day | May 7 Teacher's Day May 12 Mother's Day May 27 Memorial Day | Jun 3 World Bicycle Day Jun 16 Father's Day Jun 19 Juneteenth Jun 21 Summer Solstice | July 4 Independence Day July 11 National Swimming Pool Day July 21 National Ice Cream Day July 24 National Tequila Day | Aug 2 International Beer Day Aug 12 Baseball Fans Day Aug 26 National Dog Day | Sep 23 National Family Day Sep 28 National Drink Beer Day | Oct 9 International Beer and Pizza Day Oct 24 National Food Day Oct 27 National American Beer Day Oct 31 Halloween | Nov 8 National Cappuccino Day Nov 11 Veterans Day Nov 28 Thanksgiving | Dec 6 National Bartender Day Dec 9 National Pastry Day |



January 25, 2024

Natasha Collura
City of San Diego
Office of Special Events

Re: Padres Pedal the Cause: Saturday, April 7, 2024

Dear Natasha,

On behalf of the East Village Association, Inc. (EVA), the nonprofit corporation that manages the East Village Business Improvement District (BID), this letter serves as EVA's support for the Padres Pedal the Cause event at Petco Park on April 7, 2024.

This support is given with the understanding that Megan Waddell, the Director of Padres Pedal the Cause, and the special event staff complies with City of San Diego Special Events requirements and keeps in communication with East Village businesses, residents and property owners should any issues arise.

Please call 619-546-5636 if you need further information.

Sincerely,

A handwritten signature in dark blue ink, appearing to read 'Dominic Li Mandri', with a long horizontal stroke extending to the right.

Dominic Li Mandri
District Manager
East Village Association, Inc.
1041 Market Street #200
San Diego, CA. 92101

EAST VILLAGE ASSOCIATION

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East Village San Diego Street Banner Program Application

Spanning across 130 blocks, East Village is San Diego's largest downtown neighborhood encompassing the streets between Seventh Avenue to 17th Street. With over 700 businesses scattered around the neighborhood, hundreds of restaurants, hotels, art galleries, unique retail, gathering spots, and of course, PETCO Park, home to the San Diego Padres, call East Village their home.

The East Village Banner Program provides local businesses and organizations an opportunity to promote their business, event, or cause. The East Village Banner Program offers organizations the ability to use colorful, exciting, and extremely effective banners to convey information about special events to visitors and residents of the urban East Village environment.

The East Village Association, Inc. (EVA) is a nonprofit corporation 501c3 that manages the East Village Business Improvement District.

Please complete the following information so we may assist you with your banner program:

APPLICANT INFORMATION:

Name of Organization: CUREBOUND Date: 1/16/24
 Address: 9191 TOWNSEND BLVD. #310 City: SAN DIEGO State: CA Zip: 92122
 Contact Person: ADAM WILLIAMS Title: MARKETING MANAGER
 Phone: 858.500.2800 Email: adam@curebound.org

EVENT INFORMATION:

Name of Event: PADRES PERIL THE COURSE Event Dates: APRIL 7th, 2024
MID FEB. WOULD BE IDEAL, BUT
 Requested dates for banner placement: From: MARCH 1st To: MARCH 8th
 Number of banners requested: (minimum of 30 banners required) 10

Note: Approximately 400 banners are available for rental. Street poles display banner sizes 24"x 52" and 30"x 94".

EAST VILLAGE ASSOCIATION

1041 Market Street #200 • 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)

APPROVAL PROCESS:

East Village Association, Inc. will review and approve, or deny, each banner application. If the banner program is approved, the applicant is responsible for arranging and paying for all aspects of the banner program: design, production, installation and coordination, City of San Diego permit, as well as required insurance. Our full-service banner consultant handles every aspect of the execution of this process, apart from the actual banner design.

BANNER DISPLAY FEES:

The EVA monthly display fee for use is as follows (please initial your selection):

HIGH TRAFFIC COORIDOR (\$30 Per Banner)

| Street Name | Banner Count | Cost |
|--|--------------|---------|
| <input type="checkbox"/> 10th Avenue | 36 | \$1,080 |
| <input type="checkbox"/> 11th Street | 54 | \$1,620 |
| <input type="checkbox"/> Broadway | 54 | \$1,620 |
| <input type="checkbox"/> F Street | 84 | \$2,520 |
| <input type="checkbox"/> Market Street | 42 | \$1,260 |

STANDARD COORIDOR (\$20 Per Banner)

| Street Name | Banner Count | Cost |
|--|--------------|-------|
| <input type="checkbox"/> E Street | 14 | \$280 |
| <input type="checkbox"/> G Street | 16 | \$320 |
| <input checked="" type="checkbox"/> 7th Avenue | 10 | \$200 |
| <input type="checkbox"/> Island Avenue | 30 | \$600 |
| <input type="checkbox"/> J Street | 26 | \$520 |
| <input type="checkbox"/> Imperial Street | 32 | \$640 |

FULL EAST VILLAGE BANNER PROGRAM BUYOUT: \$10,660

NOTE: The above fees do not include banner production, installation or city permits. Surge pricing at a 20% increase will be enacted during peak months considering Downtown activities.

A 50% deposit payment is due upon approval of the application to reserve space. This deposit is non-refundable. The remaining payment is due one week prior to installation date. Banner locations can be requested, but not guaranteed unless other arrangements have been made (additional fees may apply).



East Village Sub-District Workshopping - Presentation

1) *East Village is San Diego's largest downtown neighborhood encompassing 130 square blocks, between Seventh Avenue to 17th Street. The East Village Association, Inc. (EVA) is a nonprofit corporation 501c3 that manages the East Village Business Improvement District. The EVA manages the Business Improvement District (BID) to market, promote and support the East Village business community. With over 700 businesses scattered around the neighborhood, hundreds of restaurants, hotels, art galleries, unique retail, gathering spots, and of course, PETCO Park, home to the San Diego Padres, call East Village their home.*

East Village also is a hub of several premier educational institutions including the New School of Architecture and Design, the Fashion Institute of Design and Merchandising, San Diego City College, and the newly built UCSD Extension Center on Market Street. To support these facilities and San Diegans, the City of San Diego built the new San Diego Library in 2013 with state-of-the-art spaces and resources for all to access.

The community of East Village is currently home to more than 40,000 residents (a number that continues to increase) with most living in mid-rise or luxury condominiums and lofts. Ongoing urban development and the consistent growth of new businesses attract people from neighboring areas of San Diego County to its diverse and vibrant community with a unique mix of arts, culture, education, and entertainment.

2) *East Village is San Diego's largest downtown neighborhood encompassing 130 square blocks, between Seventh Avenue to 17th Street. More than 700 businesses are located in the thriving urban enclave. The community of East Village is currently home to more than 40,000 residents (a number that continues to increase) with most living in mid-rise or luxury condominiums and lofts.*

Business Owners, Residents and East Village Constituents have consistently stated that the neighborhood is too large.

3) *The East Village term is not being discarded. East Village will remain as the neighborhood umbrella name and the massive district will be broken into subdistricts for an easier, more accurate form of describing locations and whereabouts within the enormous 130-square block neighborhood.*

4) *Show preliminary mapped subdistrict boundaries.*

EAST VILLAGE ASSOCIATION OF SAN DIEGO

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 Email: info@EastVillageSanDiego.com ■ Website: www.EastVillageSanDiego.com
 Facebook / Twitter / Instagram: [@EastVillageSD](https://www.facebook.com/EastVillageSD) ■ [#EastVillageSD](https://www.instagram.com/EastVillageSD)

5) *Ballpark Subdistrict*

Bayside Subdistrict

Commons Subdistrict

Campus Subdistrict

Eastside Subdistrict

6) Present historic names from City Plan as well as previously used names such as IDEA and Maker's Quarter.

*Ballpark Subdistrict – Petco Park, Padres, Concerts, Gallagher Square, Activations, 2006
Community Plan name*

*Bayside Subdistrict – Southernmost portion, closest to San Diego Bay and south bay, 2006
Community Plan name*

*Commons Subdistrict – East Village Green, Faultline Park, (Common spaces) IZOLA,
Commons Church*

*Campus Subdistrict – (Education Corridor) San Diego City College, Urban Discovery
Academy, Garfield High School, San Diego High School, East Village Middle College High
School, City College High School*

Eastside Subdistrict – Eastmost Side of the East Village, Eastside East Village

7) Provide attendees with an East Village boundary map, have individuals fill in boundaries and their preferred sub-district name recommendation. Have everyone add their name and email address on the form. Pick the two most common responses.

8) Provide an email survey via MailChimp to subdistrict meeting group and give them the two top names, have the group decide between the two names. Constantly shortlisting.

9) EVA Subdistrict Workshopping Task Force Meeting for final comments and input.

10) Host EVA mixer & cocktail hour at Quartyard with large professionally printed signs for each of the East Village subdistricts with final boundaries and names. Record meeting and recommendations, present all East Village Sub-district final boundaries and final names.

Ethan Olsen

From: Alex Resler <alex@tectureinc.com>
Sent: Wednesday, January 24, 2024 3:40 PM
To: Ethan Olsen
Cc: Kyle Preish; David Michael; Dominic Li Mandri
Subject: Re: EVA Tecture Signage

Hi Ethan & Dominic,

Spoke with the team regarding our fee for coordinating & managing KPFF for the structural portion. To help the project move forward and not add more hurdles for the team. We'll void our Time and Material fee. With that being said, we'll still be assisting Kpff with any questions or drawings they need to complete their scope for the project. Hope this is helpful to keep the project moving forward.

Thanks,

On Fri, Jan 5, 2024 at 2:27 PM Alex Resler <alex@tectureinc.com> wrote:

Hi Team,

Thanks for taking the time to discuss the project parameters with us today, it was productive to delineate project roles for the remainder of the project. Below is a brief summary outlining our meeting notes.

Meeting Notes:

- Tecture to create an introduction email to KPFF introducing East Village Association. East Village Association will contract directly with KPFF and handle invoicing directly with them.
- Tecture will engage and commence coordination after EV Association has signed KPFF's proposal. Allow Tecture and KPFF a month to finalize structural drawings.
- Tecture will coordinate & manage KPFF to create structural submission for the city. Tecture will not exceed 16 hours billed at \$150.00/hour for coordinations & drawings.
- As discussed, Marco and his team will take on the scope for construction drawings & permitting. Tecture will assist Marco and his team with elevations, plans and sections of the art piece. This does not include overall site plans, specific site plan, etc.
- After KPFF supplies their structural drawings. Tecture and EV association will meet to review and strategize the potential additional cost for installation.
- I'll reach out next week to send our plans, elevations, sections and site locations to Marco and his team.

Let me know if anyone has any questions or would like to add anything to the meeting notes.

Thanks,

On Fri, Jan 5, 2024 at 10:04 AM Ethan Olsen <ethan@newcityamerica.com> wrote:

Hi all,

We are waiting to begin our 10:00am call now.