



East Village Association of San Diego – District Identity & Placemaking Committee
 Thursday, June 1, 2023, at 2:00pm
 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 May 4, 2023 *Action Item* P. 2 - 5
4. Events
 - a. Taste of East Village *Action Item* P. 6 - 9
 - b. First Fridays / Robyn Spencer *Action Item*
 - c. Its Far-Out Event Partnership / Justin Navalle
5. Public Relations, Promotions, Fundraising & Councils
 - a. FY24 County of San Diego NRP & CE Grants *Action Item*
 - b. Olive Public Relations Status Report P. 10 - 13
 - c. Lifestyle Photoshoot – Update
 - d. East Village Opening Weekend Block Party Excess Inventory – Update
 - e. EVA Website – Update
6. Placemaking & Improvements
 - a. Tecture Wayfinding Signage Project *Action Item*
 - b. New EVA Banner Artwork *Action Item* P. 14
 - c. EVA Comic-Con Banner Rental MOU P. 15
 - d. EVA Sub-District Brand Workshopping Presentation and Dates P. 16
 - e. Enhanced Pedestrian Lighting on Market Street – Update
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 619-233-5009 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
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East Village Association - District Identity & Placemaking (DIP) Committee
Thursday, May 4, 2023, at 2:00pm
Spaces (845 15th Street, 2nd Floor)

PRESENT: Robyn Spencer, Justin Navalle, Chan Buie, Manny Rodriguez, Dayna Hill, Mary Soriano

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

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 2:11pm. The District Identity & Placemaking (DIP) Committee gave round table introductions.	1. No action taken
2. Non-Agenda: Public Comment Introductions and Announcements	<p>2. Dominic announced that EVA Staff was informed by the Mayor's Office that streetlight poles are currently being fixed across the East Village and Gaslamp areas over the next 60 days. Chris Gomez added that the poles are being sanitized and the bases of the poles are being retrofitted with a tamper proof casing. Chris stated that this improvement for East Village will work nicely with the EVA Enhanced Pedestrian Lighting project.</p> <p>Justin Navalle from ItsFarOut and Quartyard stated that he and his team would like to organize large scale events in the next fiscal year to do bigger activations and perform financial partnerships with the East Village Association.</p> <p>Mary Soriano stated that she is pursuing a farmer's market within the ballpark district and would like to potentially work with the EVA. Dominic suggested Mary outreach to the Padres to gauge their interest. Chris reminded Mary to submit a proposal to EVA for</p>	2. No action taken

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	consideration.	
3. Minutes from April 6, 2023	3. The minutes from April 6, 2023, were reviewed.	3. Justin Navalle moved to accept the April 6, 2023, minutes. Robyn Spencer seconded the motion. Motion passed unanimously.
4. Events		
a. East Village Event Site Assessment Report	<p>4.a. Dominic reported that Staff has completed their recent assessment of several viable East Village event sites and presented those findings at Committee. Dominic provided recommendations on certain events across the range of sites and reported that this list is not definitive, but rather a preliminary evaluation.</p> <p>Robyn Spencer also suggested utilizing the IDEA 1 building on F Street as they have a central community courtyard with a beautiful backdrop. Robyn added the '7th and Market South' parking lot and Hilton Bayfront as other potential options.</p> <p>Chris announced that in his experience with orchestrating Farmer's Markets and Special Events, having vibrant businesses in the immediately surrounding areas are a necessity for success.</p>	4.a. No action taken
b. Taste of East Village	<p>4.b. Chris stated that he reached out to Curt Brooker from Fuse Events regarding the curation of the Taste of East Village. Fuse Events, as prospective organizers, will be submitting a proposal to the EVA DIP Committee for consideration. Chris suggested that 3-4 parts of the Taste of East Village occur over 3-4 separate days, coinciding with the EVA sub-district branding process.</p> <p>Chris mentioned that participating businesses can write off the expense of food as the East Village Association is a 501c3 non-profit.</p>	4.b. No action taken
5. Public Relations, Promotions, Fundraising & Councils		
a. Olive Public Relations Status Report	5.a. Eleanor Lazar provided the DI&P Committee with the Public Relations & Social Media report. Eleanor stated that Olive's efforts have focused on	5.a. No action taken

<p>b. Lifestyle Photoshoot</p> <p>c. East Village Opening Weekend Block Party Excess Inventory</p> <p>d. EVA Website Redesign - Update</p>	<p>local business spotlights, a wedding venue pitch and spotlighting entertainment for summer kickoff. Eleanor also reported that there was an article targeted towards relevant Mother's Day business suggestions.</p> <p>5.b. Chris stated that EVA needed more usable photos for all platforms to tell the promote the lifestyle of East Village. Chris announced that for \$3,420 we can produce hi-resolution lifestyle photos of the neighborhood's vitality, local amenities, and destination businesses.</p> <p>5.c. Dominic stated that the East Village Association still has a significant number of Coca-Cola products stemming from the Block Party. Dominic stated staff will continue working with the Board members to sell off the excess product.</p> <p>5.d. Chris announced that the new EVA website design will have a site map, different tab searching options and overall, a more robust navigation system. Chris added that a template of the design element will be presented from Geocentric to EVA staff on Monday.</p>	<p>5.b. Robyn Spencer motioned to approve staff to engage with a lifestyle photographer to perform photoshoot option A for \$3,420. Chan Buie seconded the motion. Motion passed unanimously.</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p>
<p>6. Placemaking & Improvements</p> <p>a. New EVA Banners</p> <p>b. Comic-Con Banner Rental Inquiry</p>	<p>6.a. Chris presented the invoice from SD Street Banners. The invoice captures new hardware and bands for banner brackets, printing of new banners, permitting and installation. Ideally EVA will soon acquire 4 new banner themes and cycle every quarter to increase banner longevity.</p> <p>Dominic reported that the EVAs current banner jurisdiction is surrounded by the Gaslamp Quarter Association, Downtown San Diego Partnership, and San Diego Padres.</p> <p>6.b. Ethan Olsen announced that Russell Warner from SD Street Banners introduced EVA staff to a Comic-Con contact of his interested in buying out all the East Village banner poles. This would be a month-long</p>	<p>6.a. Robyn Spencer moved to approve staff to expend the contingency funds out of the BID budget to support staff securing additional banners and hardware. Manny Rodriguez seconded the motion. Motion passed unanimously.</p> <p>6.b. Robyn Spencer moved to authorize staff to partner with Comic-Con on the month-long EVA banner buyout.</p>

<p>c. Tecture Wayfinding Signage Project: Update</p> <p>d. EVA Sub-District Brand Workshopping – Next Steps</p>	<p>rental to promote Comic-Con and could net the East Village Association \$12,000 at \$80 per pole rental.</p> <p>Chris mentioned that Comic-Con may ask for a lower price as they spent a mere \$5,000 on the banners last year on their first Comic-Con event post-Covid.</p> <p>6.c. Dominic announced that staff, along with Justin Navalle and Robyn Spencer, met with David Michael and Kyle Priesh of Tecture to discuss the EVA Tecture wayfinding signage project status.</p> <p>Dominic summarized that the project shifted from 6 larger signs to 10 smaller signs on a phone call between Diane Straw and Kyle Priesh in 2021. At some point, the project was put on hold as clarification was needed on locations for sign installation. Dominic reported that there are two directions the EVA can go; 1) proceed with the project but confirm no additional funds will be spent on the pending fabrication; or 2) inquire on the what full credit amount would be if the EVA terminated the project w/o fabrication.</p> <p>Justin stated that he would like to see the 10 viable signs dispatched across the neighborhood.</p> <p>6.d. Dominic reported that he would like to work with Manny Rodriguez and Chloe Lauer of DCPC as well as Robyn Spencer with the EVRG to work with community members and refine the large East Village branded district into smaller sub-districts, while still maintaining the East Village umbrella name. Dominic stated that the color scheme, branding, and unique feel of each quadrant will be refined ultimately through community feedback and workshopping.</p>	<p>Chan Buie seconded the motion. Motion passed unanimously.</p> <p>6.c. No action taken</p> <p>6.d. No action taken</p>
<p>7. Other</p>	<p>7. Nothing to report.</p>	<p>7. No action taken</p>
<p>8. Old Business</p>	<p>8. Robyn would like to add the discussion of ‘First Fridays’ as a future agenda item.</p>	<p>8. No action taken</p>
<p>9. Next District Identity & Placemaking (DIP) Committee Meeting</p>	<p>9. Ethan stated that the next EVA Marketing & District Identity & Placemaking (DIP) Committee will be held on Thursday, June 1, 2023.</p> <p>Meeting adjourned.</p>	<p>9. No action taken</p>

FUSE EVENTS



AN EVENT
MANAGEMENT
COMPANY

Event Management
Fuseevents

SAN DIEGO, CALIFORNIA
Fuseevents.com



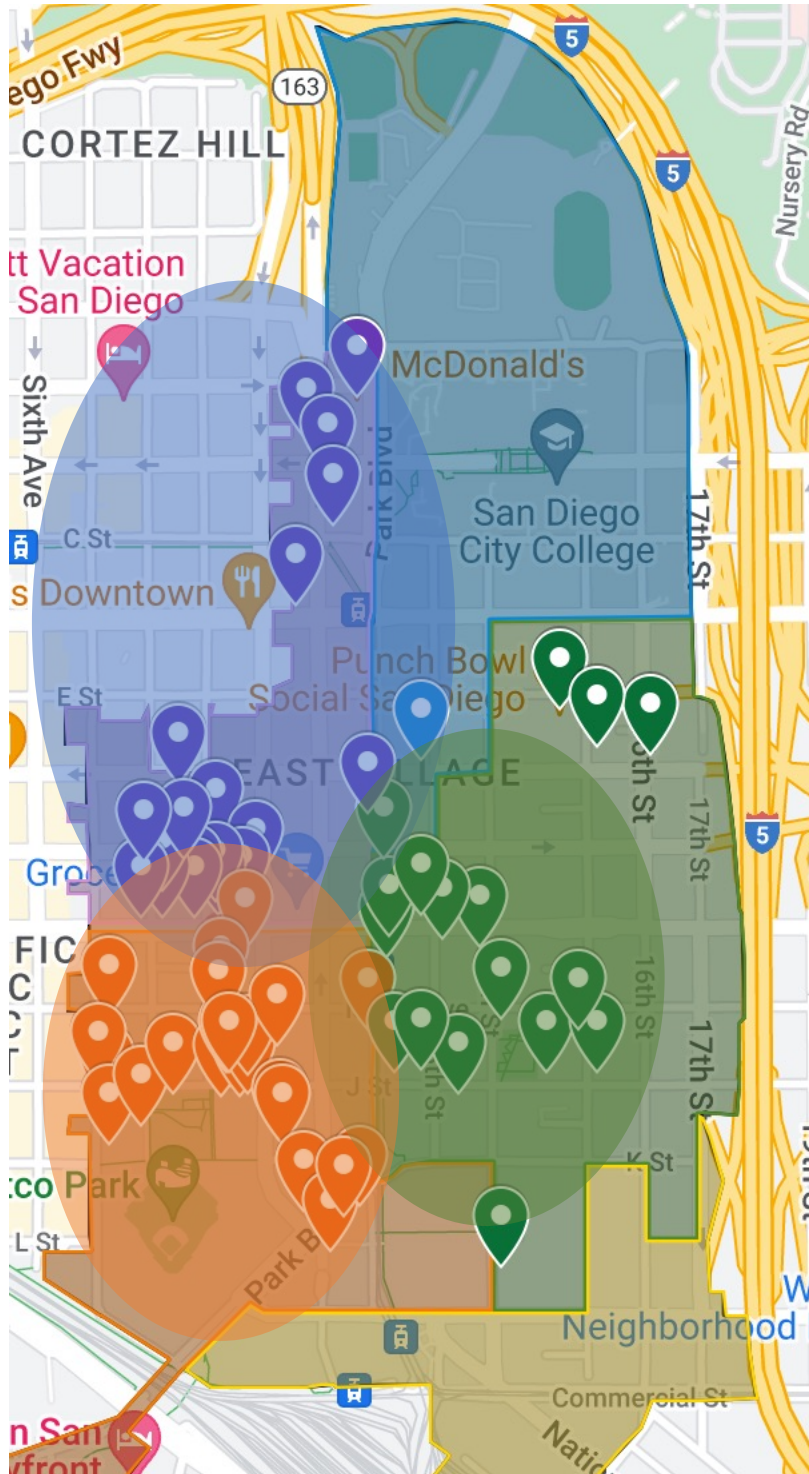
Proposal for Taste of East Village

Fuse Events is excited to propose a tasting event that will bring people to the East Village neighborhood and highlight the restaurants that are the backbone of the community. The Taste of East Village will be a multi-day event that will partner with multiple restaurants each night to create an elevated assortment of sips and bites.



For the first year of the Taste of East Village, a maximum of 400 tickets per night will be offered to sell. This amount allows the event to slowly grow year after year and not burden the restaurants the inaugural year with a large ask for product and staff time. Attendees will be given time windows to manage crowd flow and a central location to check in. Once checked in, each attendee will receive a customized “passport” that details what restaurants are participating, their location and what they are offering that night. In order to guarantee the best quality and give the restaurant the opportunity to promote their location, attendees will walk to the participating restaurants to pick up their samples. Fuse Events will also work with East Village’s PR firm to solicit media partners and bring more awareness to the event. It’s a wonderful way to showcase East Village and an opportunity for the restaurants to have hundreds of new and returning customers visit their establishment and taste what they have to offer.

Possible Restaurant Grouping



- Day One Route
- Day two Route
- Day three Route

Estimated Event Budget

East Village Taste Event Budget					
Income		Estimate	Profit		Total Profit
	Revenue	# Tickets	Ticket Price		TOTAL
	Presale Tickets	300	\$ 40.00		\$ 12,000.00
	General Admission Tickets	900	\$ 45.00		\$ 40,500.00
	Comp Tickets	60	\$ (45.00)		\$ (2,700.00)
	TOTAL EST. TICKETS SOLD	1260			\$ 49,800.00
	Sponsors	3	\$ 500.00		\$ 1,500.00
	TOTAL INCOME				\$ 51,300.00
Cost of Goods & Services		Estimate	Cost		Total Cost
	Advertising and Event Marketing				\$ 750.00
	Staff Hours				\$ 12,000.00
	Signage				\$ 1,750.00
	Restaurant Supplies				\$ 2,400.00
	Labor Crew Hours	60	\$ 20.00		\$ 1,200.00
	PR/ Social Ads				\$ 750.00
	Entertainment	9	\$ 100.00		\$ 900.00
	Photographer				\$ 600.00
	Production				\$ 500.00
	Misc. Expenses				\$ 250.00
	TOTAL COST OF GOODS & SERVICES				\$ 21,100.00
	Net Profit				\$ 30,200.00
	50% Split				\$ 15,100.00



EVA DI&P Meeting
PR Agenda
 Thursday, June 1, 2023

PITCHING

Recap/Upcoming Focus

- 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 May | Mother's Day in East Village
- San Diego Downtown News June | Summer 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
- Venues in East Village for Wedding Season
- Summer in East Village | What to do and Where to Eat – Where the locals go and what they know

Mother's Day in East Village

SECURED COVERAGE

- **5/8 secured online coverage on THERE San Diego**
 - Article features East Village restaurants such as Callie, Izola, Casa Octavio, Punch Bowl Social, and Tavern + Bowl as places to eat for Mother's Day

Other

SECURED COVERAGE

- **5/25 secured broadcast coverage on CBS 8 (Mornings at 8:30 a.m.)**
 - Segment details the shooting in East Village with a comment from Dominic about how they are working to keep the community safe with better street lighting and working on the homeless encampments
- **5/25 secured broadcast coverage on CBS 8 (Mornings at 8 a.m.)**
 - Segment details the shooting in East Village with a comment from Dominic about how they are working to keep the community safe with better street lighting and working on the homeless encampments

- **5/25 secured radio coverage on 600 KOGO (San Diego's Morning News with Ted and LaDonna at 7 a.m.)**
 - Radio segment details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this should not define the narrative of East Village
- **5/25 secured broadcast coverage on CBS 8 (Mornings at 7 a.m.)**
 - Segment details the shooting in East Village with a comment from Dominic about how they are working to keep the community safe with better street lighting and working on the homeless encampments
- **5/25 secured broadcast coverage on ABC 10 News (This Morning at 6 a.m.)**
 - Segment details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this should not define the narrative of East Village
- **5/25 secured broadcast coverage on CBS 8 (Mornings at 6 a.m.)**
 - Segment details the shooting in East Village with a comment from Dominic about how they are working to keep the community safe with better street lighting and working on the homeless encampments
- **5/25 secured radio coverage on 600 KOGO (San Diego's Morning News with Ted and LaDonna at 5 a.m.)**
 - Radio segment details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this should not define the narrative of East Village
- **5/25 secured online coverage on CBS 8 (Mornings at 5 a.m.)**
 - Segment details the shooting in East Village with a comment from Dominic about how they are working to keep the community safe with better street lighting and working on the homeless encampments
- **5/24 secured broadcast coverage on CBS 8 News (Live at 11 p.m.)**
 - Segment details the shooting in East Village with a comment from Dominic about how they are working to keep the community safe with better street lighting and working on the homeless encampments
- **5/24 secured online coverage on CBS 8**
 - Article details the shooting in East Village with a comment from Dominic about how they are working to keep the community safe with better street lighting and working on the homeless encampments
- **5/24 secured broadcast coverage on CBS 8 (The 10 o'clock News at 10 p.m.)**
 - Segment details the shooting in East Village with a comment from Dominic about how they are working to keep the community safe with better street lighting and working on the homeless encampments
- **5/24 secured broadcast coverage on ABC 10 (News at 7 p.m.)**
 - Segment details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this should not define the narrative of East Village
- **5/24 secured radio coverage on 600 KOGO (The DeMaio Report with Carl DeMaio at 5 p.m.)**
 - Radio segment details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this should not define the narrative of East Village
- **5/24 secured broadcast coverage on ABC 10 (News at 5 p.m.)**
 - Segment details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this

should not define the narrative of East Village

- **5/24 secured online coverage on ABC 10**
 - Article details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this should not define the narrative of East Village
- **5/24 secured broadcast coverage on ABC 10 News (Midday at 11 a.m.)**
 - Segment details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this should not define the narrative of East Village
- **5/24 secured online coverage on ABC 10**
 - Article details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this should not define the narrative of East Village
- **5/24 secured broadcast coverage on ABC 10 (This Morning at 6 a.m.)**
 - Segment details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this should not define the narrative of East Village
- **5/24 secured broadcast coverage on ABC 10 (This Morning at 5 a.m.)**
 - Segment details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this should not define the narrative of East Village
- **5/24 secured broadcast coverage on ABC 10 (This Morning at 4:30 a.m.)**
 - Segment details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this should not define the narrative of East Village
- **5/24 secured broadcast coverage on ABC 10 (News at 11 p.m.) ran at 1 a.m.**
 - Segment details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this should not define the narrative of East Village
- **5/23 secured broadcast coverage on ABC 10 (News at 11 p.m.)**
 - Segment details the shooting in East Village including a comment from Dominic noting that they aren't seeing a general uptick in crime in the neighborhood and how this should not define the narrative of East Village
- **5/7 secured online coverage on San Diego Downtown News**
 - Contributed article features restaurants to enjoy a mother's day feast, shops to buy gifts from, and fun places to visit in the East Village neighborhood
- **5/7 secured print coverage in San Diego Downtown News**
 - Contributed article features restaurants to enjoy a mother's day feast, shops to buy gifts from, and fun places to visit in the East Village neighborhood

SECURED INTEREST

- **5/8 secured interest in San Diego Magazine**
 - Interested in highlighting East Village in article about best places to spend your birthday

SOCIAL MEDIA

Recap & Highlights

- Gained 390 new followers
- Earned 110K impressions on social posts
- Earned over 3K engagements on social posts

SOCIAL MEDIA ANALYTICS (Last 30 days as of May 25)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
East Village San Diego	241	5201	1480	56111
EastVillageSD	149	10968	1522	53750

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



May 1, 2023 · East Village San Diego

East Village is a playground for art enthusiasts. Every corner you turn,...

👤 Reach	3,131
📊 Engaged users	295
👁️ Clicks	12
👁️ Other clicks	64
📈 Engagement rate per reach	9.4%
📈 Engagement rate per impression	6.1%



May 11, 2023 · East Village San Diego

The NewSchool of Architecture & Design was founded in 1980 by...

👤 Reach	3,041
📊 Engaged users	419
👁️ Clicks	103
👁️ Other clicks	285
📈 Engagement rate per reach	13.8%
📈 Engagement rate per impression	9.5%



May 22, 2023 · East Village San Diego

Did you know? 🏆 The Coliseum Athletic Club in Makers Quarter, no...

👤 Reach	866
📊 Engaged users	58
👁️ Clicks	41
👁️ Other clicks	14
📈 Engagement rate per reach	6.7%
📈 Engagement rate per impression	6.6%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Apr 28, 2023 · EastVillageSD

The food is exquisite, the drinks are delicious, and the ambiance is perfe...

👤 Reach	2,892
💬 Comments	7
❤️ Likes	200
📌 Saves	19
📈 Engagement	266
📈 Engagement rate per reach	9.2%
📈 Engagement rate per impression	0%



May 22, 2023 · EastVillageSD

Did you know? 🏆 The Coliseum Athletic Club in Makers Quarter, no...

👤 Reach	2,888
💬 Comments	3
❤️ Likes	194
📌 Saves	10
📈 Engagement	207
📈 Engagement rate per reach	7.2%
📈 Engagement rate per impression	5.4%



Apr 25, 2023 · EastVillageSD

East Village sunsets never cease to amaze. 🌅 @sddiscover...

👤 Reach	1,890
💬 Comments	5
❤️ Likes	190
📌 Saves	1
📈 Engagement	196
📈 Engagement rate per reach	10.4%
📈 Engagement rate per impression	9.1%



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/>

East Village Association and Comic-Con
Memorandum of Understanding (MOU)

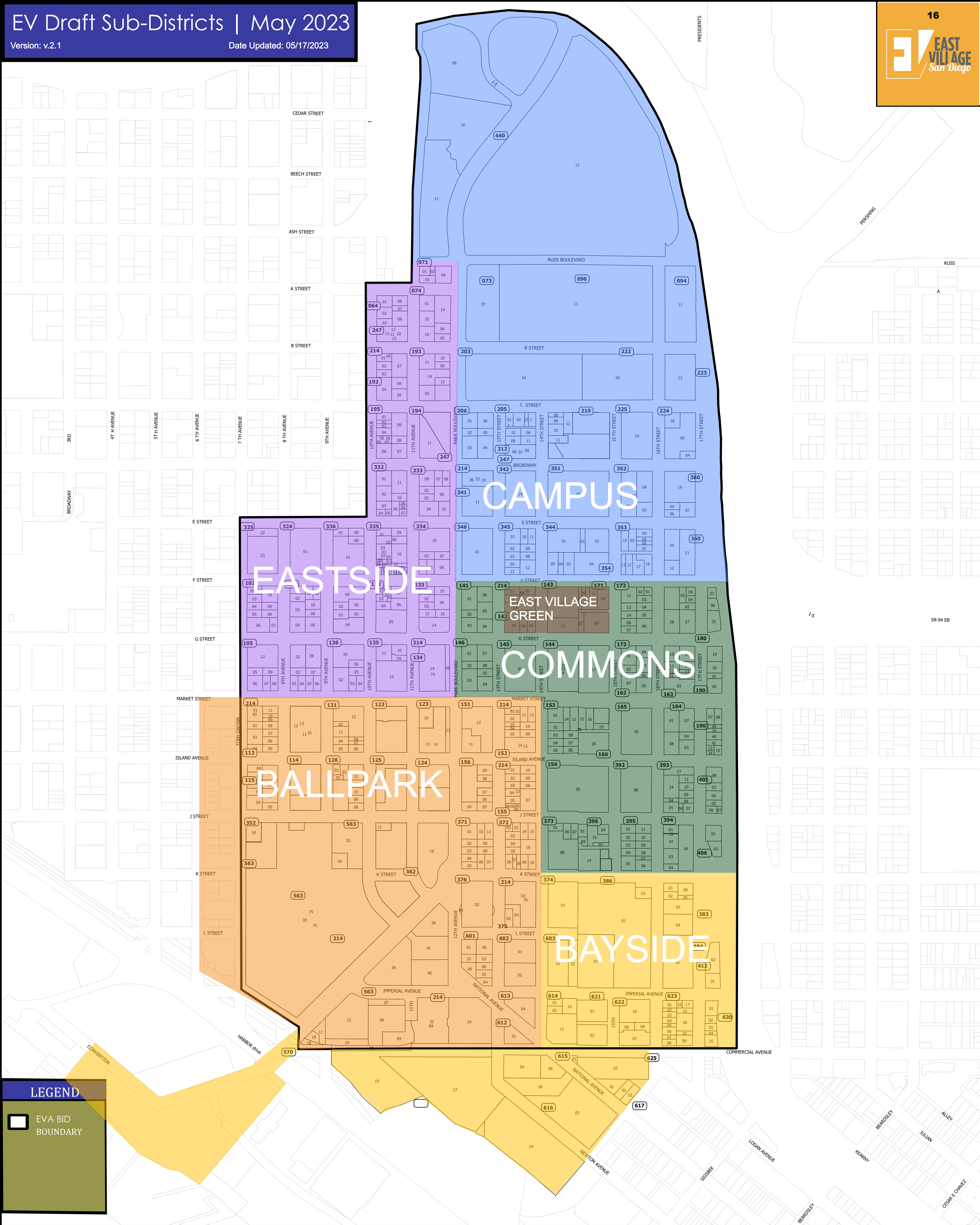
This Memorandum of Understanding (This "MOU") is made and entered into on this 10th day of May 2023 by and between the East Village Association (EVA) and Comic-Con International: San Diego.

- The East Village Association has agreed to rent out 150 Banner poles to Comic-Con within the footprint of the East Village BID boundaries.
- Comic-Con will rent the EVA banner poles for a one (1) month period from June 24, 2023, to July 24, 2023.
- Comic-Con has agreed to pay the East Village Association \$10,000 purely for banner pole rentals.
- Banner installation, removal or production costs will be coordinated separately with Russell Warner of SD Street Banners.
- Comic-Con agrees to remit payment by May 31, 2023.

Marco Li Mandri
Executive Director
East Village Association


Comic-Con Representative

Printed Name



CAMPUS
EASTSIDE
EAST VILLAGE GREEN
COMMONS
BALLPARK
BAYSIDE

LEGEND

 EVA BID BOUNDARY