



East Village Association – District Identity & Placemaking Committee
 Thursday, September 7, 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 August 3, 2023, Meeting *Action Item* P. 2 - 5
4. Events
 - a. Taste of East Village – Recap
 - b. East Village Artisan Market Powered by Las Jefas Market – Update Sat., 9/23
 - c. East Village Oktoberfest Partnership – Update Sat., 9/30
 - d. First Fridays – Update Fri., 10/6
 - e. East Village Salutes! – Update Sun., 11/12
 - f. East Village Holiday Market & Tree Lighting – Update Sat., 12/9
 - g. East Village Opening Weekend Block Party RFP – Update
5. Public Relations, Promotions, Fundraising & Councils
 - a. Olive Public Relations Status Report P. 6 - 13
6. Placemaking & Improvements
 - a. 'I HeART EV' Banners – Update
 - b. EVA Banner Pole Rental Pricing Menu *Action Item* P. 14
 - c. EVA Website Venues Page
 - d. Tecture Wayfinding Signage Project – Update P. 15 - 17
 - e. EVA Sub-District Brand Workshopping Presentation and Dates – 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 619-546-5636 or via email at ethan@newcityamerica.com at least 48-hours prior to the meeting.

EAST VILLAGE ASSOCIATION

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East Village Association - District Identity & Placemaking (DIP) Committee
 Thursday, August 3, 2023, at 2:00pm
 Spaces (845 15th Street, 2nd Floor)

PRESENT: Justin Navalle, Terry McCleary, Manny Rodriguez, Dayna Hill, Tim Palmer, Aubree Miller, Matt Williams, Gerry Grenados

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 2:01pm. 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. Nothing to report.	2. <i>No action taken</i>
3. Minutes from July 6, 2023 Meeting	3. The minutes from July 6, 2023, were reviewed.	3. <i>Justin Navalle moved to accept the July 6, 2023, minutes. Dayna Hill seconded the motion. Terry McCleary abstained. Motion passed.</i>
4. Events a. Taste of East Village - Update	4.a. Curt Brooker of Fuse Events gave a status update on the Taste of East Village. Curt reported that Fuse Events has 21 confirmed restaurant participants with 2-3 additional restaurants pending. Curt stated that establishments have still been slow to respond due to being inundated by Comic-Con activations. Curt	4.a. <i>No action taken</i>

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	<p>proposed condensing the Taste of East Village from the initially planned 3 days to now 2 days.</p> <p>Justin Navalle agreed with Curt stating that 3 days of the Taste was ambitious with the sheer size of the event footprint.</p>	
b. First Fridays - Update	<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. Dominic reported that Robyn has a Facebook page with 37 business contacts that have historically participated in First Fridays. Dominic stated that the event is anticipated to begin on Friday, October 6, 2023.</p>	<i>4.b. No action taken</i>
c. East Village Oktoberfest Partnership - Update	<p>4.c. Dominic reported It`s Far-Out and EVA are partnering to produce the 7th Annual East Village Oktoberfest at Quartyard and 13th Street as well as on Market Street from Park Boulevard to 14th Street. EVA will assist through marketing, event production and non-profit support.</p> <p>Justin Navalle reported that beer is the focus of the event and confirmed 8 participating local Southern California beer companies. Justin stated that businesses Papalo Kitchen and TNT Pizza of East Village will be participating, along with vendors offering sausages and pretzels.</p>	<i>4.c. No action taken</i>
d. East Village Salutes!	<p>4.d. Dominic stated that EVA staff is producing a Veteran`s Day commemorative event called East Village Salutes! on Sunday, November 12, 2023, held at Park 12 in the entrance plaza. Dominic reported that East Village Salutes! will commemorate armed forces and highlight veterans and veteran owned businesses in the East Village. The event will include a music activation, kids` activation, and veteran owned business vendor booths.</p>	<i>4.d. No action taken</i>
e. East Village Artisan Market Powered by Las	<p>4.e. Dominic reported that EVA staff has been in discussions with Las Jefas Market to design a monthly reoccurring East Village Artisan Market.</p>	<i>4.e. Justin Navalle moved to accept the Las Jefas Market proposal with a</i>

<p>Jefas Market Proposal</p>	<p>Dominic noted that Las Jefas is evaluating the back space 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, as an initial opening date for the Market. The Artisan Market will be held on the fourth Saturday of the month from 11am-4pm in East Village, behind UCSD Park & Market and next to the Merian.</p>	<p><i>30-day escape clause and have staff continue working on logistics and marketing of the East Village Artisan Market. Terry McCleary 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 Taste of East Village has been a priority and stated that SD Magazine’s Food News Round up and the SD-Union Tribune Round up have been notable announcements. Eleanor stated that opportunities with TV stations for local businesses participating in the Taste are approaching. Curt requested that Olive perform a Taste of East Village giveaway on the EVA social platforms.</p> <p>Eleanor presented Olive’s basic timeline of press releases by month planned for the East Village.</p>	<p><i>5.a. No action taken</i></p>
<p>6. Placemaking & Improvements</p> <p>a. ‘1 HeART EV’ Banners - Ordered</p> <p>b. Where’s Waldo East Village SD Concept</p>	<p>6.a. Chris presented the ‘1 HeART EV’ initial banner cycle which uses bright colors and the murals of East Village. 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 selected from murals within the East Village community.</p> <p>6.b. Ethan Olsen reported that the Where’s Waldo East Village SD concept is very similar to First Fridays with a passport style discovery component for businesses in East Village. Chris added that this is a duplicate concept lacking identity and recommended the DIP Committee table the concept for now.</p>	<p><i>6.a. No action taken</i></p> <p><i>6.b. No action taken</i></p>

<p>c. Tecture Wayfinding Signage Project</p> <p>d. EVA Sub-District Brand Workshopping Presentation and Dates</p>	<p>6.c. Chris gave an update on the Tecture Wayfinding Signage Project. Chris stated that the EVA Tecture wayfinding signage task force met with Tecture staff to discuss production and placement of the signage. Chris reported that the signs have been in the queue for 4-5 years. Chris stated that the task force would like to place the signs on poles on south facing sunlit corners to avoid business permitting and potential issues with construction. Chris noted that Tecture will provide quotes for manufacturing of the poles.</p> <p>6.d. Chris reported that the EVA subdistrict brand workshop task force met to discuss the operations and layout for each workshop meeting. Chris stated the workshop process will include a presentation with background on the East Village Association, and history from within each subdistrict. Attendees will then receive a form where they can add feedback on subdistrict boundaries and names. Chris noted that the initial Ballpark subdistrict meeting will be held in late August. Remaining workshops will be held every 2-3 weeks from there on. Chris stated that this process will refine the large East Village branded district into smaller subdistricts through community feedback and approval.</p>	<p>6.c. <i>No action taken</i></p> <p>6.d. <i>No action taken</i></p>
<p>7. Other</p>	<p>7. Nothing to report.</p>	<p>7. <i>No action taken</i></p>
<p>8. Old Business</p>	<p>8. Nothing to report.</p>	<p>8. <i>No action taken</i></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, September 7, 2023, at 2:00pm.</p> <p>Meeting adjourned.</p>	<p>9. <i>No action taken</i></p>

Minutes taken by: Ethan Olsen, New City America.



EVA DI&P Meeting PR Agenda

Thursday, September 7, 2023

PITCHING

Current/Upcoming Focus

- Taste of East Village (Short Leads)
- East Village Oktoberfest (Long Leads)
- East Village Oktoberfest (Short Leads)
- East Village Salutes (Long Leads)
- Dancing Around the Oak Tree Spotlight
- Ayaka Ito's New Dining Concepts Spotlight

WRITING

Current/Upcoming

- San Diego Downtown News September Article
- San Diego Downtown News October Article
- East Village Oktoberfest (Short Leads)
- East Village Salutes (Long Leads)
- Dancing Around the Oak Tree Spotlight
- Ayaka Ito's New Dining Concepts Spotlight

East Village SALUTES! (Long Leads)

SECURED INTEREST

- **8/31 secured interest with Ranch & Coast**
 - Sharing with contributing writer who covers Veterans and military for inclusion in November issue

East Village Oktoberfest (Long Leads)

SECURED COVERAGE

- **8/30 secured print coverage in Ranch & Coast**
 - East Village's Oktoberfest was highlighted in the What Next Section
- **8/24 secured online coverage on Patch**
 - Roundup of Oktoberfest events throughout California coming up this fall includes the East Village Oktoberfest: Quaryard event with a link to the event listing on Patch

SECURED INTEREST

- **8/31 secured interest with DoSD**
 - Will include in fall event roundups
- **8/31 secured interest with San Diego Beer News**

- Will share press release on website
- **8/31 secured interest with San Diego Union-Tribune**
 - Will include in upcoming fall event/Okttoberfest roundup
- **8/31 secured interest with SD Today**
 - Will feature Oktoberfest in upcoming roundup

Taste of East Village

SECURED COVERAGE

- **8/30 secured broadcast coverage on ABC 10 (News at 7 p.m.)**
 - Shared video from onsite and details of the second evening of Taste
- **8/30 secured broadcast coverage on ABC 10 (News at 4 p.m.)- teaser**
 - Teaser previewed Taste of East Village
- **8/30 secured broadcast coverage on ABC 10 (News at 4 p.m.)**
 - Interview with Ethan about the second night of Taste, upcoming Oktoberfest and other things to look forward to in East Village
- **8/30 secured broadcast coverage on ABC 10 (News at 4 p.m.)**
 - Report from Make Pizza explains how Taste works
- **8/30 secured broadcast coverage on ABC 10 (News at 4 p.m.)**
 - Segment includes interview with Terry from Make Pizza
- **8/30 secured broadcast coverage on ABC 10 (News at 4 p.m.) - teaser**
 - Teaser previewed Taste of East Village
- **8/30 secured broadcast coverage on ABC 10 (News at 4 p.m.) - teaser**
 - Teaser and quick description of the event to open the 4 pm news hour
- **8/30 secured online coverage on Yahoo! News**
 - Syndicated online version of ABC10 segment featuring Taste
- **8/30 secured online coverage on SD Today**
 - Daily newsletter included Taste in the "Events" section
- **8/30 secured broadcast coverage on FOX 5 (News at 11 p.m.)**
 - Description of the event included footage from the Radian and how to purchase tickets for the second night
- **8/29 secured broadcast coverage on FOX 5 (News at 11 p.m.)**
 - Footage of the event during all of the evening broadcasts with info on how to purchase tickets for the second day
- **8/29 secured broadcast coverage on FOX 5 (News at 7:30 p.m.)**
 - Footage of the event during all of the evening broadcasts with info on how to purchase tickets for the second day
- **8/29 secured broadcast coverage on FOX 5 (News at 6 p.m.)**
 - Footage of the event during all of the evening broadcasts with info on how to purchase tickets for the second day
- **8/29 secured broadcast coverage on FOX 5 (News at 5 p.m.)**
 - Footage of the event during all of the evening broadcasts with info on how to purchase tickets for the second day
- **8/29 secured broadcast coverage on ABC 10 (News at 4 p.m.)**
 - Announcement of the kickoff of the event with a link to purchase tickets
- **8/29 secured broadcast coverage on FOX 5 (News at 4 p.m.)**
 - Footage of the event during all of the evening broadcasts with info on how to purchase tickets for the second day
- **8/29 secured online coverage on NBC 7**
 - Online version of broadcast segment included onsite interview with Alex from Lotus

Thai

- **8/29 secured online coverage on News Break**
 - Syndicated NBC7 article of online version of broadcast segment included onsite interview with Alex from Lotus Thai
- **8/29 secured online coverage on SD Today**
 - Daily newsletter included Taste in the "Events" section
- **8/29 secured online coverage on DoSD**
 - Daily newsletter included Taste in the "This Week" section
- **8/29 secured broadcast coverage on NBC 7 (News Today at 5 a.m.)**
 - Broadcast segment included onsite interview with Kenneth from Knotty Barrel
- **8/29 secured broadcast coverage on NBC 7 (News Today at 5 a.m.) - teaser**
 - Teaser for onsite segment in East Village
- **8/29 secured broadcast coverage on NBC 7 (News Today at 5 a.m.)**
 - Broadcast segment included onsite interview with Kenneth from Knotty Barrel
- **8/29 secured broadcast coverage on NBC 7 (News Today at 6 a.m.)**
 - Broadcast segment included onsite interview with Alex from Lotus Thai
- **8/29 secured broadcast coverage on NBC 7 (News Today at 6 a.m.) - teaser**
 - Teaser for onsite segment in East Village
- **8/29 secured broadcast coverage on NBC 7 (News Today at 6 a.m.)**
 - Broadcast segment included onsite interview with Robyn from Tavern & Bowl
- **8/29 secured broadcast coverage on NBC 7 (Midday at 11 a.m.)**
 - Broadcast segment shares all the details of the event with a taped interview with Ethan
- **8/29 secured online coverage on NBC 7**
 - Online share of the interview with Robyn in East Village
- **8/29 secured broadcast coverage on ABC 10 (This Morning at 5 a.m.) - teaser**
 - Teaser for segment about Taste
- **8/29 secured broadcast coverage on ABC 10 (This Morning at 6 a.m.)**
 - Broadcast segment included footage from the day before including interview with Gerald of City Tacos
- **8/29 secured online coverage in LOCALE Magazine**
 - Included event flyer in newsletter
- **8/28 secured broadcast coverage on KPBS (Evening Edition at 5 p.m.)**
 - Broadcast segment shared all the details of the event and video from City Tacos
- **8/28 secured broadcast coverage on KPBS (Evening Edition at 6 p.m.)**
 - Broadcast segment shared all the details of the event and video from City Tacos
- **8/28 secured broadcast coverage on CBS 8 (The Four at 4 p.m.) - teaser**
 - Teaser for in studio interview including Ethan and Steve and Brandon from Storyhouse Spirits and Doggos Gus
- **8/28 secured broadcast coverage on CBS 8 (The Four at 4 p.m.)**
 - In studio interview including Ethan and Steve and Brandon from Storyhouse Spirits and Doggos Gus
- **8/28 secured online coverage on CBS 8**
 - Online share of the in-studio segment with Ethan
- **8/28 secured broadcast coverage on ABC 10 (This Morning at 5 a.m.) - teaser**
 - Teaser for live segment in East Village
- **8/28 secured broadcast coverage on ABC 10 (This Morning at 5 a.m.) - teaser**
 - Teaser for live segment in East Village
- **8/28 secured broadcast coverage on ABC 10 (This Morning at 5 a.m.) - teaser**
 - Teaser for live segment in East Village

- **8/28 secured broadcast coverage on ABC 10 (This Morning at 5 a.m.)**
 - Live segment with Ethan at Doggos Gus
- **8/28 secured broadcast coverage on ABC 10 (This Morning at 6 a.m.)**
 - Interview with Gerald from City Tacos
- **8/28 secured broadcast coverage on ABC 10 (This Morning at 6 a.m.) - teaser**
 - Teaser for live segment in East Village
- **8/28 secured broadcast coverage on ABC 10 (This Morning at 6 a.m.)**
 - Live interview with Ethan at Sovereign Thai
- **8/28 secured broadcast coverage on ABC 10 (News at 4 p.m.) - teaser**
 - Teaser for broadcast coverage
- **8/28 secured broadcast coverage on ABC 10 (News at 4 p.m.)**
 - Broadcast segment shared all the details of the event and video from City Tacos
- **8/28 secured broadcast coverage on ABC 10 (News at 5 p.m.)**
 - Broadcast segment shared all the details of the event and video from City Tacos
- **8/28 secured broadcast coverage on ABC 10 (News at 6 p.m.) - teaser**
 - Teaser for broadcast coverage
- **8/28 secured broadcast coverage on ABC 10 (News at 6 p.m.)**
 - Broadcast segment shared all the details of the event and video from City Tacos
- **8/28 secured online coverage on ABC 10**
 - Online article shares all of the details of the event
- **8/28 secured online coverage on ABC 10**
 - Online article shares all of the details of the event with video of the interview with Gerald from City Tacos
- **8/28 secured online coverage in Yahoo! News**
 - Syndicated 10News online article which shares all of the details of the event with video of the interview with Gerald from City Tacos
- **8/28 secured online coverage in US Head Topics**
 - Syndicated 10News online article which shares all of the details of the event with video of the interview with Gerald from City Tacos
- **8/28 secured online coverage in News Break**
 - Syndicated 10News online article which shares all of the details of the event with video of the interview with Gerald from City Tacos
- **8/28 secured broadcast coverage on FOX 5 (Morning News at 9 a.m.) - teaser**
 - Teaser for live segment at Fox 5
- **8/28 secured broadcast coverage on FOX 5 (Morning News at 9 a.m.)**
 - Segment at Fox 5 with Ethan, El Puerto Seafood and Doggos Gus
- **8/28 secured online coverage in FOX 5**
 - Online share of studio interview with Ethan and Alex from El Puerto Seafood
- **8/28 secured online coverage in News Break**
 - Syndicated Fox 5 online share of studio interview with Ethan and Alex from El Puerto Seafood
- **8/27 secured online coverage in the San Diego Sun**
 - Weekly newsletter includes Taste as the headline article with a link back to their feature article from last week
- **8/27 secured print coverage in the San Diego Union-Tribune**
 - Roundup of things to do for the rest of the summer in San Diego includes Taste of East village with a link to the ticket page
- **8/27 secured online coverage in the San Diego Union-Tribune**
 - Roundup of things to do for the rest of the summer in San Diego includes Taste of East

village with a link to the ticket page

- **8/26 secured online coverage in the San Diego Union-Tribune en Espanol**
 - Feature highlights Taste of East Village along with the Taste of Barrio Logan, highlighting the growth of restaurants in the area with a quote from Ethan and a full overview of the event and participating restaurants
- **8/26 secured online coverage in San Diego Tourism Authority**
 - Roundup of end of summer events includes Taste of East Village
- **8/26 secured online coverage in News Break**
 - Syndicated San Diego Tourism Authority roundup of end of summer events which includes Taste of East Village
- **8/25 secured broadcast coverage on KUSI (Good Evening San Diego at 5 p.m.)**
 - Report highlighting the details of the event included clips from the morning segment with Robyn
- **8/25 secured broadcast coverage on KUSI (Good Evening San Diego at 4 p.m.)**
 - Report highlighting the details of the event included clips from the morning segment with Robyn
- **8/25 secured print coverage in the San Diego Union-Tribune**
 - Feature highlights Taste of East Village along with the Taste of Barrio Logan, highlighting the growth of restaurants in the area with a quote from Ethan and a full overview of the event and participating restaurants
- **8/25 secured online coverage in the San Diego Union-Tribune**
 - Feature highlights Taste of East Village along with the Taste of Barrio Logan, highlighting the growth of restaurants in the area with a quote from Ethan and a full overview of the event and participating restaurants
- **8/25 secured online coverage in US Head Topics**
 - Syndicated San Diego Union-Tribune feature which highlights Taste of East Village along with the Taste of Barrio Logan, highlighting the growth of restaurants in the area with a quote from Ethan and a full overview of the event and participating restaurants
- **8/25 secured online coverage in US Head Topics**
 - Syndicated San Diego Union-Tribune feature which highlights Taste of East Village along with the Taste of Barrio Logan, highlighting the growth of restaurants in the area with a quote from Ethan and a full overview of the event and participating restaurants
- **8/25 secured online coverage in the San Diego Union-Tribune**
 - Roundup of foodie happenings around San Diego includes Taste of East Village with cost and dates and a link to purchase tickets
- **8/25 secured online coverage in Times of San Diego**
 - Roundup of things to do this weekend in San Diego includes Taste of East Village
- **8/25 secured broadcast coverage on KUSI (Good Morning San Diego) - teaser**
 - Teaser for broadcast segment with Robyn highlighted Tavern & Bowl and Hey Sugar offerings sharing all of the details of the event and some of the developments in the neighborhood
- **8/25 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
 - Broadcast segment with Robyn highlighted Tavern & Bowl and Hey Sugar offerings sharing all of the details of the event and some of the developments in the neighborhood
- **8/24 secured print coverage in San Diego Reader**
 - Roundup of upcoming food and drink events includes Taste of East Village with dates and details of the event
- **8/24 secured online coverage in Thrillist**

- Roundup of things to do this weekend included Taste of East Village as the headliner
- **8/24 secured online coverage in the San Diego Sun**
 - Article includes all of the details of the event with links to check out each day's lineup of restaurants and to purchase tickets
- **8/23 secured online coverage in SoCal Pulse**
 - Roundup of things to do this weekend includes Taste of East Village with a mention of many of the participating restaurants and link to purchase tickets
- **8/23 secured online coverage in SD Today**
 - Daily newsletter featured Taste in the "Eat" section which included all of the details of the event
- **8/23 secured online coverage in SD Today**
 - Article highlights all the details of the event, participating restaurants and link for tickets
- **8/23 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.) - teaser**
 - Teaser for feature which included an interview with Ethan about East Village's inaugural Taste event including some of the highlights that participants can enjoy at the restaurants, where to find parking and many other details
- **8/23 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
 - Feature included an interview with Ethan about East Village's inaugural Taste event including some of the highlights that participants can enjoy at the restaurants, where to find parking and many other details
- **8/22 secured broadcast coverage on KUSI (Good Evening San Diego at 5 p.m.) - teaser**
 - Teaser for feature which included an interview with Ethan about East Village's inaugural Taste event including some of the highlights that participants can enjoy at the restaurants, where to find parking and many other details
- **8/22 secured broadcast coverage on KUSI (Good Evening San Diego at 6 p.m.)**
 - Feature included an interview with Ethan about East Village's inaugural Taste event including some of the highlights that participants can enjoy at the restaurants, where to find parking and many other details
- **8/22 secured broadcast coverage on KUSI (News at 10 p.m.)**
 - Feature included an interview with Ethan about East Village's inaugural Taste event including some of the highlights that participants can enjoy at the restaurants, where to find parking and many other details
- **8/22 secured broadcast coverage on KUSI (News at 11 p.m.)**
 - Feature included an interview with Ethan about East Village's inaugural Taste event including some of the highlights that participants can enjoy at the restaurants, where to find parking and many other details
- **8/18 secured print coverage in the San Diego Union-Tribune**
 - Roundup of this week's restaurant news in San Diego includes the upcoming Taste of East Village with a mention of the 35 restaurants participating, the dates and times and where to buy tickets
- **8/11 secured online coverage in the San Diego Union-Tribune**
 - Article includes the Taste of East Village in the roundup of notable events and openings in the food and beverage scene in San Diego
- **8/8 secured online coverage in SD Metro**
 - Roundup of local business news includes the announcement for the Taste of East Village with a link to the event website
- **8/6 secured online coverage in SD News**
 - Feature highlights all the details of the event and how it works and includes a look ahead at some of the upcoming events in the neighborhood

- **8/4 secured print coverage in the San Diego Union-Tribune**
 - Roundup highlights the inaugural Taste of East Village culinary tour, offering bites and sips from more than 35 neighborhood restaurants and bars
- **8/3 secured online coverage in Ranch & Coast**
 - Roundup features Taste of East Village hosted by the East Village Association mentioning details such as the specific participating restaurants
- **8/1 secured online coverage in There San Diego**
 - Roundup of events in San Diego this August includes Taste of East Village with a link back to the full article shared yesterday

Other

SECURED COVERAGE

- **8/23 secured online coverage on All Getaways**
 - Feature is a roundup of things to do for the weekend throughout California and includes a mention of East Village in the San Diego section linking back to East Village website
- **8/4 secured print coverage in SD Downtown News**
 - Contributed article includes all of the details of the Taste of East Village event and also a look ahead at upcoming events and other exciting things happening in the neighborhood. I've reached out to have the online version revised

SECURED INTEREST



- **8/30 secured interest with San Diego Union-Tribune**
 - Will include Ayaka's three new concepts in East Village in the dining column
- **8/10 secured interest with San Diego Union-Tribune**
 - Will be interviewing Vickie about Dancing Around the Oak Tree Art Studio and sending a photographer to feature in upcoming article

SOCIAL MEDIA

Recap & Highlights

- Gained 484 new followers (surpassed 11K followers on Instagram!)
- Earned 278K impressions on social posts
- Earned over 2.6K engagements on social posts
- Promoted Taste of East Village event

SOCIAL MEDIA ANALYTICS (Last 30 days as of Aug 31)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	181	5909	1628	137480
 EastVillageSD	303	11237	955	140637

Top content - Instagram (Based on engagement)

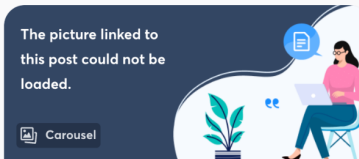
Best performing content published during the selected period.



Aug 22, 2023 · EastVillageSD

Shhh... we've discovered the coolest hidden gem in #EastVillageSD! 🤫...

👁️ Reach	3,423
💬 Comments	6
❤️ Likes	188
📌 Saves	59
📊 Engagement	338
Engagement rate per reach	9.9%
Engagement rate per impression	9%



Aug 9, 2023 · EastVillageSD

Happy National Book Lovers Day! There's a world of knowledge waitin...

👁️ Reach	1,575
💬 Comments	4
❤️ Likes	105
📌 Saves	3
📊 Engagement	112
Engagement rate per reach	7.1%
Engagement rate per impression	5.8%



Aug 2, 2023 · EastVillageSD

Prepare your bellies for a culinary adventure & join us for the first-ever...

👁️ Reach	1,398
💬 Comments	2
❤️ Likes	92
📌 Saves	7
📊 Engagement	101
Engagement rate per reach	7.2%
Engagement rate per impression	5.1%

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

Best performing content published during the selected period.



Aug 22, 2023 · East Village San Diego

Shhh... we've discovered the coolest hidden gem in #EastVillageSD! 🤫...

👁️ Reach	356
👤 Engaged users	23
🖱️ Clicks	0
🖱️ Other clicks	15
Engagement rate per reach	6.5%
Engagement rate per impression	6.2%



Aug 28, 2023 · East Village San Diego

Taste of East Village starts TOMORROW! 🌟 Don't miss out on t...

👁️ Reach	151
👤 Engaged users	8
🖱️ Clicks	3
🖱️ Other clicks	1
Engagement rate per reach	5.3%
Engagement rate per impression	5.2%



Aug 19, 2023 · East Village San Diego

🌟 Calling all foodies and flavor seekers! 🌟 The countdown to Taste ...

👁️ Reach	656
👤 Engaged users	29
🖱️ Clicks	19
🖱️ Other clicks	3
Engagement rate per reach	4.4%
Engagement rate per impression	4.3%



Russell Warner SD Street Banner Installation
Comments/Suggestions on EV Banner Rental Inquiries

- Reported that DSDP, GQA, and La Jolla Merchants Association all charge in the range of \$20-\$30 per banner per month for banner rental rates.
- Contended that any value higher typically results in reduced business interest and, as a result, reduced revenue to the Association for banner rental inquiries.
- Commented that a full banner buyout, especially given the size of EVA's banner pole jurisdiction, will rarely occur.
- Suggested enforcing a minimum requirement for the number of banners to be rented i.e. 30 banners minimum.
- Suggested a policy where non-profits receive a more affordable rate as opposed to larger, corporate businesses.
- Commented that clients are often interested in a one-to-two-week banner pole rental, suggested adopting a minimum rental period.

EAST VILLAGE ASSOCIATION

845 15th Street ■ 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)

EV PLACE-MAKING

CONCEPTUAL DEVELOPMENT

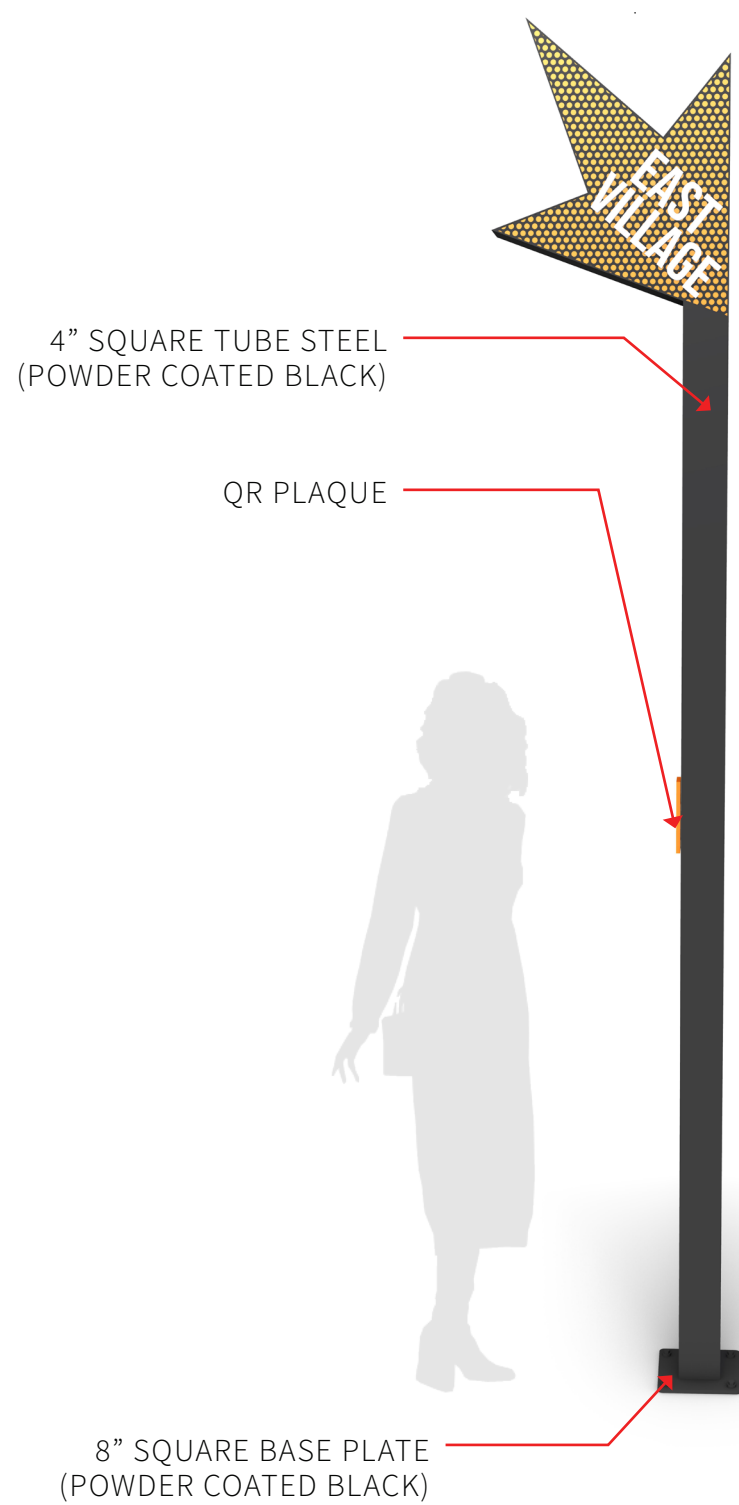
Proposed to : East Village Association

Date : 08.31.23

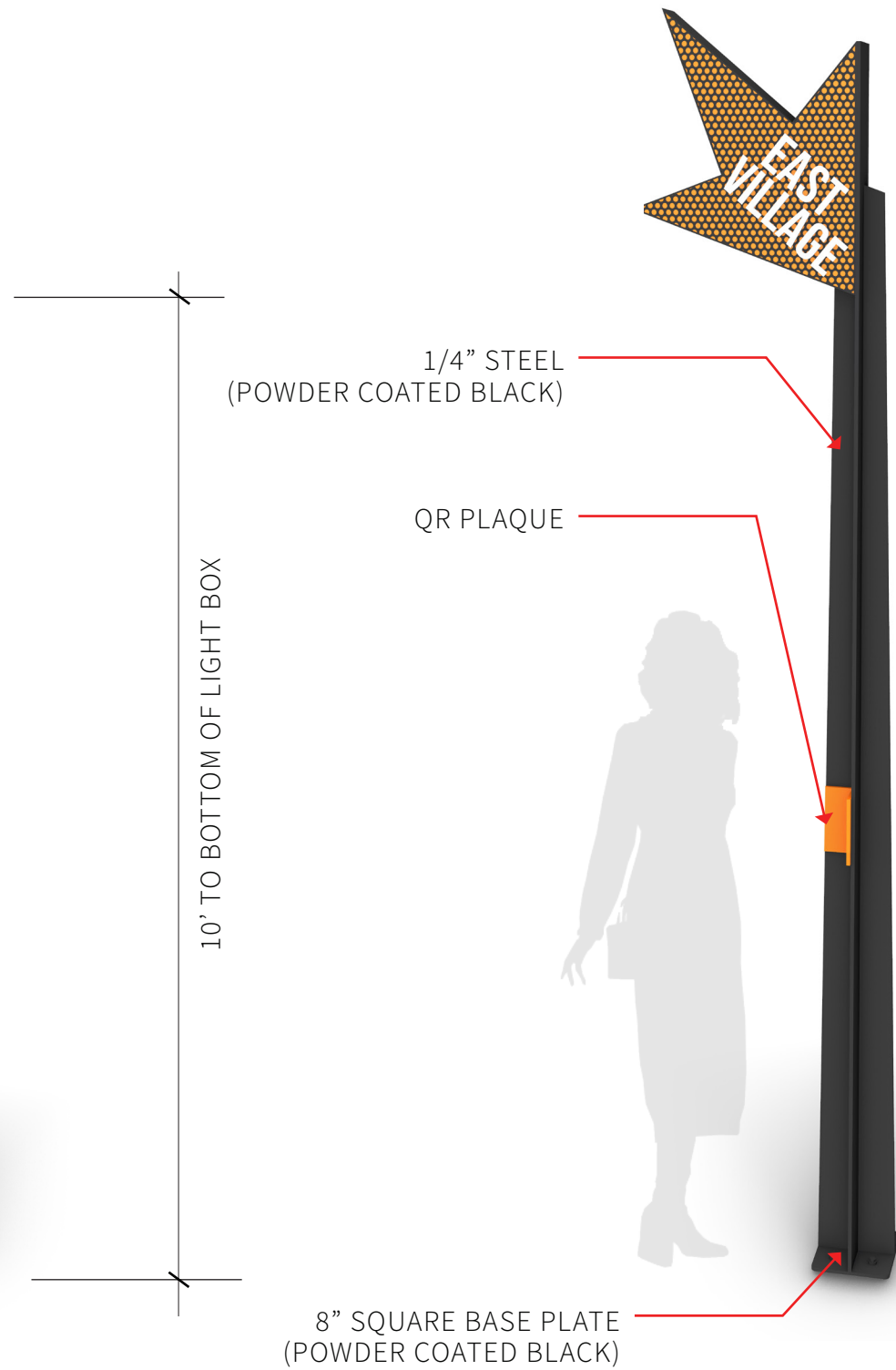
Location : East Village

Presented by : Tecture // Design + Fabrication

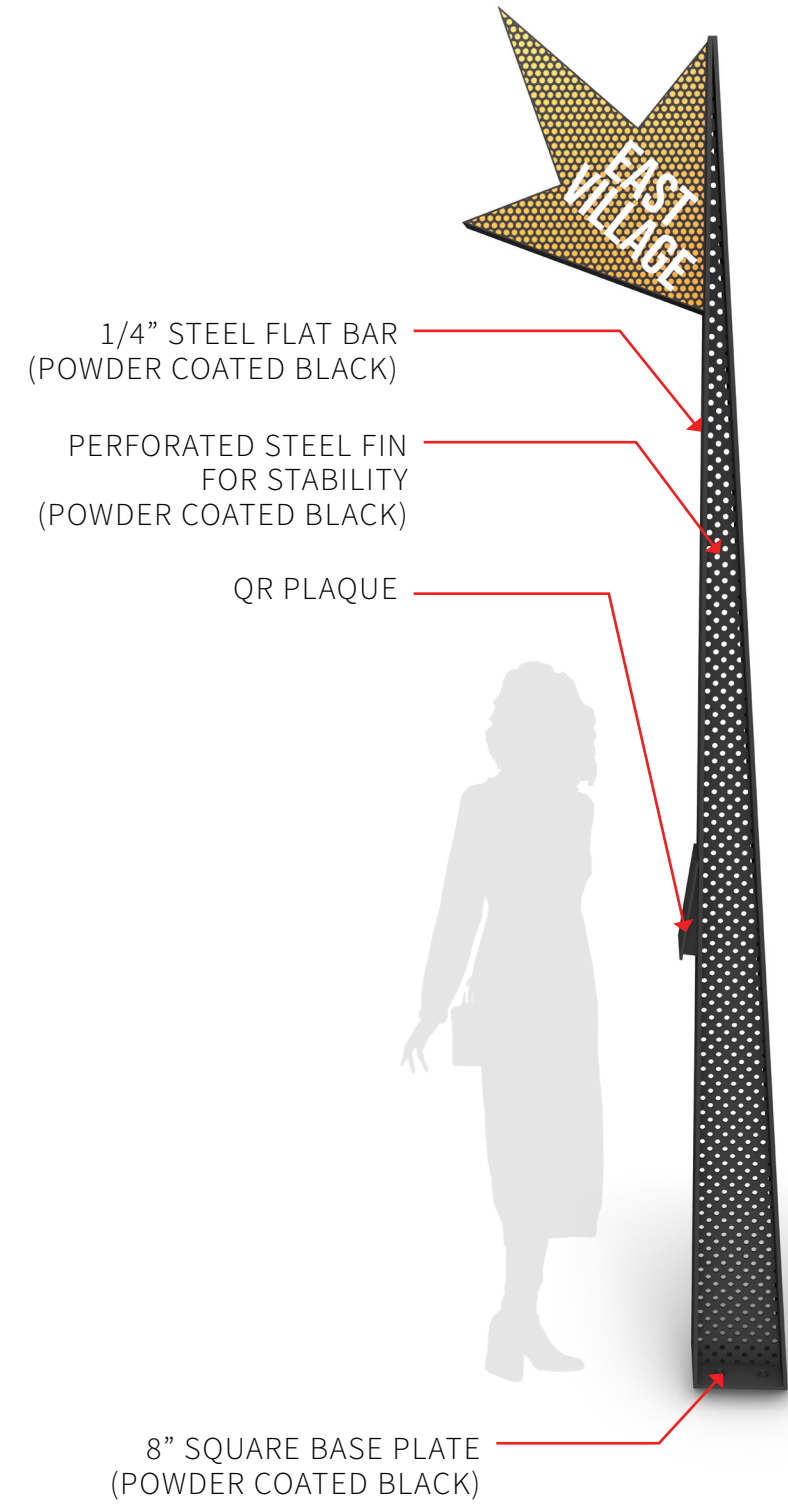
EV SIGNAGE POLES



OPTION 1 - \$3000,-

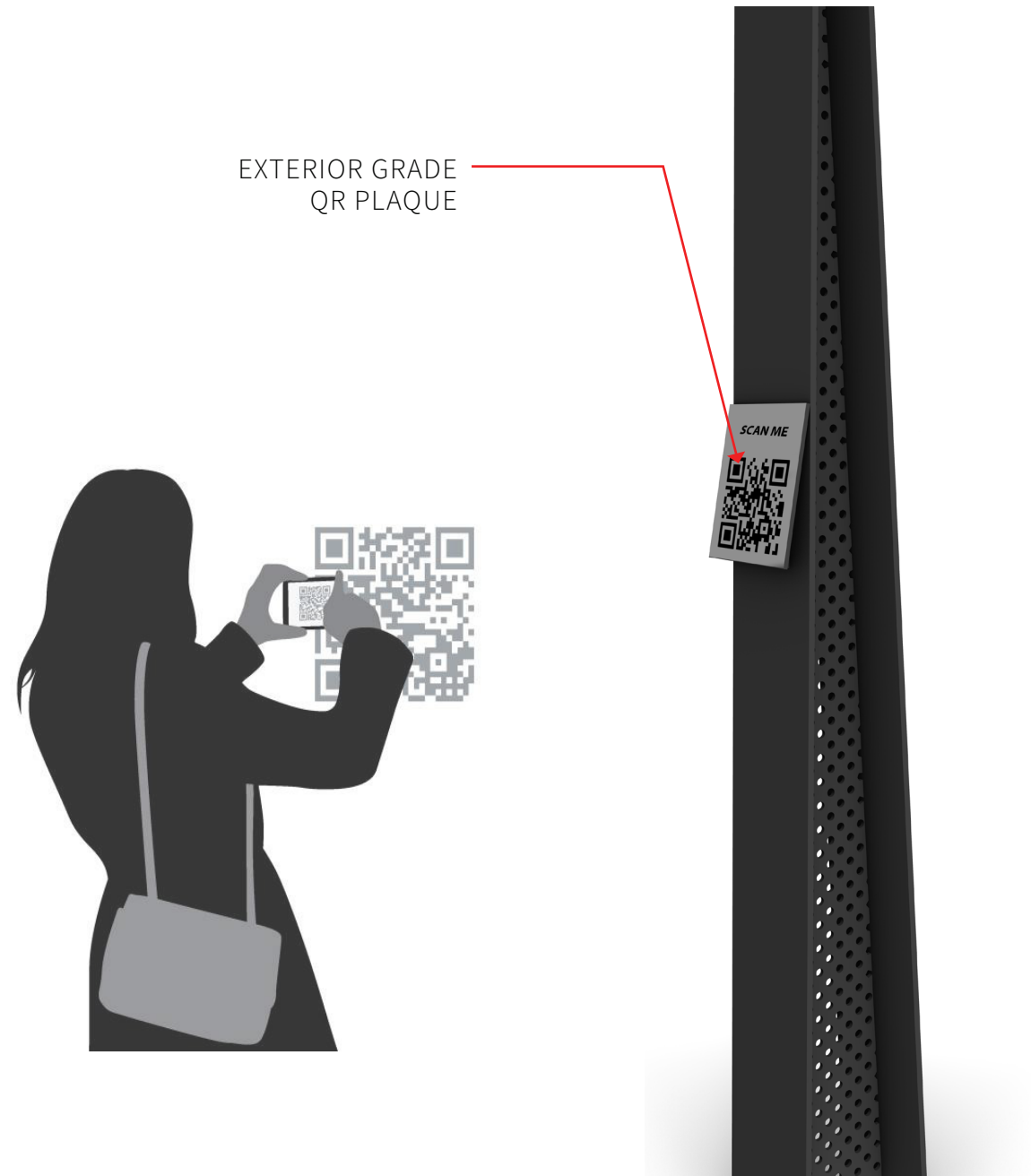


OPTION 2 - \$4900,-



OPTION 3 - \$5200,-

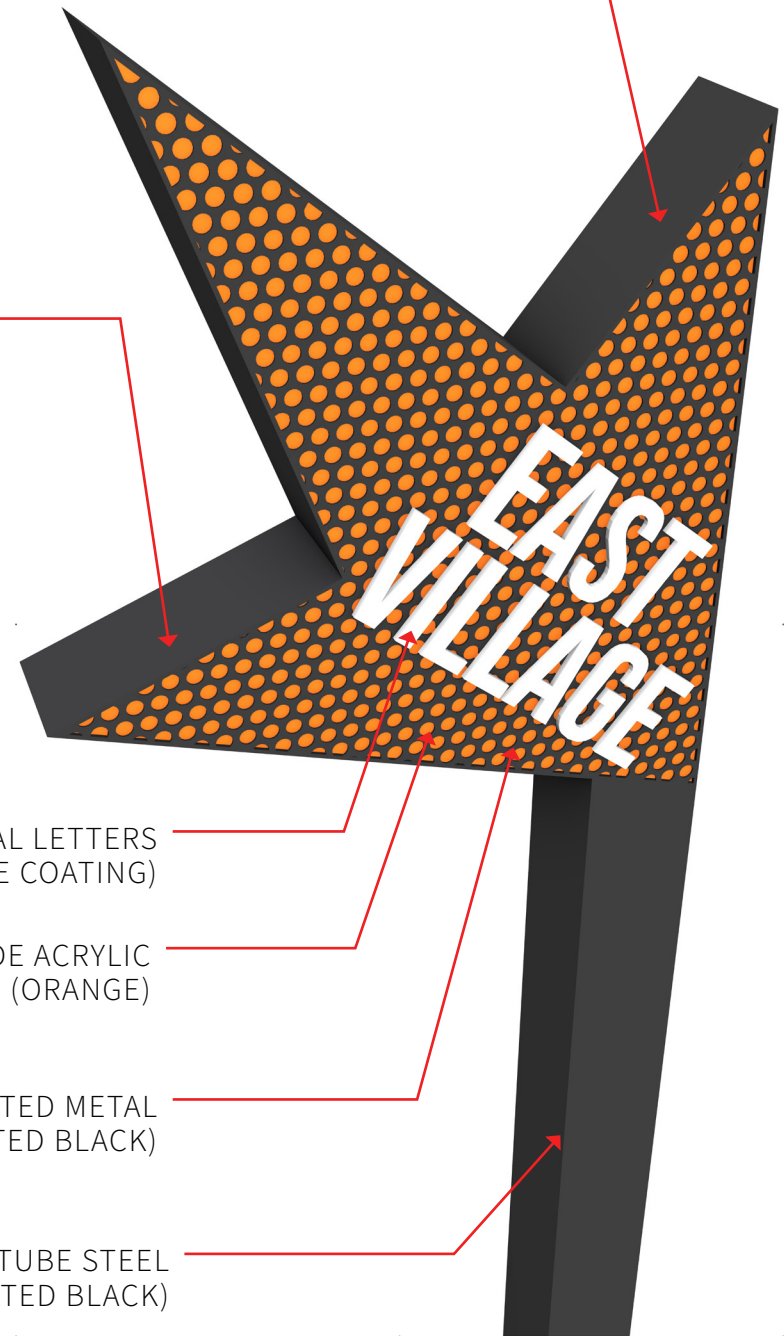
EV SIGNAGE DETAILS



EXTERIOR GRADE QR PLAQUE

LOW PROFILE SOLAR CELLS TO BE ATTACHED TO UPWARD FACING SURFACES

1/8" METAL FLAT BAR (POWDER COATED BLACK)



METAL LETTERS (REFLECTIVE COATING)

EXTERIOR GRADE ACRYLIC (ORANGE)

PERFORATED METAL (POWDER COATED BLACK)

4" SQUARE TUBE STEEL (POWDER COATED BLACK)