



East Village Association – District Identity & Placemaking Committee
 Thursday, April 6, 2023, at 2:00pm
 Spaces: (845 15th Street, 2nd Floor)

1. Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair
2. Non-Agenda: Public Comment & Announcements
3. Minutes from March 2, 2023 *Action Item* P. 2 - 6
4. Event Recap
 - a. East Village Opening Weekend Block Party Sat., 4/1/23
 - b. East Village Night Market Prospects
 - c. EVA 2023 Master Events Calendar P. 7
5. Public Relations, Promotions, Fundraising & Councils
 - a. Olive Public Relations Status Report P. 8 - 16
 - b. SDTA – EVA Partnership Clarification
 - c. Website RFP Task Force Selection
6. Placemaking & Improvements
 - a. EVA Sub-District Rebranding – Map & Community Workshopping
 - b. EVA Current Banner Inventory & Next Steps *Action Item* P. 17
 - c. Texture Wayfinding Signage Project: Update P. 18 - 20
7. Other
8. Old Business

It is the practice of the EVA to formally request that an item under Old Business be pulled from the Agenda and placed on a future Agenda for Discussion and/or Action.
9. Next District Identity & Placemaking Committee Meeting

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

EAST VILLAGE ASSOCIATION OF SAN DIEGO

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

PRESENT: Robyn Spencer, Chan Buie, Dayna Hill, Tatum Teats, Garry Reynolds

GUESTS: Elanor Lazar, Larisa Medina, Chloe-Lauer, Manny Rodriguez, Mary Soriano

STAFF: Dominic Li Mandri, Ethan Olsen

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. 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 Li Mandri stated that Dayna Hill, Tatum Teats and Garry Reynolds can now vote on the DIP Committee as they are East Village Business owner representatives.</p> <p>Robyn Spencer informed the DIP Committee that the San Diego Downtown Partnership is hosting a Dogs of Downtown event on Saturday, March 11, at Fault Line Park.</p> <p>Robyn announced that the SDPD Central Division Captain's Advisory Board (CAB) meeting will be held on the last Thursday of every Month at 6:00pm at the Central Division community room at 2501 Imperial Ave.</p> <p>Garry Reynolds, owner of ThePupperClub, announced that he has noticed pot belly trashcans from the SDDP and requested more in the Park 12</p>	2. No action taken

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	<p>area.</p> <p>Manny Rodriguez, DCPC Member, IZOLA employee and EV Resident stated that Amplified Aleworks in Fault Line Park is under new management. Amplified previously operated the bar, kitchen, and speakeasy.</p> <p>Modbom has taken over the bar component and serves morning coffee. Additionally, Drew Bent's Papalo has taken over the kitchen. The speakeasy is now called the "Acid Vault" and has Monday night Jazz which has gone viral on social media. Reservations and walk ins are now accepted.</p>	
3. Minutes from December 14, 2022	3. The minutes from December 14, 2022, were reviewed.	3. Robyn Spencer moved to accept the December 14, 2022, minutes. Chan Buie seconded the motion. Unanimously approved.
5. Events (Confirmed & Proposed)		
<p>a. Opening Day Block Party / Alan Simpson & Jessica Young</p> <p>i. Event Footprint</p> <p>ii. Program Details</p>	<p>5.a. Dominic discussed the details of the East Village Opening Weekend Block Party.</p> <p>i. The East Village Opening Day Block Party will take place on J Street from 7th Avenue to 10th Avenues in front of Petco Park.</p> <p>ii. Dominic stated that the Opening Day Block Party will be held on Saturday, April 1st from 10am to 5pm. The event celebrates the return of the Padres and the local East Village neighborhood. The event honors all things East Village including local small businesses, live music and entertainment, tasty bites, beer and cocktails, local retail vendors, photo opportunities, a variety of fun family-friendly activities, and of course a celebration of East Village's very own, San Diego Padres.</p> <p>Open to all ages, the free celebration is the perfect way to celebrate the community and our beloved team. A variety of local San Diego vendors including CAKED, Sovereign Modern Thai, Ashland Hard Seltzer, Parks and Normal, West Coast Kimono and many more will be showcasing their offerings at the event</p>	5.a. No action taken

<p>iii. Sponsor Deck</p> <p>b. 2023 Master Calendar / Dominic LiMandri</p>	<p>amidst the live music and entertainment packed streets.</p> <p>iii. Dominic stated that the sponsor deck is active on the EVA website and being circulated to interested parties.</p> <p>5.b. Dominic reviewed the draft 2023 EVA Master Calendar and presented the calendar as a placeholder for 2023 events. Dominic stated that the Tree Lighting is set for Friday, December 8, 2023. This proposed date is the week after Balboa Parks December Nights in effort to increase attendance.</p> <p>Robyn stated that the silent Movies in the Park historically were held on the grass at Fault Line Park however, this location was difficult due to the lack of cleanliness with dog urine and defecation. Robyn added that there was a potential parking lot available on Island & Market Street.</p> <p>Robyn reported that the Night Market was historically held on 13th Street from G Street to Island Ave. EVA and Niko from Quartyard historically ran the Night Market. Robyn added that the East Village community loves the Night Market, and a parking lot may be an efficient location in the future.</p> <p>Robyn reported that First Fridays by business owners visit three different businesses and progressively create a party for businesses, similarly to a business crawl with bites, drinks, and conversations. Robyn stated that Lizzie, who was previously on the EVA Board, is holding First Fridays and may be able to make the event more robust in a quadrant style rollout.</p> <p>Robyn stated that the Taste of East Village historically is a punch card style restaurant and brewery crawl. Taste is ideal for highlighting the walkability of the district and promoting local businesses.</p> <p>Robyn reported that Bites & Brews is a Padres related event where ballgame goers visit breweries and hype up East Village as a brewery destination.</p>	<p>5.b. No action taken</p>
<p>5. Public Relations, Promotions, Fundraising &</p>		

<p>Councils</p> <p>a. San Diego Tourism Authority Planning Guide / Dominic</p> <p>b. Olive Public Relations Intros & Status Report / Larisa Medina & Eleanor Lazar</p> <p>c. Website RFP Task Force Update / Dominic</p>	<p>6.a. Dominic announced that the Fiscal Year changes July 1, 2023, and the SDTA Planning Guide is up for consideration however EVA does not have a physical place it owns to .</p> <p>Robyn stated that the planning guide is a good way to promote businesses in the EV District.</p> <p>6.b. Dominic introduced Larisa Medina & Eleanor Lazar as the representatives of Olive Public Relations to the EVA.</p> <p>Larisa Medina stated that Olive is handling PR and social media for the East Village community. Larisa stated that PR will include neighborhood stories and business highlights. Larisa noted that Olive will remain very transparent with writing and coordinating stories. Larisa added that a report will be provided to the DIP Committee and Board with secured interests, secured coverages, and secured opportunities. The report will additionally include top performing posts for Facebook, Instagram and TikTok. Larisa stated that EVA will also have a SD Downtown News article monthly.</p> <p>Robyn thanked Olive for their efforts in PR for the EV Holiday Market & Tree Lighting.</p> <p>6.c. Dominic stated that the Website Redesign RFP was posted to create a more robust and business-oriented EVA website.</p> <p>Ethan Olsen reported that the EVA Responsive CMS Website Development RFP has received 16 submissions along with 10 inquiries without submission. The Task Force will meet Friday, March 10, at 1:00pm to review submissions and select a preferred candidate.</p>	<p>6.a. Robyn Spencer moved to authorize staff to pursue the SDTA planning guide. Chan Buie seconded the motion. Unanimously approved.</p> <p>6.b. No action taken</p> <p>6.c. No action taken</p>
<p>6. Placemaking & Improvements</p> <p>a. Tecture Wayfinding</p>	<p>6.a. Dominic stated that prior to NCA management of the EVA, Tecture partnered with the EVA to create</p>	<p>6.a. Robyn Spencer moved to suspend the</p>

<p>Signage Project – Next Steps, Summary & Final Direction / Dominic</p> <p>b. East Village Sub-District Boundaries – First Draft Map / Dominic</p> <p>c. EVA Current Banner Inventory & Next Steps / Ethan</p>	<p>wayfinding signs. EVA has already spent \$150,000 for the signage design; the physical construction phase would require an additional \$150,000 of funding.</p> <p>Robyn stated that the Board was never able to agree on the business location for the Tecture signs and the signs no longer exemplifies what EV has become.</p> <p>6.b. Dominic presented the first draft map for the East Village Sub-District boundary map. Dominic reported that this map is using placeholder names for the time being and asked the DIP Committee for feedback over the next few months of continued discussion.</p> <p>6.c. Ethan Olsen reported that the current “We are EV” banner program has errors with incorrect business addresses and added that pictures on the banners have not been properly approved. Ethan stated that the recent storms tore down several banners within the district.</p> <p>Ethan announced that staff will contact SD Street Banners to remove all banners and perform an audit of working brackets. Staff will then create a draft with new East Village graphic designs in alignment with the district and sub-district identities.</p> <p>Robyn added that Comic-Con has rented out EVA Banner poles historically and the EVA has made a profit doing so.</p>	<p><i>Tecture wayfinding project with the EVA. Chan Buie seconded the motion. Unanimously approved.</i></p> <p><i>6.b. No action taken</i></p> <p><i>6.c. No action taken</i></p>
<p>7. Other</p>	<p>7. Nothing to report.</p>	<p><i>7. No action taken</i></p>
<p>8. Old Business</p>	<p>8. Nothing to report.</p>	<p><i>8. 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, April 6, 2023.</p> <p>Ethan announced that the Responsive CMS Website Development RFP Task Force meeting is scheduled for Friday, March 10, 2023, at 1:00pm.</p> <p>Meeting adjourned.</p>	<p><i>9. Robyn Spencer moved to approve the next meeting date of Thursday, April 6, 2023, and adjourn the meeting. Chan Buie seconded the motion. Unanimously approved.</i></p>

Minutes taken by: Ethan Olsen, New City America.



EAST VILLAGE ASSOCIATION
2023 Master Calendar

REOCCURRING EVENTS

East Village Farmers Market
Pending Late 2024, Early 2025

APRIL

Sat., 04/01 | 10:00am-5:00pm

[East Village Opening Weekend Block Party](#)

DECEMBER

Sat., 12/09 | 3:00pm-7:00pm

[East Village Holiday Market & Tree Lighting](#)

TBD

Movies in the Park

East Village Night Market

East Village Bites & Brews

Taste of East Village

First Fridays

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EVA DI&P Meeting
PR Agenda
 Thursday, April 6, 2023

PITCHING

Recap/Upcoming Focus

- East Village Opening Weekend Block Party Press Release

WRITING

Recap/Upcoming

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

East Village Opening Weekend Block Party

SECURED COVERAGE

- **4/2 secured print coverage in San Diego Union-Tribune**
 - Article features the excitement of the fans for the return of the East Village Block Party
- **4/1 secured radio coverage on KGB FM (101.5 KGB at 3 pm)**
 - Radio segment mentions the Block Party noting that it is free, fun for all ages, and will have live music with a main stage
- **4/1 secured radio coverage on 600 KOGO (Weekend News at 12:30 pm)**
 - Radio segment highlighted the Block Party in East Village happening on Saturday
- **4/1 secured radio coverage on KGB FM (101.5 KGB at 11 am)**
 - Radio segment mentions the Block Party noting that it is free, fun for all ages, and will have live music with a main stage
- **4/1 secured broadcast coverage on ABC 10 News (This Morning at 8 am Saturday)**
 - Segment highlights the East Village Opening Weekend Block Party noting details such as local businesses, vendors, beer, cocktails, and other
- **4/1 secured broadcast coverage on ABC 10 News (This Morning at 5 am Saturday)**
 - Segment highlights the East Village Opening Weekend Block Party noting details such as local businesses, vendors, beer, cocktails, and other
- **4/1 secured radio coverage on KGB FM (101.5 KGB at 10:30 pm)**
 - Radio segment mentions the Block Party noting that it is free, fun for all ages, and will have live music with a main stage
- **4/1 secured online coverage on San Diego Union-Tribune**
 - Article highlights the excitement of the fans for the return of the East Village Block Party
- **4/1 secured online coverage on Head Topics**

- Syndicated SDUT article that highlights the excitement of the fans for the return of the East Village Block Party
- **4/1 secured online coverage on SD Dialed In**
 - Article highlights the excitement of the fans for the return of the East Village Block Party
- **4/1 secured online coverage on Cool San Diego Sights**
 - Article highlights the East Village Association and its Opening Weekend Block Party and includes pictures of the event
- **3/31 secured radio coverage on 600 KOGO (Right Now With Lou at 6 pm)**
 - Radio segment highlighted the Block Party in East Village happening on Saturday
- **3/31 secured radio coverage on 600 KOGO (The DeMaio Report With Carl DeMaio at 4:30 pm)**
 - Radio segment highlighted the Block Party in East Village happening on Saturday
- **3/31 secured radio coverage on 600 KOGO (The DeMaio Report With Carl DeMaio at 4 pm)**
 - Radio segment highlighted the Block Party in East Village happening on Saturday
- **3/31 secured radio coverage on 600 KOGO (Sean Hannity Show at 1 pm)**
 - Radio segment featured the Block Party noting the live music, fun games, and delicious food that will be available for all ages from 10 am to 5 pm
- **3/31 secured radio coverage on 600 KOGO (Sean Hannity Show at 12:30 pm)**
 - Radio segment featured the Block Party noting the live music, fun games, and delicious food that will be available for all ages from 10 am to 5 pm
- **3/31 secured radio coverage on 101.5 KGB**
 - Radio segment mentions the Block Party noting that it is free, fun for all ages, and will have live music with a main stage
- **3/31 secured radio coverage on KSSX-FM (Jam'n 95.7 at 9 am)**
 - Radio segment featured the Block Party noting the live music, fun games, and delicious food that will be available for all ages from 10 am to 5 pm
- **3/31 secured broadcast coverage on FOX 5 (Morning News at 7 am)**
 - Segment highlights interview with Ethan and other participating businesses that will be at the Weekend Block Party
- **3/31 secured online coverage on FOX 5**
 - Online version of TV segment that highlights interview with Ethan and other participating businesses that will be at the Weekend Block Party
- **3/31 secured broadcast coverage on FOX 5 (Morning News at 7 am)**
 - Segment highlights interview with Ethan and other participating businesses that will be at the Weekend Block Party
- **3/31 secured online coverage on FOX 5**
 - Online version of TV segment that highlights interview with Ethan and other participating businesses that will be at the Weekend Block Party
- **3/31 secured broadcast coverage on FOX 5 (Morning News at 7 am) - teaser**
 - Teaser segment for Block Party
- **3/31 secured radio coverage on 600 KOGO (Morning News with Ted and LaDona at 8 am)**
 - Radio segment featured the Block Party noting the live music, fun games, and delicious food that will be available for all ages from 10 am to 5 pm
- **3/31 secured radio coverage on KSSX-FM (Jam'n 95.7 at 8 am)**
 - Radio segment featured the Block Party noting the live music, fun games, and delicious food that will be available for all ages from 10 am to 5 pm
- **3/31 secured radio coverage on 600 KOGO (Morning News with Ted and LaDona at 7 am)**
 - Radio segment featured the Block Party noting the live music, fun games, and delicious food that will be available for all ages from 10 am to 5 pm
- **3/31 secured radio coverage on KSSX-FM (Jam'n 95.7 at 7 am)**

- Radio segment featured the Block Party noting the live music, fun games, and delicious food that will be available for all ages from 10 am to 5 pm
- **3/31 secured broadcast coverage on CBS 8 (Mornings at 6 am)**
 - Segment highlights the East Village Opening Weekend Block Party noting details such as local businesses, vendors, beer, cocktails, and other
- **3/31 secured broadcast coverage on CBS 8 (Mornings at 6 am)**
 - Segment teases the Block Party as an event to stop by this weekend
- **3/31 secured radio coverage on 600 KOGO (Morning News with Ted and LaDona at 6:30 am)**
 - Radio segment featured the Block Party noting the live music, fun games, and delicious food that will be available for all ages from 10 am to 5 pm
- **3/31 secured broadcast coverage on ABC 10 (This Morning at 6 am)**
 - Segment includes an interview with Ethan Olsen noting that its not only fun to celebrate the Padres but to explore East Village
- **3/31 secured radio coverage on 600 KOGO (Morning News with Ted and LaDona at 5 am)**
 - Radio segment featured the Block Party noting the live music, fun games, and delicious food that will be available for all ages from 10 am to 5 pm
- **3/31 secured print coverage in San Diego Union-Tribune**
 - Article mentions East Village Block Party in the Things To Do section
- **3/31 secured online coverage on San Diego Union-Tribune**
 - Article mentions East Village Block Party in the Things To Do section
- **3/31 secured online coverage on Pacific San Diego**
 - Shared San Diego Union Tribune article that mentions East Village Block Party in the Things To Do This Weekend Roundup
- **3/31 secured print coverage in The Coast News**
 - Article features Block Party in a things to do roundup for this weekend
- **3/31 secured online coverage on Times of San Diego**
 - Article features Block Party in a things to do roundup for this weekend
- **3/31 secured online coverage on Local Today**
 - Syndicated Times of San Diego article that features Block Party in a things to do roundup for this weekend
- **3/30 secured broadcast coverage on KUSI (News at 11 pm)**
 - Segment highlights the Block Party as well as the live music, small businesses, food, seltzers and included an interview with Ethan Olsen
- **3/30 secured broadcast coverage on KUSI (News at 10 pm)**
 - Segment highlights the Block Party as well as the live music, small businesses, food, seltzers and included an interview with Ethan Olsen
- **3/30 secured broadcast coverage on KUSI (Good Evening San Diego at 6 pm)**
 - Segment highlights the Block Party as well as the live music, small businesses, food, seltzers and included an interview with Ethan Olsen
- **3/30 secured broadcast coverage on CBS 8 (News at 6 pm)**
 - Segment teases the Block Party as an event to stop by this weekend
- **3/30 secured broadcast coverage on KUSI (News at 5 pm)**
 - Teaser segment for Block Party
- **3/30 secured broadcast coverage on ABC 10 (News at 5pm)**
 - Live segment features specific details of the Block Party including a snippet of interview with Ethan Olsen
- **3/30 secured broadcast coverage on CBS 8 (News at 4 pm)**
 - Segment teases the Block Party as an event to stop by this weekend
- **3/30 secured broadcast coverage on CBS 8 (News at 12 pm)**

- Segment teases the Block Party as an event to stop by this weekend
- **3/30 secured print coverage in San Diego Reader**
 - Roundup of events includes the Opening Weekend Block Party with a mention of the family-friendly activities, local vendors, celebration of the Padres and partnership with The Animal Pad
- **3/30 secured online coverage on KUSI**
 - Article highlights the East Village Association and its Opening Weekend Block Party
- **3/30 secured online coverage on News Break**
 - Syndicated KUSI article that highlights the East Village Association and its Opening Weekend Block Party
- **3/30 secured online coverage on San Diego Magazine**
 - Article features Block Party in a things to do roundup for this weekend
- **3/30 secured online coverage on Patch (San Diego)**
 - Article features Block Party in a things to do roundup for this weekend
- **3/30 secured online coverage on Flipboard**
 - Syndicated Patch article that features Block Party in a things to do roundup for this weekend
- **3/30 secured online coverage on Local Today**
 - Syndicated Patch article that features Block Party in a things to do roundup for this weekend
- **3/30 secured online coverage on Patch (Rancho Bernardo)**
 - Article features Block Party in a things to do roundup for this weekend
- **3/30 secured online coverage on Patch (Escondido)**
 - Article features Block Party in a things to do roundup for this weekend
- **3/30 secured online coverage on Thrillist**
 - Article features Block Party in a things to do roundup for this weekend
- **3/30 secured online coverage on San Diego Sun**
 - Article highlights opening weekend for the San Diego Padres noting that fans can visit the Weekend Block Party before the big game
- **3/30 secured online coverage on There San Diego**
 - Article features Block Party in a things to do roundup for this weekend
- **3/30 secured online coverage on ABC 10**
 - Event was included in the following weekend roundup of events which mentioned the entertainment, tasty bites, beer and cocktails, local retail vendors, photo opportunities, and a variety of fun family-friendly activities
- **3/30 secured online coverage on News Break**
 - Syndicated 10News weekend roundup of events which mentioned the entertainment, tasty bites, beer and cocktails, local retail vendors, photo opportunities, and a variety of fun family-friendly activities
- **3/29 secured broadcast coverage on CBS 8 (News at 7 am)**
 - Segment teaser for East Village Block Party
- **3/29 secured online coverage on San Diego Union-Tribune**
 - Weekend roundup of events mentioned the entertainment, tasty bites, beer and cocktails, local retail vendors, photo opportunities, and a variety of fun family-friendly activities
- **3/29 secured online coverage on US Head Topics**
 - Syndicated San Diego Union-Tribune weekend roundup of events mentioned the entertainment, tasty bites, beer and cocktails, local retail vendors, photo opportunities, and a variety of fun family-friendly activities

- **3/29 secured broadcast coverage on Noticiero Telemundo 20 a las 5 pm**
 - Demesio of R Place and Israel with City Tacos were interviewed about preparations for the Padres opening weekend and what businesses are doing to be ready for the huge crowds in East Village this weekend
- **3/29 secured broadcast coverage on Noticiero Telemundo 20 a las 11 pm**
 - Demesio of R Place and Israel with City Tacos were interviewed about preparations for the Padres opening weekend and what businesses are doing to be ready for the huge crowds in East Village this weekend
- **3/29 secured broadcast coverage on CBS 8 (News at 8 am)**
 - Segment featured an interview with Ethan Olsen and other various participating businesses and vendors
- **3/29 secured broadcast coverage on CBS 8 (News at 8 am) - teaser**
 - Teaser previewed the Block Party
- **3/29 secured online coverage on CBS 8**
 - Segment shared online featured an interview with Ethan Olsen and other various participating businesses and vendors
- **3/29 secured online coverage on NBC 7**
 - Article mentions things to know about the first opening Padres game including the Opening Weekend Block Party
- **3/29 secured online coverage on US Head Topics**
 - Syndicated NBC 7 article mentions things to know about the first opening Padres game including the Opening Weekend Block Party
- **3/29 secured online coverage on SoCal Pulse**
 - Article features the East Village Block Party as an event to attend this upcoming weekend
- **3/28 secured online coverage on SD Today**
 - Article features the East Village Weekend Block Party and a festivity to join before heading to the Opening Day Padres Game
- **3/28 secured radio coverage on 600 KOGO (San Diego's Morning News With Ted and LaDona at 5 a.m.)**
 - Radio segment highlighted the Block Party in East Village happening on Saturday
- **3/28 secured radio coverage on 600 KOGO (San Diego's Morning News With Ted and LaDona at 8 a.m.)**
 - Radio segment highlighted the Block Party in East Village happening on Saturday
- **3/28 secured online coverage on San Diego Family Magazine**
 - Article included the East Village Opening Weekend Block Party in their roundup of Spring break activities for families
- **3/27 secured broadcast coverage on ABC 10 News**
 - Segment teaser briefly highlighted Block Party on morning news
- **3/27 secured online coverage on ABC 10**
 - Article featuring everything you need to know about the Padres Opening Day included the East Village Opening Weekend Block Party
- **3/27 secured online coverage on News Break**
 - Syndicated ABC 10 News article that featured everything you need to know about the Padres Opening Day including the East Village Opening Weekend Block Party
- **3/27 secured online coverage on ABC 10**
 - Article highlighted the return of the block party noting that this year's event will feature all things East Village including local small businesses, live music and entertainment, tasty bites, beer and cocktails, local retail vendors, photo opportunities and a variety of fun family-friendly activities

- **3/27 secured online coverage on News Break**
 - Syndicated ABC 10 News article that highlighted the return of the block party noting that this year's event will feature all things East Village including local small businesses, live music and entertainment, tasty bites, beer and cocktails, local retail vendors, photo opportunities and a variety of fun family-friendly activities
- **3/27 secured broadcast coverage on KUSI (News at Ten)**
 - Segment highlighted the East Village Opening Weekend Block Party on April 1st including an interview with Ethan
- **3/27 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
 - Segment highlighted the East Village Opening Weekend Block Party on April 1st including an interview with Ethan
- **3/27 secured broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.)**
 - Segment highlighted the East Village Opening Weekend Block Party on April 1st including an interview with Ethan
- **3/27 secured broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)**
 - Segment highlighted the East Village Opening Weekend Block Party on April 1st including an interview with Ethan
- **3/27 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
 - Segment highlighted the East Village Opening Weekend Block Party on April 1st including an interview with Ethan
- **3/26 secured broadcast coverage on KUSI (News at 6 pm)**
 - Segment highlighted the East Village Opening Weekend Block Party on April 1st including an interview with Ethan
- **3/25 secured online coverage on San Diego Reader**
 - Article included the Annual East Village Block Party in its roundup of must-see events
- **3/24 secured online coverage on SD Tourism Authority**
 - Article also featured the East Village Opening Weekend Block Party noting that the event honors all things East Village including a celebration of the San Diego Padres
- **3/24 secured online coverage on NBC 7**
 - Article featured the East Village Opening Weekend Block Party noting that the event will boast bites, beer, cocktails and several vendors for the occasion
- **3/24 secured online coverage on News Break**
 - Syndicated NBC 7 article that features the East Village Opening Weekend Block Party noting that the event will boast bites, beer, cocktails and several vendors for the occasion
- **3/24 secured online coverage on Flipboard**
 - Syndicated NBC 7 article that features the East Village Opening Weekend Block Party noting that the event will boast bites, beer, cocktails and several vendors for the occasion
- **3/24 secured online coverage on US Head Topics**
 - Syndicated NBC 7 article that features the East Village Opening Weekend Block Party noting that the event will boast bites, beer, cocktails and several vendors for the occasion
- **3/21 secured online coverage on Channel 93.3**
 - Feature includes the Block Party details noting the live music and entertainment, tasty bites, beer and cocktails and also the local retail vendors, photo opportunities and variety of fun family-friendly activities
- **3/21 secured online coverage on Jam'n 95.7**
 - Feature includes the Block Party details noting the live music and entertainment, tasty

bites, beer and cocktails and also the local retail vendors, photo opportunities and variety of fun family-friendly activities

- **3/21 secured online coverage on Star 94.1**
 - Feature includes the Block Party details noting the live music and entertainment, tasty bites, beer and cocktails and also the local retail vendors, photo opportunities and variety of fun family-friendly activities
- **3/21 secured online coverage on 600 KOGO**
 - Feature includes the Block Party details noting the live music and entertainment, tasty bites, beer and cocktails and also the local retail vendors, photo opportunities and variety of fun family-friendly activities
- **3/21 secured online coverage on ROCK 1053**
 - Feature includes the Block Party details noting the live music and entertainment, tasty bites, beer and cocktails and also the local retail vendors, photo opportunities and variety of fun family-friendly activities
- **3/21 secured online coverage on The Patriot AM 1360**
 - Feature includes the Block Party details noting the live music and entertainment, tasty bites, beer and cocktails and also the local retail vendors, photo opportunities and variety of fun family-friendly activities
- **3/21 secured online coverage on 101.5 KGB**
 - Feature includes the Block Party details noting the live music and entertainment, tasty bites, beer and cocktails and also the local retail vendors, photo opportunities and variety of fun family-friendly activities
- **3/21 secured online coverage on San Diego Sports 760**
 - Feature includes the Block Party details noting the live music and entertainment, tasty bites, beer and cocktails and also the local retail vendors, photo opportunities and variety of fun family-friendly activities
- **3/21 secured online coverage on Real 92.3**
 - Feature includes the Block Party details noting the live music and entertainment, tasty bites, beer and cocktails and also the local retail vendors, photo opportunities and variety of fun family-friendly activities
- **3/21 secured online coverage on The Zone 5500**
 - Feature includes the Block Party details noting the live music and entertainment, tasty bites, beer and cocktails and also the local retail vendors, photo opportunities and variety of fun family-friendly activities
- **3/21 secured online coverage on 104.3 MY fm**
 - Feature includes the Block Party details noting the live music and entertainment, tasty bites, beer and cocktails and also the local retail vendors, photo opportunities and variety of fun family-friendly activities
- **3/21 secured online coverage on 102.7 KISS FM**
 - Feature includes the Block Party details noting the live music and entertainment, tasty bites, beer and cocktails and also the local retail vendors, photo opportunities and variety of fun family-friendly activities
- **3/21 secured online coverage on News Break**
 - Syndicated KOGO feature which includes the Block Party details noting the live music and entertainment, tasty bites, beer and cocktails and also the local retail vendors, photo opportunities and variety of fun family-friendly activities
- **3/9 secured online coverage on SD News**
 - Article highlighted the return of the block party noting that this year's event will feature all things East Village including local small businesses, live music and entertainment,

tasty bites, beer and cocktails, local retail vendors, photo opportunities and a variety of fun family-friendly activities



- **3/8 secured online coverage on Ranch & Coast**
 - Roundup of things to do this spring includes the Block Party details noting the live music and entertainment, tasty bites, beer and cocktails and also the local retail vendors, photo opportunities and a variety of fun family-friendly activities
- **3/7 secured print coverage in Presidio Sentinel**
 - Feature includes full details of the block party event noting the live music, family friendly activities, and variety of food and beverage vendors
- **3/7 secured online coverage on Presidio Sentinel**
 - Feature includes full details of the block party event noting the live music, family friendly activities, and variety of food and beverage vendors
- **3/7 secured online coverage on News Break**
 - Syndicated Presidio Sentinel article that included full details of the block party event noting the live music, family friendly activities, and variety of food and beverage vendors
- **3/7 secured online coverage on Local Today**
 - Syndicated Presidio Sentinel article that included full details of the block party event noting the live music, family friendly activities, and variety of food and beverage vendors
- **3/7 secured online coverage on There San Diego**
 - Feature includes the details of the Opening Weekend Block Party including the food and entertainment
- **3/7 secured online coverage on Local Today**
 - Syndicated There San Diego feature which includes the details of the Opening Weekend Block Party including the food and entertainment
- **3/3 secured online coverage on SD News**
 - Block Party was included in the most recent news update for happenings around the County
- **3/3 secured print coverage in San Diego Downtown News**
 - Article highlighted the return of the block party noting that this year's event will feature all things East Village including local small businesses, live music and entertainment, tasty bites, beer and cocktails, local retail vendors, photo opportunities and a variety of fun family-friendly activities
- **2/27 secured online coverage on Thrillist**
 - Article included the East Village Association's Opening Weekend Block Party noting that there will be food, cocktails, live music and other entertainment

SOCIAL MEDIA

Recap & Highlights

- Gained 373 new followers
- Earned 105K impressions on social posts
- Earned over 2.9K engagements on social posts
- Launched paid advertising campaigns
- Promoted Opening Weekend Block Party

SOCIAL MEDIA ANALYTICS (Last 30 days as of April 4)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 East Village San Diego	140	4767	993	41662
 EastVillageSD	233	10796	1857	63833

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Mar 21, 2023 · East Village San Diego

The East Village Opening Weekend Block Party is less than two weeks...

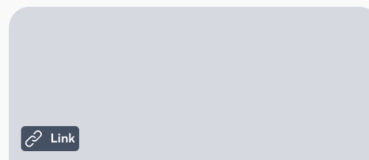
🔊 Reach	1,044
📊 Engaged users	43
👁️ Clicks	19
👁️ Other clicks	8



Mar 25, 2023 · East Village San Diego

The old Wonder Bread building in East Village was built in 1894 and was th...

🔊 Reach	711
📊 Engaged users	29
👁️ Clicks	4
👁️ Other clicks	12



Mar 14, 2023 · East Village San Diego

New and fun things coming to East Village this March!

🔊 Reach	620
📊 Engaged users	49
👁️ Clicks	49
👁️ Other clicks	2

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Apr 1, 2023 · EastVillageSD

Thank you to everyone that joined us for the #EastVillageBlockParty toda...

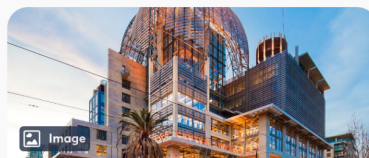
🔊 Reach	3,880
💬 Comments	8
❤️ Likes	302
📌 Saves	1
📊 Engagement	329



Mar 21, 2023 · EastVillageSD

The East Village Opening Weekend Block Party is less than two weeks...

🔊 Reach	4,795
💬 Comments	14
❤️ Likes	268
📌 Saves	16
📊 Engagement	298



Mar 29, 2023 · EastVillageSD

Did you know? The San Diego Central Library houses a charter high school...

🔊 Reach	3,081
💬 Comments	1
❤️ Likes	195
📌 Saves	3
📊 Engagement	199

Comic-Con 2022 Downtown San Diego Banner Program

- KEY**
- Downtown Partnership Programs —
 - Gaslamp Programs —
 - East Village Program —

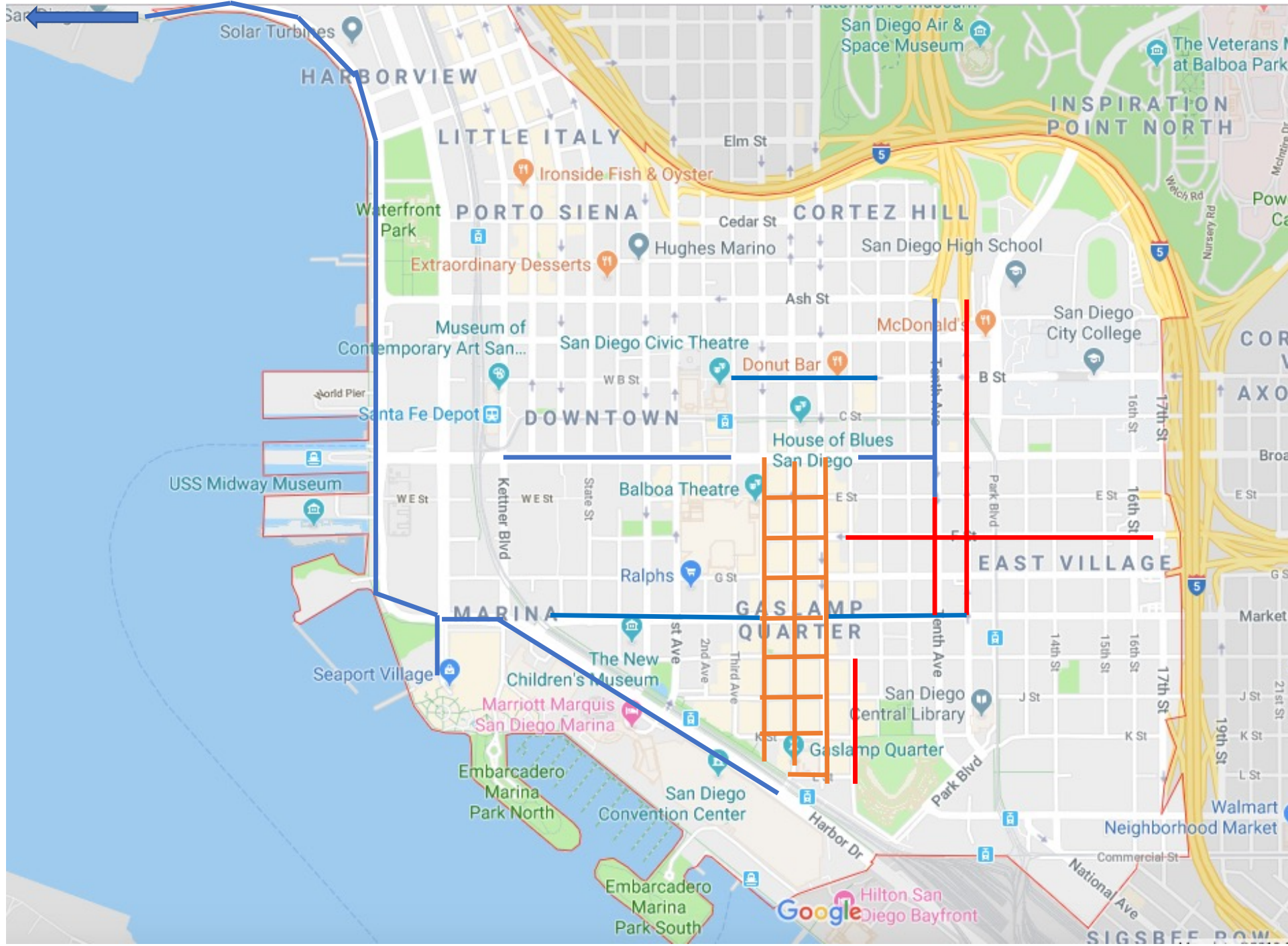


Exhibit A**Scope, Deliverables, Schedule and Specifications****Scope**

Tecture will provide complete design, fabrication of not less than six (6) distinct placemaking signs for the Project per following Scope of Work, including all work that is reasonably inferable therefrom:

Design Phase

- Conceptual // Schematic Design
- Site Selection (as early in the process as possible) // Function // Demographics // Material Research // Required Permits
- Presentations (as required for approval)
- Design Development
- Construction Documents
- Fabrication Drawings
- Architect/Engineer Coordination
- Commence coordination with Various Agencies (Building Dept, etc.), Compliance with applicable laws, including pending "placemaking" amendments to Municipal Code

Fabrication Phase

- In-house steelwork/carpentry/concrete/etc.
- Sub-Contractor Management
- Inspections (if required)

Installation Phase - per separate contract and budget which will include the following scope:

- Onsite Install
- Construction Permits, any and all required permits, including placemaking ordinance
- Traffic Control
- Sub-Contractor Management
- Inspections (if required)

Scope of work may be amended only by written approval of both parties.

Deliverables

Design Phase Deliverables will be presented to client in the form of:

- Schematic Design Packet
- Construction Documents
- Fabrication Drawings
- Estimated Budget Breakdown - to be approved by Client to ensure quality of each sign.

Schematic Design Packet (example contents)

- Site Plans / Floor Plans / Elevations / Sections / Renderings / Material Board / Inspiration Imagery / Diagrams as deemed useful for understanding of project (usage, circulation, coverage, hierarchy, functionality, etc.)

Installation Phase Deliverables per separate contract will be determined and finalized during Design Phase. These shall include: 1. No less than (6) distinct signs located throughout East Village; 2. Maintenance/Care instructions and 1-Year Warranty information.

KP
Tecture Initials

D C M
Client Initials

Ethan Olsen

From: Kyle Preish <kyle@tectureinc.com>
Sent: Tuesday, March 14, 2023 3:13 PM
To: Ethan Olsen
Cc: Christopher M. Gomez; Dominic Li Mandri; Slade Fischer
Subject: Re: East Village Association | Tecture Contract
Attachments: Tecture EVA Excerpt.pdf

Hi Ethan,

Thanks for the follow up. The response to your questions is below.

The original contract was for a minimum of (6) signs (see attached).

As for the payment made, \$30k went towards Commencement, per the initial contract.

Next, Tecture invoiced for \$100k (invoice EV - 002.2, dated 6/24/21) per the request of EVA. The contractual fee schedule was being disregarded in lieu of expediency as Diane Straw (of EVA) expressed interest at that time to pay Tecture a lump sum quickly, prior to the end of the financial year. Although Tecture invoiced for \$100k, \$120k was actually paid.

Around the same time, we were in discussions to reduce the overall scope from the initial \$300k down to \$150k total. However, that was never formalized or finalized.

The EV - 002.2 invoice references a design pack (210414 EV Present_Smalls.pdf), presented previously by Tecture, as the approved design that would be fabricated. Once this payment was processed, Tecture continued with the design process, completing Technical Design, creating Shop Drawings, and fabricating a full scale prototype for testing. Also at that time, we were working with EVA to determine the desired locations for each of the signs. We were waiting on EVA to determine the locations and to determine their preferred methods for permitting the elements. However, that process stalled in Summer of 2021, as EVA did not decide on locations nor permitting for the elements. Basically, we've been on-hold since then, waiting to know where these things can be installed.

Finally, we are here to help and want to be sure that we all fulfill our obligations to the contract. We can complete the services for the signs that were approved, or we can discuss the termination of the contract. This process has been so long and protracted, we acknowledge that the goals for the board may have changed.

Thank you,

Kyle

On Mon, Mar 13, 2023 at 11:22 AM Ethan Olsen <ethan@newcityamerica.com> wrote:

Good Morning Kyle,

Hope you had a good weekend.

Through further discussion with the EVA Officers, we need to better understand how the EVA was charged by Tecture. We see that \$30,000 went towards Commencement and \$30,000 went to Construction Documents/Designs.

Do we have the materials ordered for all signs which equates to \$90,000? We are having a hard time understanding how \$150,000 was charged to EVA, yet materials are not all on hand and no physical signs are completed.

Also, we realize the project design was originally designed to include 10 signs and was changed to 6, do you have a change order for this?

Thank you for your assistance!

Ethan Olsen

Asst. District Manager

New City America, Inc.

2210 Columbia Street

San Diego, Ca. 92101

Office | 619.233.5009

Website | www.NEWCITYAMERICA.com



From: Kyle Preish <kyle@teatureinc.com>

Sent: Friday, February 3, 2023 12:10 PM

To: Ethan Olsen <ethan@newcityamerica.com>

Cc: Christopher M. Gomez <chris@newcityamerica.com>; Dominic Li Mandri <dominic@newcityamerica.com>

Subject: Re: East Village Association | Tecture Contract

After digging, we have updates.