



East Village Association – Executive Committee Meeting
 Thursday, May 11, 2023 at 3:00 p.m.
 UCSD Park & Market, Rm. 318 (1100 Market Street, San Diego, CA 92101)

CLOSED SESSION TO DISCUSS LEGAL SETTLEMENT ITEM ON ITEM 9

AGENDA

1. Introductions and Meeting Etiquette – Terry McCleary, President/Chair
2. Public Comment (3-Minutes Max Per Person)
Please keep comments directed to the item being discussed.
3. Approval of April 13, 2023 Minutes *Action Item* P. 2 - 5
4. YTD Draft Financial Report *Action Item* P. 6 - 9
5. EVA Board Secondary Vice-President Nomination Received *Action Item*
6. EVA Line of Credit and Certificate of Deposit Discussion *Action Item*
7. Tecture Wayfinding Signage Project – Update P. 10 - 13
8. EVA Letter Endorsing Mayor Gloria’s Ordinance re: Prohibition on Encampments
9. **CLOSED SESSION:** BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO DISCUSS POTENTIAL LITIGATION. GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REPORTED AFTER THE CLOSED SESSION.
 - a. Potential Litigation with Past Employee – Update
 - b. East Village Block Party Event Management Performance & Action *Action Item*
10. REOPEN MEETING & REPORT TO PUBLIC: Update on East Village Association’s decision, if any, on Closed Session item.
11. Other
12. Next Meeting: Thursday, June 7, 2023 at 3:00pm
 UCSD Park & Market, Rm. 318
13. Adjournment *Action Item*

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at meeting location and on the EVA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Ethan Olsen at 619-233-5009 or via email at ethan@newcityamerica.com at least 48-hours prior to the meeting.

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th Street ▪ San Diego, CA 92101 ▪ Phone 619-546-5636
 Email: info@EastVillageSanDiego.com ▪ Website: www.EastVillageSanDiego.com
 Facebook / Instagram / TikTok / Twitter: @EastVillageSD ▪ #EastVillageSD



East Village Association – Executive Committee Meeting
Thursday, April 13, 2023, at 3:00pm
UCSD Park & Market (1100 Market Street, San Diego, CA 92101)

PRESENT: Terry McCleary, Todd Brown, David Miles, Robyn Spencer

GUESTS: Latrell Crenshaw, Andrew Waltz

STAFF: Dominic Li Mandri, Chris Gomez, Shirley Zawadzki, Ethan Olsen

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions and Meeting Etiquette – Terry McCleary, President, Chair	1. The meeting was called to order at 3:06pm by the EVA District Manager, Dominic Li Mandri.	1. No action taken
2. Public Comment	2. Nothing to report.	2. No action taken
3. Approval of March 9, 2023 Minutes	3. The minutes from March 9, 2023, were reviewed.	3. Todd Brown moved to approve the March 9, 2023, Minutes. David Miles seconded the motion. Motion passed unanimously.
4. YTD Draft Financial Report	4. Shirley Zawadzki reviewed the YTD Draft Financial Report. Shirley stated that the financials are dated prior to the East Village Opening Weekend Block Party and that Block Party expenses will show in the April report. Shirley announced that the CD Investment checks were given to David Miles with US Bank and invested in a 6 Month and 11 Month investment. Shirley reported that the enhanced pedestrian	4. Robyn Spencer moved to approve the YTD Draft Financial Report. Terry McCleary seconded the motion. Motion passed unanimously.

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	lighting project will be funded by parking meter revenues.	
5. Nominations Task Force Meeting – Update	<p>5. Dominic reported that the EVA Nominations Task Force met on Wednesday, April 12 to review the applications. Dominic stated that the Task Force received 20 candidates to present to the EVA Board at the Annual Meeting for approval. Dominic noted that of the 20 EVA Board nominations, 15 candidates are business directors and 5 are property/community directors.</p> <p>Chris stated that ½ of the Board Members will serve 1-year terms while the remaining ½ serve 2-year terms to keep the Board from being wiped clean after 2 years. Chris added that this process will be the same with the officer positions.</p>	5. No action taken
6. Tecture Wayfinding Signage Project – Update	<p>6. Dominic gave an update on the Tecture Wayfinding Signage Project. Dominic stated that EVA Board is trending in the direction of suspending the project and walking away with the blueprints and single prototype sign. Dominic stated that there is a \$20,000 overpayment that staff will press forward to collect.</p> <p>Dominic reported that EVA Staff will be meeting with David of Tecture at the end of April to discuss project suspension, overall details, and financial reconciliation.</p>	6. No action taken
7. Civil Sidewalks Meeting – Update	<p>7. Dominic shared that the first Civil Sidewalks Committee meeting had a good turnout with 4 Board members and 2 Property owners at Kilroy and Fenton.</p> <p>The Civil Sidewalks Committee, headed by Diana Puetz, is designed to weigh in on public policy, sidewalk cleanliness, and Clean & Safe oversight in the East Village. The Civil Sidewalks Committee discussed the sidewalk encampment ban in Downtown near parks, schools, service centers, clinics, and transit platforms.</p>	7. No action taken
8. Endorse Mayor Gloria’s Ordinance re: Unhoused Population Housing	<p>8. Dominic reported that the Civil Sidewalks Committee moved to draft a letter based on support of the sidewalk encampment ordinance with the weight of the EVA behind it.</p> <p>Dominic stated that the sidewalk encampment ban proposes a camping ban within two blocks of</p>	8. Todd Brown moved to draft a letter from EVA to endorse Mayor Todd Gloria’s Ordinance on the unhoused population encampment ban with the suggested amendments.

	<p>schools, parks, service centers, clinics, and transit platforms. Dominic shared that the Civil Sidewalks committee would like the radius around each institution to be strengthened and all colleges need to be included in the ordinance, as opposed to just Kindergarten through 12th Grade. Additionally, the time of enforcement needs to be broadened to 24 hours as opposed to purely while classes are in session.</p> <p>Dominic added that this ordinance should work in tandem with having shelter beds available for unhoused citizens.</p>	<p><i>Robyn Spencer seconded the motion. Motion passed unanimously.</i></p>
<p>9. CLOSED SESSION</p> <p>a. Potential Litigation with Past Employee – Update</p> <p>b. East Village Block Party Event Management Performance & Action</p>		
<p>10. REOPEN MEETING & REPORT TO PUBLIC: Update on East Village Association’s decision, if any, on Closed Session item.</p>	<p>a. Chris reopened the meeting and updated the public on the potential litigation with a prior employee. Chris recommended that we instead hire their suggested attorneys to guide the EVA through the response process.</p> <p>b. Chris announced that the East Village Block Party resulted in a significant revenue loss. Staff have been directed to assemble a timeline of interactions with the vendor.</p>	<p><i>10b. Robyn Spencer moved to further investigate the East Village block party event management performance & action. David Miles seconded the motion. Motion passed unanimously.</i></p>
<p>11. Other</p>	<p>11. Andrew Waltz, the Director of Arts Management from UC San Diego Park & Market, introduced himself to the Executive Committee. Andrew stated that he is happy to represent EVA at UCSD Park & Market by highlighting businesses, personalities, and community within East Village.</p> <p>Andrew reported that UCSD Park & Market has a summer concert series that will return April 20, as well as a Juneteenth event.</p>	<p><i>11. No action taken</i></p>

12. Next Meeting:	12. Dominic reported that the next Executive Committee meeting is on Thursday, May 11, 2023, at 3:00pm at UCSD Park & Market, Rm. 214, unless otherwise stated.	<i>12. No action taken</i>
13. Adjournment	13. Meeting adjourned.	<i>13. Robyn Spencer moved to adjourn the meeting. Todd Brown seconded the motion. Motion passed unanimously.</i>

Minutes taken by: Ethan Olsen, New City America.

12:56 PM

East Village Association Inc.

Balance Sheet

As of April 30, 2023

05/08/23

Accrual Basis

	Apr 30, 23
ASSETS	
Current Assets	
Checking/Savings	
10010 · Union - Checking	162,427.44
10020 · Union - Savings Account	83,873.65
10040 · US Bank - 1	100,000.00
10050 · US Bank -2	100,000.00
Total Checking/Savings	446,301.09
Accounts Receivable	
12000 · Accounts Receivable	
12001 · Parking Receivable	8,891.33
Total 12000 · Accounts Receiva...	8,891.33
Total Accounts Receivable	8,891.33
Other Current Assets	
12080 · Rent Deposit	1,152.00
Total Other Current Assets	1,152.00
Total Current Assets	456,344.42
TOTAL ASSETS	456,344.42
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	1,070.29
Total Accounts Payable	1,070.29
Total Current Liabilities	1,070.29
Total Liabilities	1,070.29
Equity	
Fund Balance - Parking District	19,419.24
39000 · Retained Earnings	459,145.20
Net Income	-23,290.31
Total Equity	455,274.13
TOTAL LIABILITIES & EQUITY	456,344.42

East Village Association Inc.
BID - Profit & Loss Budget Performance

05/08/23

Accrual Basis

April 2023

	Apr 23	Budget	Jul '22 - Apr 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40010 · Membership	915.00		915.00		
40055 · BID Disbursements					
40065 · SBEP Management	0.00	0.00	18,200.00	18,200.00	18,200.00
40055 · BID Disbursements - Other	15,893.55	14,597.00	150,302.22	145,970.00	175,000.00
Total 40055 · BID Disbursements	15,893.55	14,597.00	168,502.22	164,170.00	193,200.00
40060 · BID Carryforward Income	0.00	1,852.00	0.00	18,520.00	22,223.00
Total Income	16,808.55	16,449.00	169,417.22	182,690.00	215,423.00
Expense					
SBEP Expenses					
Management Grant	2,275.00	2,275.00	13,650.00	13,650.00	18,200.00
Total SBEP Expenses	2,275.00	2,275.00	13,650.00	13,650.00	18,200.00
512028 · Consulting/Business Promotion					
51176 · Social Media Consultant	134.00	500.00	6,009.00	6,500.00	22,500.00
Total 512028 · Consulting/Business Promotion	134.00	500.00	6,009.00	6,500.00	22,500.00
512059 · Personnel					
Public Relations	5,500.00	0.00	5,500.00	0.00	0.00
51135 · Executive Director	10,647.50	55,000.00	55,037.00	55,000.00	76,340.00
51140 · Payroll Taxes	0.00	0.00	1,785.32	1,800.00	1,800.00
51145 · Payroll Fees	0.00	0.00	12.25	0.00	0.00
51147 · Employee Benefits	0.00	0.00	1,044.84	1,045.00	1,045.00
51150 · Workers Compensation	296.25	0.00	1,072.01	775.00	775.00
Total 512059 · Personnel	16,443.75	55,000.00	64,451.42	58,620.00	79,960.00
512110 · Design & Improvements					
51200 · Placemaking/Banners	0.00	3,800.00	4,730.03	6,050.00	13,673.00
Total 512110 · Design & Improvements	0.00	3,800.00	4,730.03	6,050.00	13,673.00
512138 · Promotion/Advertising/Marketing					
Advertising	65.48	0.00	65.48	0.00	0.00
51250 · Banner / Branding	0.00	0.00	1,223.44	0.00	0.00
51265 · Member Benefits	0.00	0.00	406.50	407.00	407.00
51320 · IT Website	0.00	4,035.00	4,125.00	8,250.00	8,250.00
51325 · IT Services	412.40	116.67	1,698.86	1,166.66	1,400.00
Total 512138 · Promotion/Advertising/Marketing	477.88	4,151.67	7,519.28	9,823.66	10,057.00
512143 · Office Operational					
Computer Services	0.00	53.00	52.99	53.00	800.00
Office Supplies	534.37	500.00	814.08	500.00	500.00
Postage	0.00	350.00	315.00	350.00	500.00
Storage	202.00	0.00	202.00	0.00	0.00
51160 · Legal Services	0.00	3,500.00	3,500.00	3,500.00	6,000.00
51165 · Accounting Services	0.00	9,000.00	3,000.00	9,000.00	9,000.00
51170 · Audit & Tax Filing	0.00	300.00	9,000.00	2,400.00	3,000.00
51345 · Bid Council/Found. Membership	0.00	42.00	300.00	420.00	500.00
51350 · Insurance	0.00	416.67	4,273.10	4,166.66	5,000.00
51355 · Office Rent	2,063.41	9,510.00	9,506.79	9,510.00	14,500.00
51360 · Membership / Parking	15.00	0.00	16.25	0.00	0.00
51365 · Permits & Fees	0.00	84.00	410.00	840.00	1,000.00
51370 · Printing	0.00	4,500.00	4,518.60	4,500.00	6,000.00
51380 · Telephone & Utilities	43.54	42.00	233.95	420.00	500.00
51385 · Utilities/Equipment	0.00	0.00	401.25	0.00	500.00
51390 · Dues/Subscriptions	0.00	1,000.00	982.99	1,000.00	1,000.00
Total 512143 · Office Operational	2,858.32	29,297.67	37,527.00	36,659.66	48,800.00
512153 · Contingency	0.00	0.00	0.00	0.00	22,233.00
Total Expense	22,188.95	95,024.34	133,886.73	131,303.32	215,423.00
Net Ordinary Income	-5,380.40	-78,575.34	35,530.49	51,386.68	0.00
Net Income	-5,380.40	-78,575.34	35,530.49	51,386.68	0.00

East Village Association Inc.
Parking - Profit & Loss Budget Performance
April 2023

05/08/23

Accrual Basis

	Apr 23	Budget	Jul '22 - Apr 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40085 · Parking District Income	0	32,908	141,218	329,080	394,810
Total Income	0	32,908	141,218	329,080	394,810
Expense					
512028 · Consulting/Business Promotion					
51176 · Social Media Consultant	0	334	2,375	3,340	4,000
51195 · Ambassador Program	0	10,901	95,150	109,010	130,810
Total 512028 · Consulting/Business Promot...	0	11,235	97,525	112,350	134,810
512059 · Personnel					
51135 · Executive Director	0	2,801	32,598	28,010	33,600
51136 · Operations Manager	0	1,800	0	18,000	21,600
51137 · Program Manager	0	0	0	0	0
51138 · Admin./Spec. Events/Oper. Mgr.	0	0	0	0	0
51140 · Payroll Taxes	0	543	32	5,430	6,500
51145 · Payroll Fees	0	3	0	30	40
51150 · Workers Compensation	0	111	183	1,110	1,334
Total 512059 · Personnel	0	5,258	32,813	52,580	63,074
512110 · Design & Improvements					
51200 · Placemaking/Banners	0	4,912	0	49,120	58,938
51205 · Placemaking/Tecture	0	3,162	0	31,620	37,938
51206 · Placemaking/Lights	0	4,167	0	41,670	50,000
51210 · Parklet Maintenance	0	250	427	2,500	3,000
Total 512110 · Design & Improvements	0	12,491	427	124,910	149,876
512138 · Promotion/Advertising/Marketing					
51255 · Graphic Design	0	84	0	840	1,000
51260 · Market Research / Home Bus.	0	500	0	5,000	6,000
51265 · Member Benefits	0	0	0	0	0
51290 · Outreach-Welcome Packet	0	251	0	2,510	3,000
51320 · IT Website	0	21	0	210	250
51325 · IT Services	0	417	2,800	4,170	5,000
51335 · Member Events	0	1,100	0	11,000	13,200
Total 512138 · Promotion/Advertising/Marke...	0	2,373	2,800	23,730	28,450
512143 · Office Operational					
51165 · Accounting Services	0	0	600	0	0
51350 · Insurance	0	0	0	0	0
51355 · Office Rent	0	634	7,443	6,340	7,600
51370 · Printing	0	0	180	0	0
51380 · Telephone & Utilities	0	0	0	0	0
51385 · Utilities/Equipment	0	0	0	0	0
512143 · Office Operational - Other	0	0	2,400	0	0
Total 512143 · Office Operational	0	634	10,623	6,340	7,600
512186 · Special Events	0	917	3,000	9,170	11,000
Total Expense	0	32,908	147,188	329,080	394,810
Net Ordinary Income	0	0	-5,970	0	0
Net Income	0	0	-5,970	0	0

1:18 PM

05/08/23

Accrual Basis

East Village Association Inc.
Profit & Loss
 July 2022 through April 2023

	110 - Association Activities	210 - BID	310 - EV Block Party	400 - Parking District	510 - SBEP	TOTAL
Ordinary Income/Expense						
Income						
SBEP Income	0.00	0.00	0.00	0.00	1,442.13	1,442.13
40010 · Membership	0.00	915.00	0.00	0.00	0.00	915.00
40030 · Donations / Grants	0.00	0.00	79.20	0.00	0.00	79.20
40040 · Sponsorships	5,710.60	0.00	20,000.00	0.00	0.00	25,710.60
40050 · Interest Income	116.42	0.00	0.00	0.00	0.00	116.42
40055 · BID Disbursements	0.00	168,502.22	0.00	0.00	0.00	168,502.22
40085 · Parking District Income	0.00	0.00	0.00	141,218.07	0.00	141,218.07
41015 · Special Event Activity	332.35	0.00	54,560.03	0.00	0.00	54,892.38
Total Income	6,159.37	169,417.22	74,639.23	141,218.07	1,442.13	392,876.02
Expense						
SBEP Expenses	0.00	13,650.00	0.00	0.00	1,407.00	15,057.00
512028 · Consulting/Business Promotion	0.00	6,009.00	0.00	97,525.07	0.00	103,534.07
512059 · Personnel	12,443.94	64,451.42	0.00	32,812.80	0.00	109,708.16
512110 · Design & Improvements	0.00	4,730.03	0.00	426.93	0.00	5,156.96
512138 · Promotion/Advertising/Marketing	1,932.86	7,519.28	0.00	2,800.00	0.00	12,252.14
512143 · Office Operational	6,406.88	37,527.00	502.34	10,623.39	1,367.70	56,427.31
512186 · Special Events	13,434.23	0.00	98,173.46	3,000.00	1,738.00	116,345.69
Total Expense	34,217.91	133,886.73	98,675.80	147,188.19	4,512.70	418,481.33
Net Ordinary Income	-28,058.54	35,530.49	-24,036.57	-5,970.12	-3,070.57	-25,605.31
Net Income	-28,058.54	35,530.49	-24,036.57	-5,970.12	-3,070.57	-25,605.31

EVA & Tecture Wayfinding Signage Project

- April 2018 - EVA entered into a service agreement for six (6) large distinct signs to dispatch throughout EV for \$300,000
- May 30, 2018 - EVA paid \$30,000 for initial commencement of the project
- June 7, 2021 - Tecture amended project with Diane Straw's verbal approval and agreed on ten (10) smaller signs for \$120,000
- June 29, 2021 - EVA paid the remaining \$120,000 for a grand total of \$150,000 paid to date
- Tecture assembled one (1) sign as a prototype for the project

(Arrow shaped design illuminated by power generated from 7 solar panels. Sign is designed to be mounted on a wall and has a QR code below to showcase businesses/attractions in the nearby East Village area.)

- All materials were ordered, yet EVA was unable to locate ten (10) suitable southern facing buildings
- Tecture held off on the permitting process and sold purchased materials to another client due to EVA's timing delay
- April 26, 2023 - EVA Staff, Justin Navalle and Robyn Spencer met with Kyle Priesch and David Michael of Tecture to discuss the project status

4/27/2023: Email from Kyle Priesch at Tecture -

“Tecture has tallied our hours for the full contract to date.

Design Commencement // \$30k

858.5 hours \$125/hr = \$107,312.50 (Yikes! We sunk hours into this, knowing we had the full remaining \$270k to cushion the loss. But now that we don't have that, ouch.)

(10) Signs Invoice // \$120k

206 hours \$125/hr = \$25,750 + \$3,200 COGS = \$28,950”



tecture

2001 Main St. Unit A
San Diego, CA 92113
E: office@teatureinc.com
P: 619-831-0325

invoice

EV - 002.2

06/24/2021

PROJECT: East Village - Signage	PRESENTED TO:
This invoice is in regards to Design and Fabrication Services for Signage in the East Village as requested by the East Village Association (the Client).	Diane Peabody Straw Executive Director of East Village Association, Inc.

SCOPE:	COST:
<p>Please refer to Exhibit A and Exhibit B of the Contract signed on May 15, 2018 for details regarding Scope, Deliverables, Schedule, Specifications, Budget, Expenses and Payment Schedule.</p> <p>Refer to document "210414 EV Present_Smalls.pdf", submitted previously, for information regarding the Fabrication and Installation services invoiced here. Original contract will be amended to reflect the change in Deliverables.</p> <p>Payment Schedule:</p> <p>PAID 20% (\$30,000) @ Commencement DUE 67% (\$100,000) @ Shop Drawings, Permitting, and Fabrication PENDING 13% (\$20,000) @ Installation Completion</p>	\$150,000.00
	\$150,000.00

Please make checks payable to: **tecture**

Payment required within 30 days of receipt of invoice

Project Total	\$150,000.00
Payments/Credits:	\$30,000.00
Remaining Balance:	\$120,000.00
Current Balance Due:	\$100,000.00

DOCUMENTATION:

TECTURE retains the right to document, photograph or otherwise record all completed designs or installations of the Project; and to reproduce, publish, and display such documentation, photographs, or records for design promotional purposes.

Ethan Olsen

From: Kyle Preish <kyle@tectureinc.com>
Sent: Friday, February 3, 2023 12:10 PM
To: Ethan Olsen
Cc: Christopher M. Gomez; Dominic Li Mandri
Subject: Re: East Village Association | Tecture Contract

Follow Up Flag: Follow up
Flag Status: Flagged

After digging, we have updates.

Our original contract was for \$300k (installation not included) for 6 signs. A \$30k Commencement payment was received for that.

Tecture then invoiced for \$100k on 6/24/21, however it appears as though \$120k was actually paid. Therefore, EVA has paid \$150k to date.

To date, Tecture has completed the Design Phase, Shop Drawings, Construction Documents. Per the original contract, we have been on hold at the Material Ordering phase (we've only purchased a portion of the materials). EVA is supposed to identify locations (building owners) that want these signs attached to their buildings.

We can fully suspend the project at this point if you'd like, or Tecture can complete the services.

Please let me know.

Kyle

On Fri, Feb 3, 2023 at 8:32 AM Ethan Olsen <ethan@newcityamerica.com> wrote:

Good Morning Kyle,

Thanks for the prompt response!